

The background is black with a decorative border of white, hand-drawn, scribbled lines. The lines are of varying thickness and form loops and swirls, framing the central text.

ADAD7013_LON
PRESENTATION
OLIVER SMITHARD

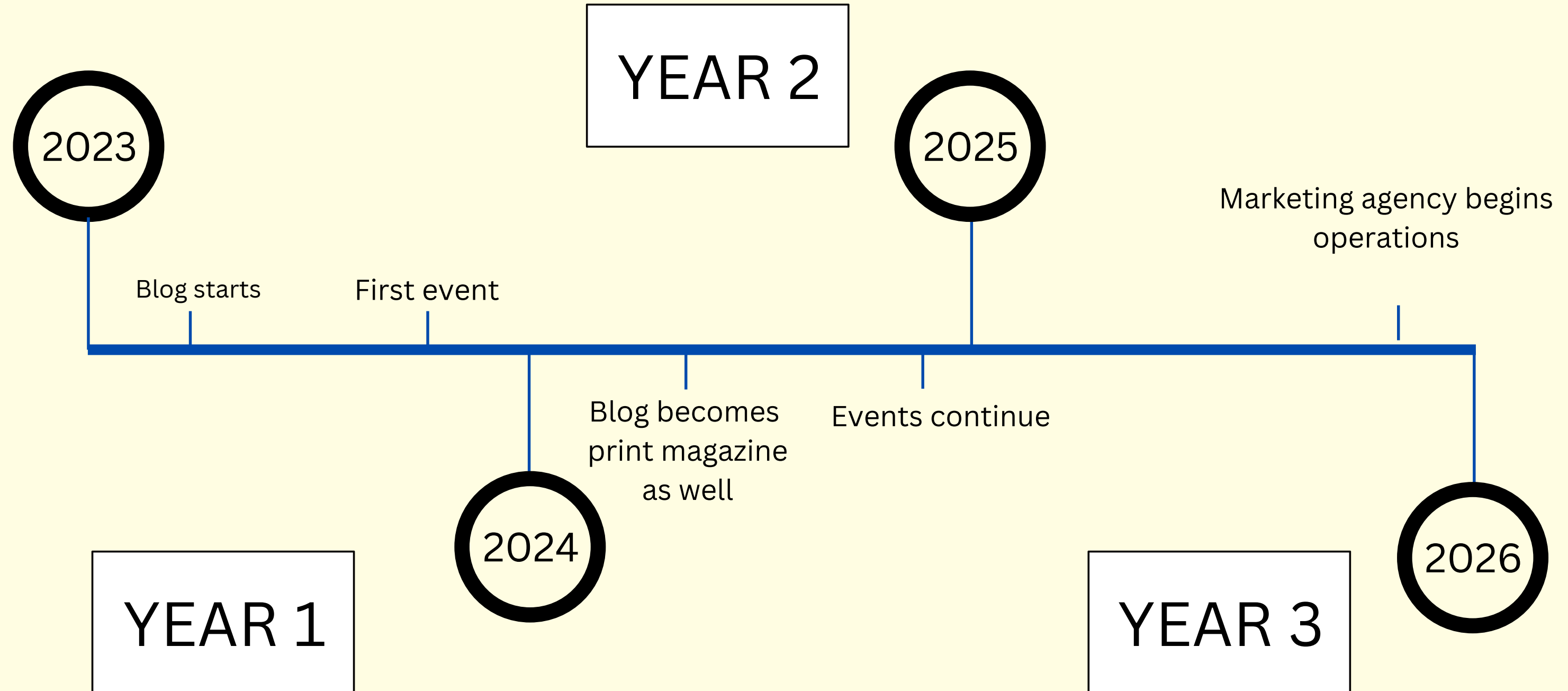
WHAT IS THE PRODUCT?

- **A RECORD LABEL WITH AN ACCOMPANYING MAGAZINE AND EVENTS PROGRAMME WHICH WILL EVENTUALLY TURN INTO A MARKETING AGENCY.**
- **THE LABEL WILL FOCUS ON DANCE MUSIC BOTH NEW AND OLD:**
 - **JUNGLE**
 - **RAVE**
 - **UKG, SPEED GARAGE**
 - **BREAKBEAT**
- **HIGH OCTANE, BIG ENERGY WITH A MASSIVE FOCUS ON ENGAGING AN ALREADY EXISTING COMMUNITY.**

WHAT IS THE PRODUCT?

- **THE LABEL IS CALLED STERN RECORDS:**
 - **RELEASES WILL BE QUARTERLY, ON VINYL AND DIGITAL DOWNLOAD**
 - **THERE WILL BE A MASSIVE FOCUS ON THE CULTURE AND COMMUNITY OF DANCE MUSIC ACROSS ALL SUBSIDIARY OFFSHOOTS OF THE LABEL.**
 - **MAGAZINE, EVENTS, MARKETING AGENCY.**
 - **MERCH WILL BE PIVOTAL AS WILL BE THE VISUAL AESTHETIC OF THE BRAND.**

TIMELINE



Understanding the Market

Buyers Personas

Demographics

- Age: 16-24
- Occupation: Student/Young Professional
- Location: London, Bristol, Manchester, Leeds (Big University cities)



The Bedroom DJs

Psychographics

- Passionate about new and old dance music.
- Happy to share their passion with peers across social media and in person at events.
- This excitement for this style of music means they are happy to part with their cash for merchandise and releases.
- Aspire to DJ at events in the future.
- Want to support the label and feel part of the "tribe" but also values experiences heavily.

Understanding the Market

Buyers Personas

Out-Every-Weekenders

Demographics

- Age: 25-35
- Occupation: Young Professional/Established DJs
- Location: London, Bristol, Manchester, Leeds (Big University cities)

Psychographics

- Semi or Established DJs partygoers who enjoy going out most weekends.
- May have their own radio shows, play out at clubs regularly as well.
- Defined as mid-level to high-level tastemakers.
- Perhaps less inclined to share music as they want to keep tracks for themselves, making them the only ones who are playing them out at clubs.



Photo © Tony Davis

BRANDING

MOOD
BOARD



Double click to interact



BRANDING

LOGO:



STERN RECORDS

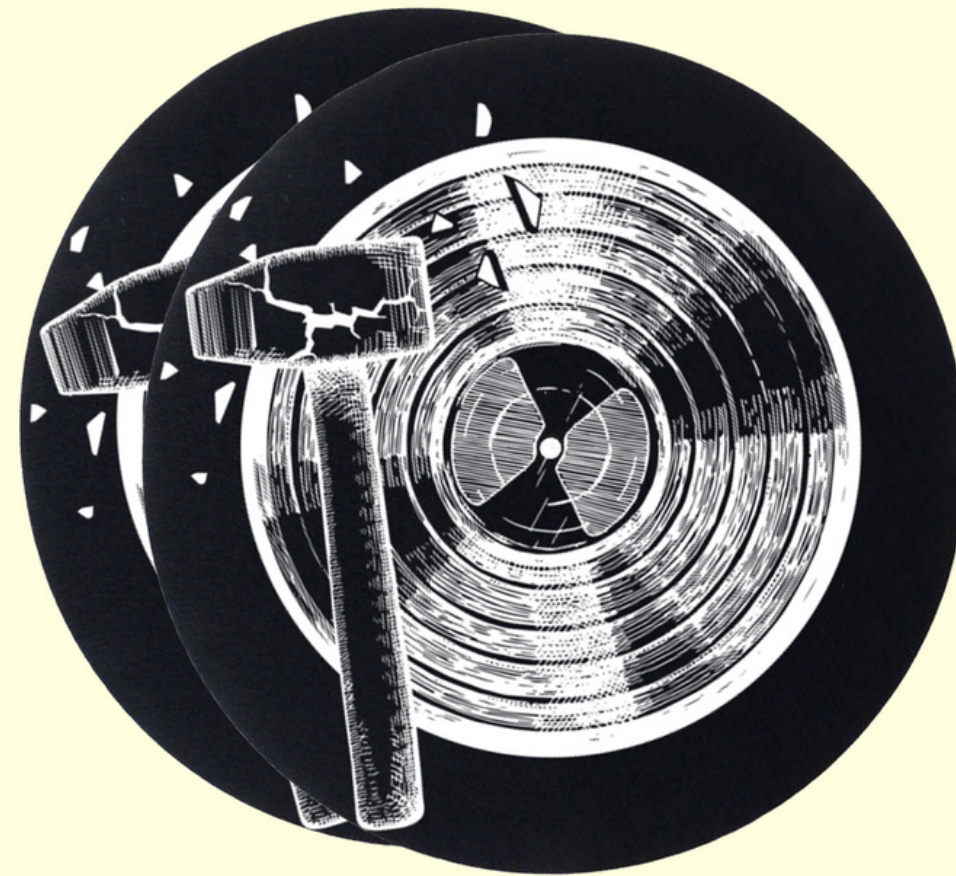
BRANDING

MERCH:



BRANDING

MERCH:



RELEVANCE IN TODAY'S MARKET

DANCE MUSIC IS EXPERIENCING A RENAISSANCE:

- **IT IS BECOMING MORE AND MORE PREVALENT IN POPULAR CULTURE**
- **B.O.T.A BY ELIZA ROSE REACHED NUMBER 1 IN THE UK CHARTS AND STAYED THERE FOR 2 WEEKS.**
- **FIRST FEMALE DJ TO HIT NUMBER 1 IN 20 YEARS.**
- **BEATING BRITTNEY SPEARS AND ELTON JOHN TO THE STOP SPOT AND BECOMING THE SUMMER ANDTHEM.**



RELEVANCE IN TODAY'S MARKET

DANCE MUSIC IS EXPERIENCING A RENAISSANCE:

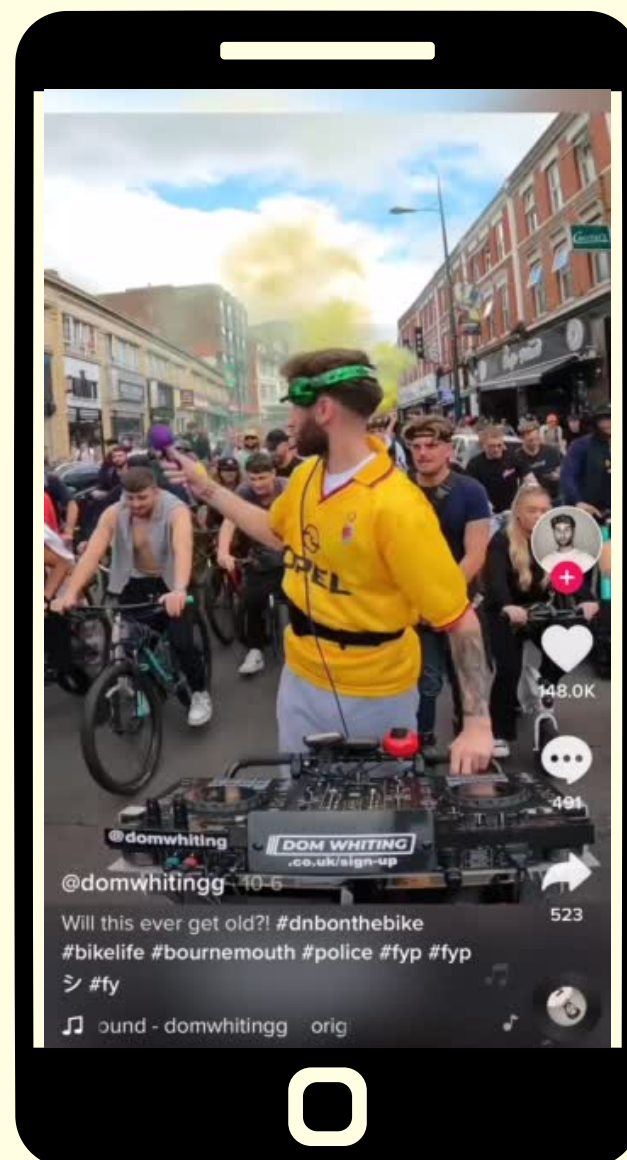
- **EVEN IN FASHION IT IS MAKING ITS SOUND HEARD.**
- **THE PALACE X GUCCI COLLABORATION COLLECTION WAS ANNOUNCED WITH A TRAILER FEATURING THE PRODIGY'S OUT OF SPACE**



RELEVANCE IN TODAY'S MARKET

DANCE MUSIC IS EXPERIENCING A RENAISSANCE:

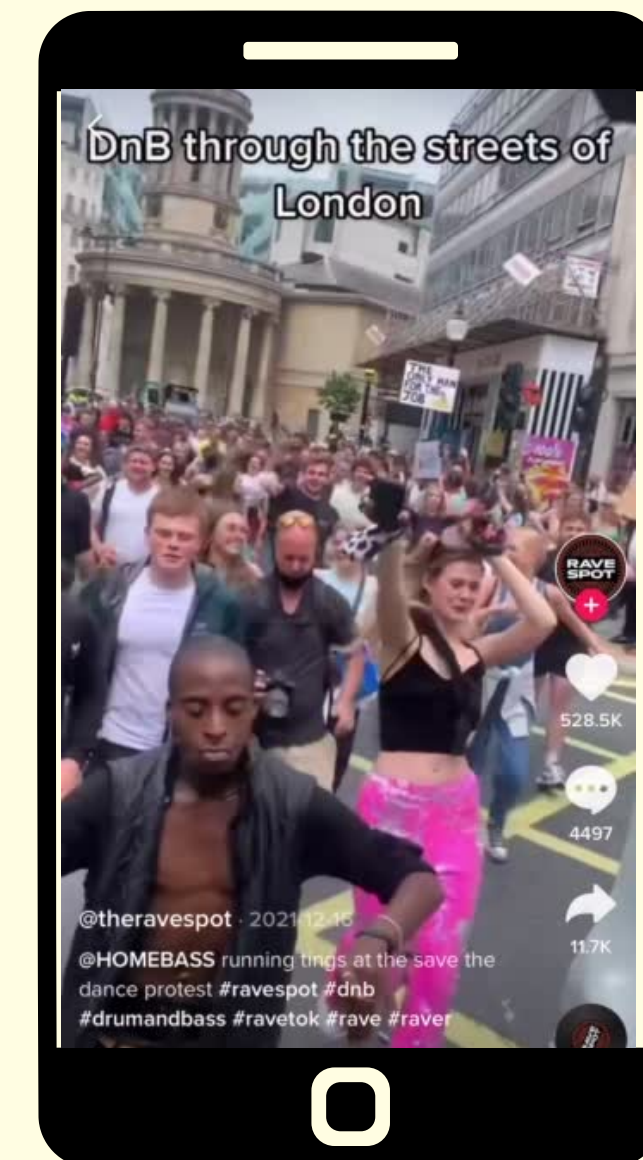
- **SOCIAL MEDIA IS ADOPTING AND USING DANCE MUSIC READILY AND REGULARLY.**
- **INFLUENCERS THE GLOBE OVER ARE USING DANCE MUSIC IN THEIR REELS AND TIKTOKS.**
- **THE BIRTH OF DEDICATED PAGES FOR DANCE MUSIC MEMES AND CONTENT WAS DRIVEN BY A DESIRE FROM CONSUMERS.**
- **SOME OF THESE DEDICATED PAGES HAVE AN INCREDIBLE AMOUNT OF REACH THEMSELVES.**



@DOMWHITINGG
88.4K followers
1.2M likes



@FATHERDNB
239.2K followers
6.7M likes



@THERAVESPOT
180.7K followers
4.8M likes

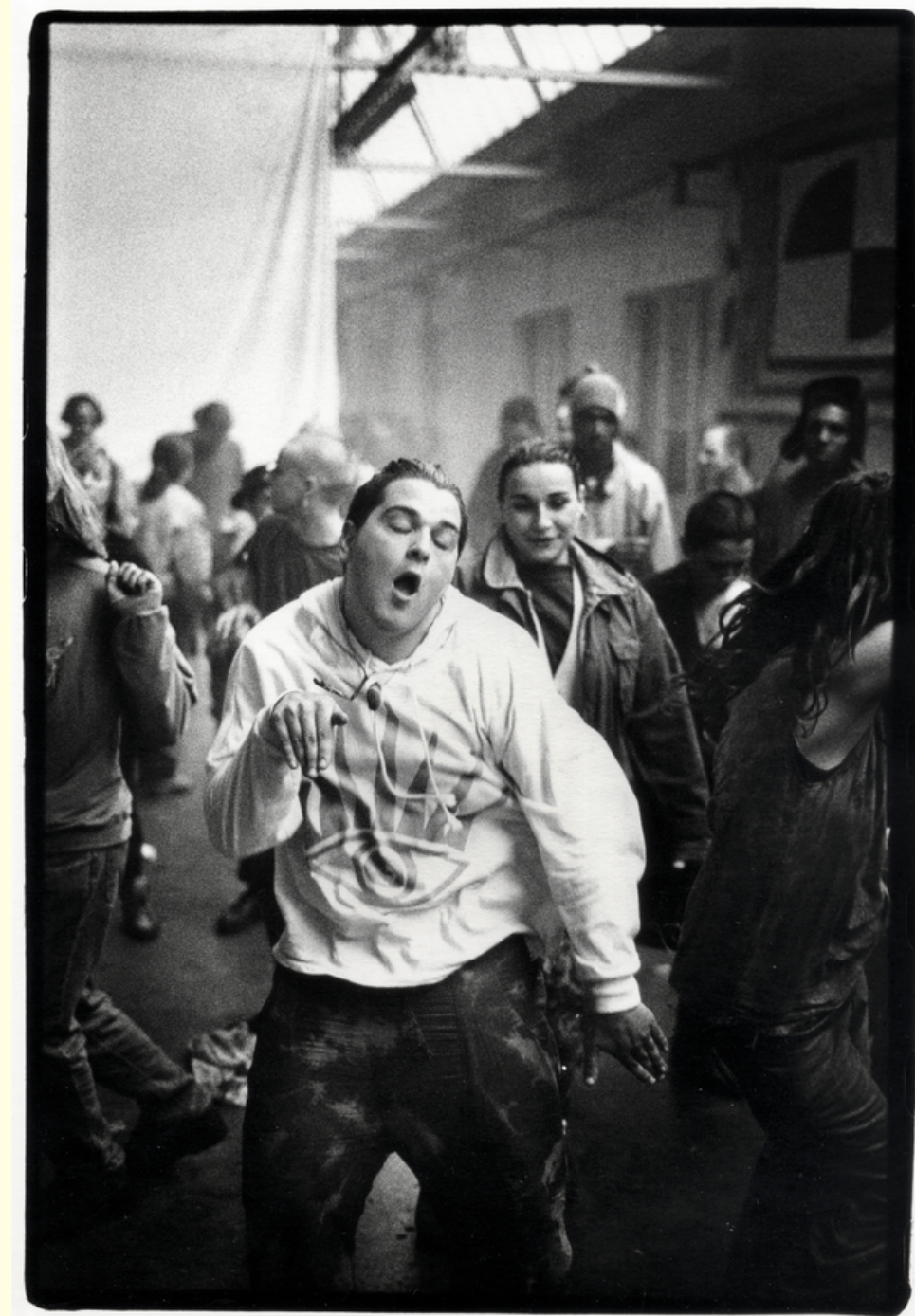
EVENTS

THE PURPOSE OF THIS PRESENTATION IS TO HIGHLIGHT ONE OF THE TACTICAL CAMPAIGNS OF THE 3-YEAR CAMPAIGN. I WILL BE DISCUSSING THE EVENTS BRANCH OF THE BUSINESS AND ITS MARKETING WITH YOU TODAY.

"EVENTS ARE EFFECTIVE TOOLS TO INGRAIN YOUR MESSAGE IN THE AUDIENCE'S MIND. THEY ARE PERFECTLY SUITABLE FOR ADDING A LAYER OF EMOTIONAL VALUE TO A PRODUCT OR SERVICE." (RASK, 2017)

HISTORICAL CONTEXT

- **EVENTS IN THE LATE 80S AND 90S WERE SEEN AS A FORM OF PROTEST, A RELEASE OF ENERGY AND HEDONISTIC.**
- **SECTION 63 OF THE CRIMINAL JUSTICE ACT IN 1994 MADE RAVING ILLEGAL, PUSHING IT UNDERGROUND.**
- **THIS BUILT A SENSE OF COMMUNITY AND TOGETHERNESS.**
- **ADDED AN ELEMENT OF COOL AND A DESIRE TO BE "IN-THE-KNOW"**



(Photo by Derek Ridgers)

MODERN CONTEXT

- **THE ELEPHANT IN THE ROOM...**
- **COVID PUT A LOT OF PRESSURE ON EVENT SPACES.**
- **BUT LOCKING PEOPLE UP FOR EXTENDED PERIODS OF TIME HAS HAD A POSITIVE EFFECT ON THE NIGHT-LIFE INDUSTRY.**



(Image: Getty Images)

SMART GOALS

S

SPECIFIC: LAUNCH EVENT SERIES TOWARDS END OF Y1. THESE WILL CONSIST OF CLUB NIGHTS, COMMUNITY TALKS, PHOTOGRAPHY EXHIBITIONS.

M

MEASURABLE: CLUB NIGHTS WILL COINCIDE WITH RELEASES, QUARTERLY. ADDITIONAL EVENTS WILL OCCUR TWICE A YEAR, ALL FROM Y2 ONWARDS.

A

ACHIEVABLE: INITIAL COSTS WILL BE HIGH, BUT PROVIDING A GOOD TURN OUT AND INCORPORATION OF MERCH AT THE EVENTS, WILL BE PROFITABLE AND HELP FUND FUTURE EVENTS.

R

RELEVANT: CLUBBING IS PART OF THE ECOSYSTEM OF DANCE MUSIC, VERY IMPORTANT TO INCORPORATE INTO THE BUSINESS PLAN. ADDITIONAL EVENTS SUCH AS COMMUNITY TALKS HELP BUILD A SENSE OF A TRIBE AND FOLLOWING, INCREASING EMOTIONAL CONNECTION WITH THE BRAND.

T

TIME-BOUND: BY STARTING THE EVENTS AT THE END OF Y1, THE RECORD LABEL WILL BE ABLE TO BUILD A BIG ENOUGH FOLLOWING TO ENSURE THE FIRST EVENT IS A SUCCESS,

SWOT ANALYSIS

Strengths

Weaknesses

Internal

- Deep and extensive understanding of the market.(Participant in the industry myself)
- Succinct and tangible branding for the business.
- Vast network of DJs and artists and photographers who will assist.
- Have put on events before

- To begin with, it's a one-man band.
- Need to budget accordingly in line with other offshoots of the company.
- Previous events organised where a long time ago.

External

- There is a real hunger for live music and music-related events post-covid.
- Provides an opportunity to market the record label and its releases.
- Diversifies revenue streams.
- Builds a community who are will engage with the brand

- Many competitors in the field.
- High start-up costs to put on events.
- Economic crisis and Covid are causes for insecurity in the industry.

Opportunities

Threats

DIFFERENT TYPES OF EVENTS

CLUB NIGHTS:

- **INITIALLY WILL COINCIDE WITH RELEASES, ACTING AS LAUNCH PARTIES.**
- **RELEASING ARTIST WILL HEADLINE.**
- **INFORMATION FOR EVENT WILL BE RECORDED ON A VOICEMAIL.**
 - **AUDIENCE WILL HAVE TO CALL TO FIND OUT LOCATION AND TIME ETC.**
 - **REMINISCENT OF HOW OLD-SCHOOL RAVES WERE ADVERTISED.**

CLUB NIGHTS:

ASSETS

**STERN
RECORDS
PRESENTS**

**NIA ARCHIVE
SKIN ON SKIN
BLUETOOF
DONNY D**

£6
£10
£15
+ OTD

**CALL +447933487521
FOR MORE INFO..**

+ OTD OR BE BORING AND SCAN THIS:



31/07/23



£6
£10
£15
+ OTD

**JOY ORBISON
ELIZA ROSE
MALL GRAB
YAZZUS**

CALL +447933487521 FOR INFO

CLUB NIGHTS:

MARKETING STRATEGIES

SOCIAL MEDIA

- **TEASER CAMPAIGNS WILL BE USED TO ANNOUNCE THE EVENTS ON THE STERN RECORDS SOCIAL MEDIA ACCOUNTS.**
- **FOOTAGE CAPTURED FROM PREVIOUS EVENTS WILL BE USED IN FUTURE CONTENT.**
- **INTERVIEWS WITH ARTISTS.**
- **COMPETITIONS:**
 - **"TAG 3 FRIENDS IN THIS POST FOR THE CHANCE TO WIN GUESTLIST, LATEST RELEASE AND MERCH"**

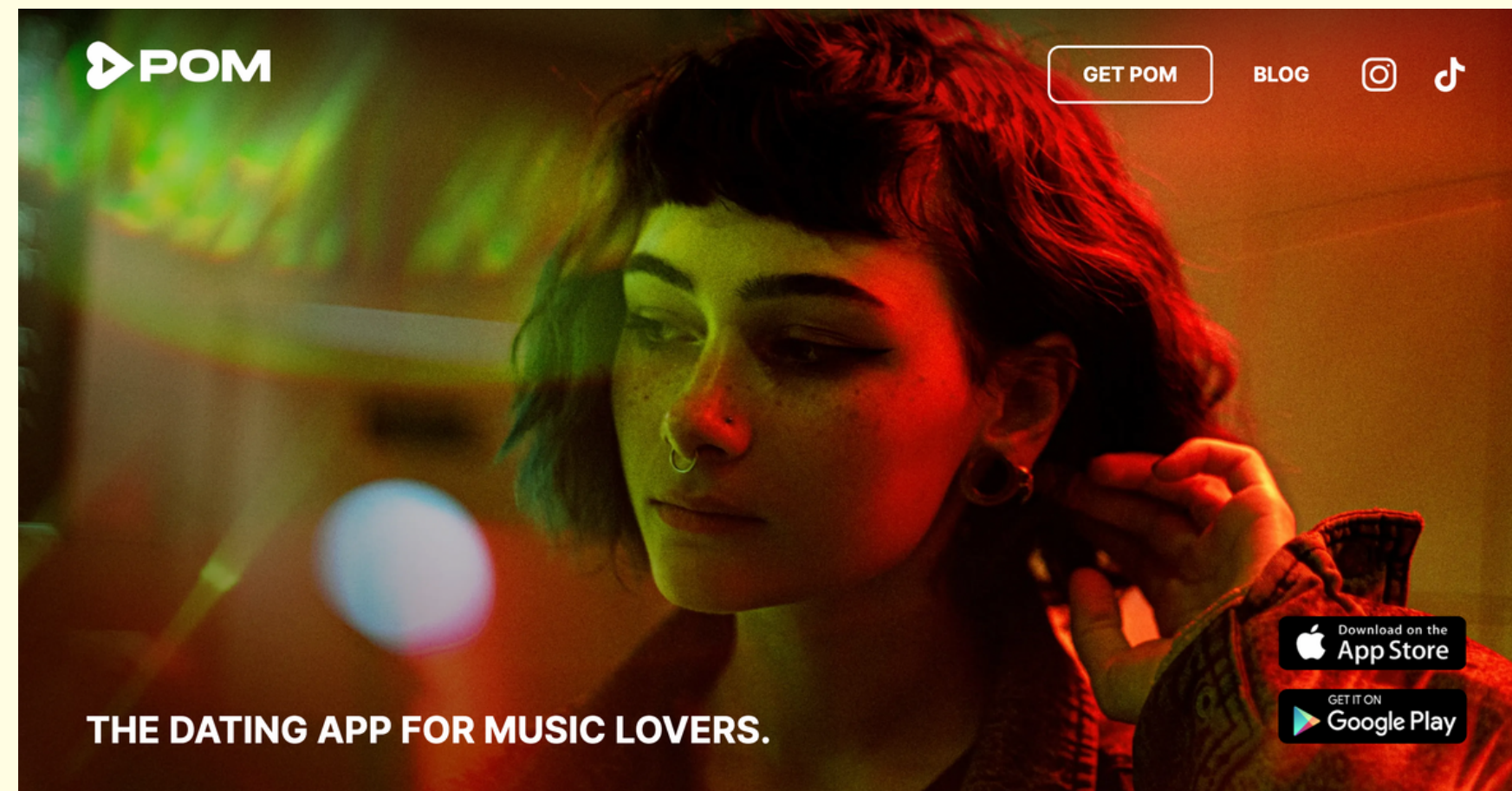
CLUB NIGHTS:

MARKETING STRATEGIES

BRAND PARTNERSHIPS

- **HIGHLIGHTED SOME COMPANIES STERN RECORDS CAN PARTNER WITH TO ASSIST PROMOTING EVENTS:**

POM

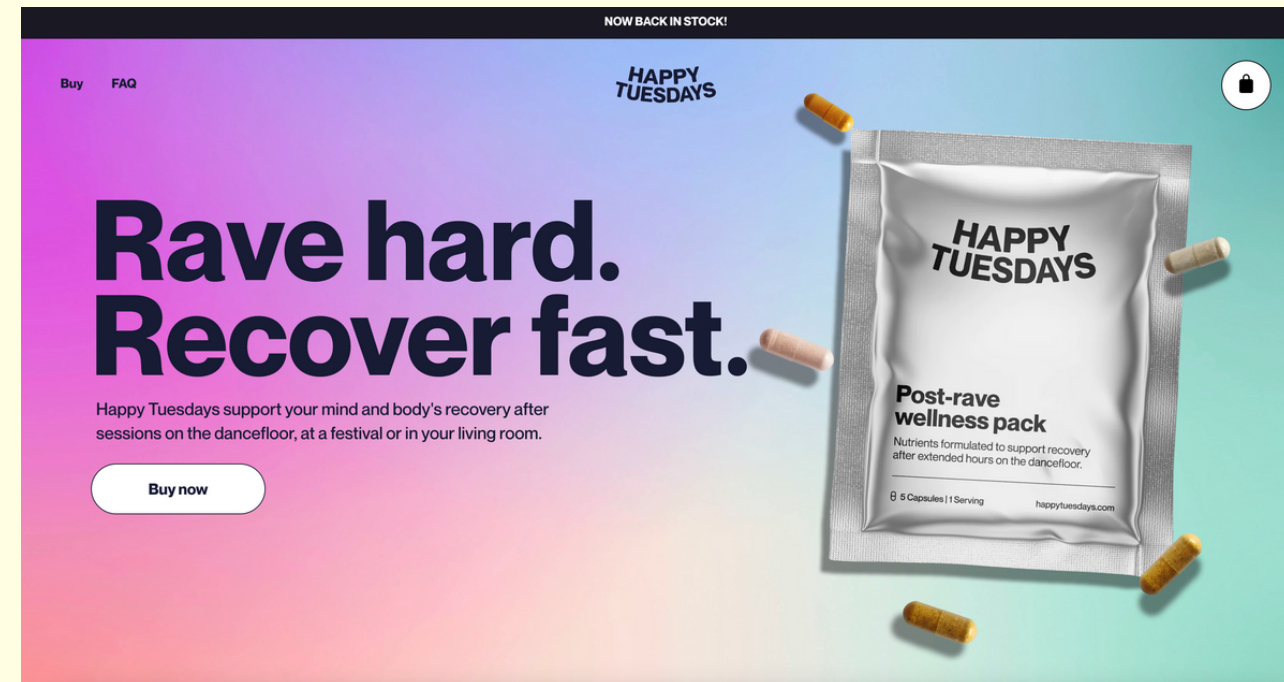


POM

A DATING APP THAT CONNECTS PEOPLE THROUGH THEIR LOVE OF MUSIC:

- **THERE ARE POM LIVE EVENTS, WHERE THE APP PARTNERS WITH MUSIC EVENTS AND POTENTIAL COUPLES WITH SHARED INTERESTS IN THAT KIND OF MUSIC CAN ARRANGE TO MEET UP THERE.**
- **PROVIDES AN OPPORTUNITY FOR ADVERTISING ON THE POM APPLICATION.**
- **25,000 USERS CURRENTLY (CRACK MAGAZINE, 2021).**
 - **WHILE THIS IS SMALL, THE USER BASE WILL BE FULLY TARGETED TOWARDS MUSICAL EVENTS.**

HAPPY TUESDAYS



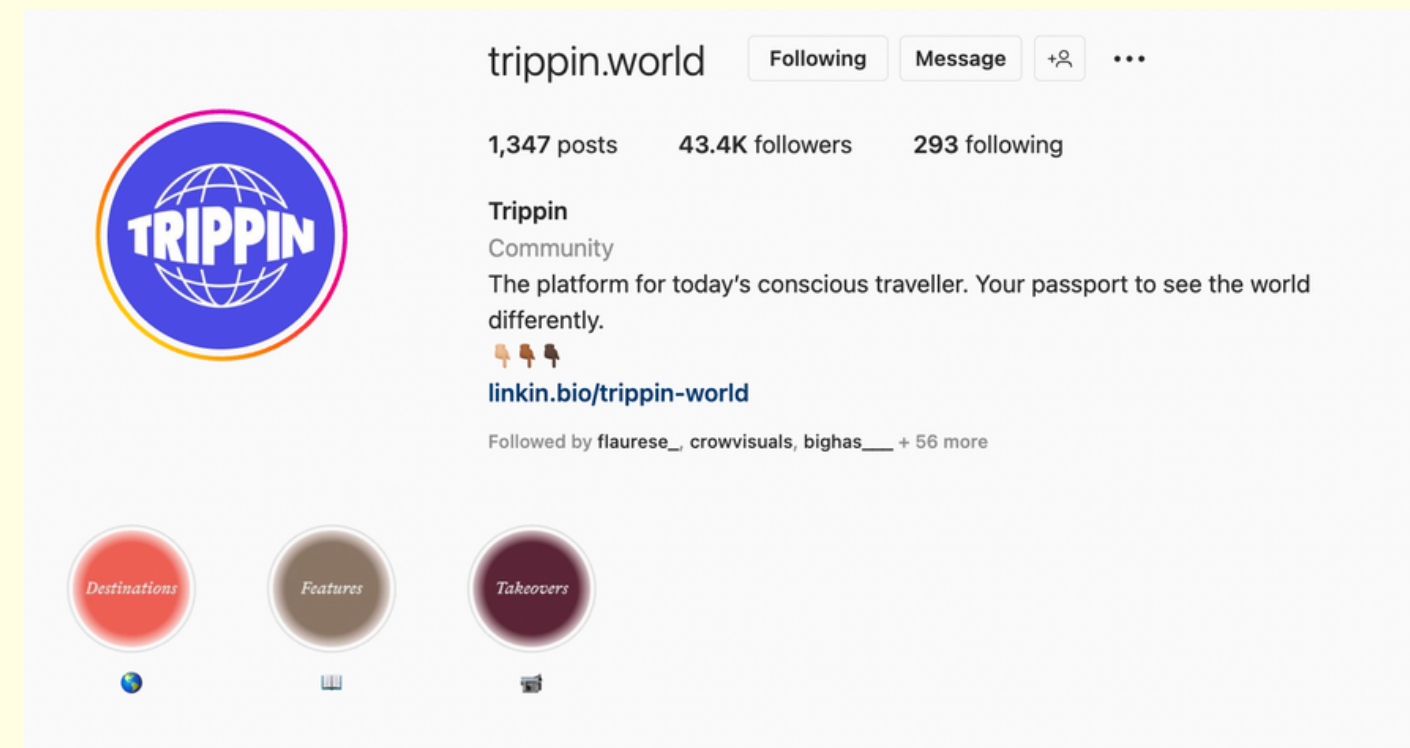
HAPPY TUESDAYS IS A COMPANY THAT SELLS LEGAL SUPPLEMENTS THAT HELP RECOVER AFTER A HEAVY NIGHT.

- **THE SUPPLEMENTS ARE MEANT TO BE TAKEN ONCE HOME FROM A CLUB NIGHT BEFORE BED AND PROMOTE HEALTHY SLEEP WHILE DETOXIFYING AND RECUPERATING THE BODY.**
 - **THE PACKETS COULD BE CO-BRANDED WITH STERN RECORDS ICONOGRAPHY AND SOLD AT EVENTS FOR RAVERS TO TAKE HOME AND NOT FEEL THE EFFECTS OF THEIR NIGHT TOO HARSHLY THE MORNING AFTER.**
 - **WITH THE SUPPLEMENTS NEEDING TO BE TAKEN RIGHT BEFORE BED, CONSUMERS WILL WAKE UP WITH THE BRANDED PACKAGING IN THE MORNING, REINFORCING THE BRAND IMAGE THE FOLLOWING DAY.**

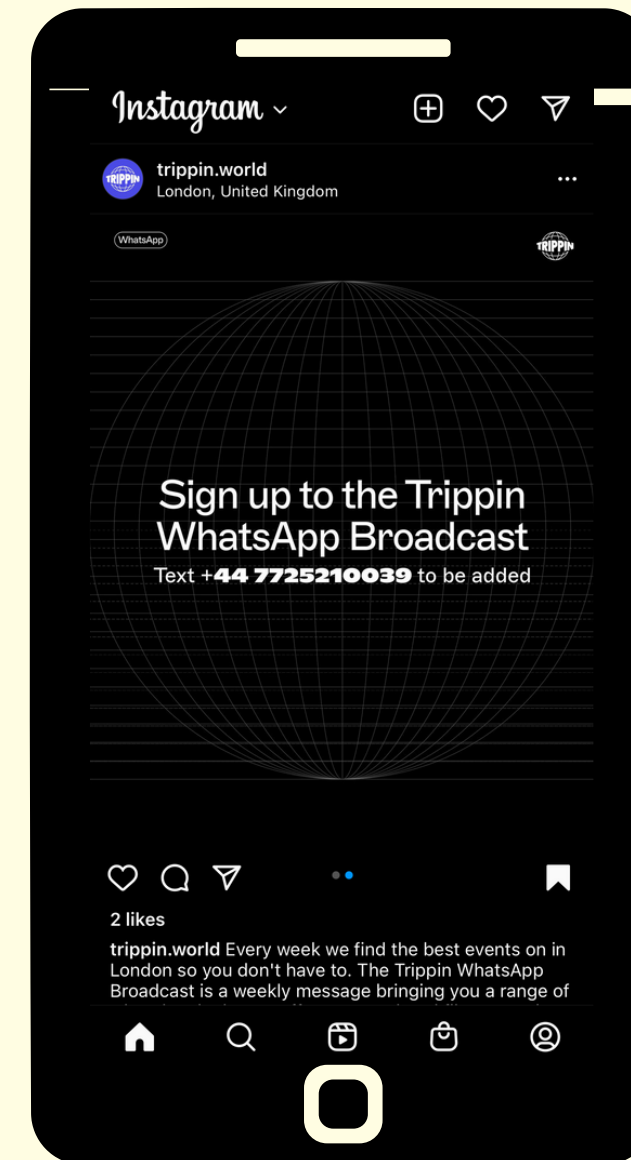
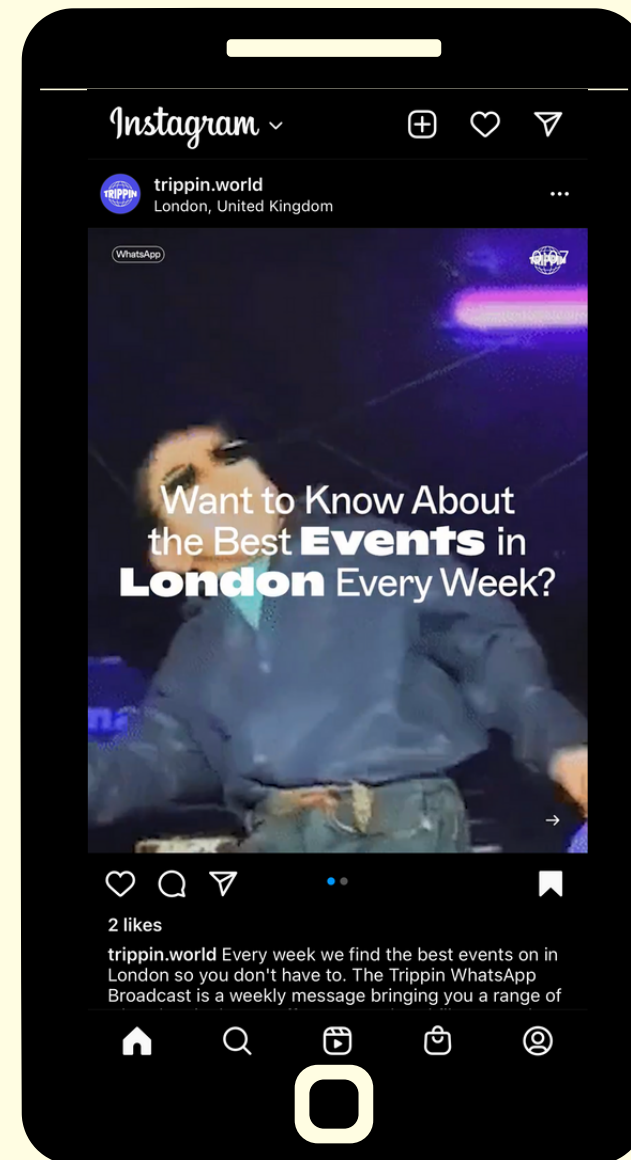
TRIPPIN.WORLD

TRIPPIN WORLD IS A MODERN DAY TRAVEL GUIDE.

- **SEGMENTS ON DIFFERENT COUNTRIES**
- **INTERVIEWS WITH CULTURAL FIGURES**
- **FOR THEIR BEST "SPOTS" AROUND TOWN**
- **HAVE JUST LAUNCHED A NEW SERVICE FOR LONDON EVENTS.**



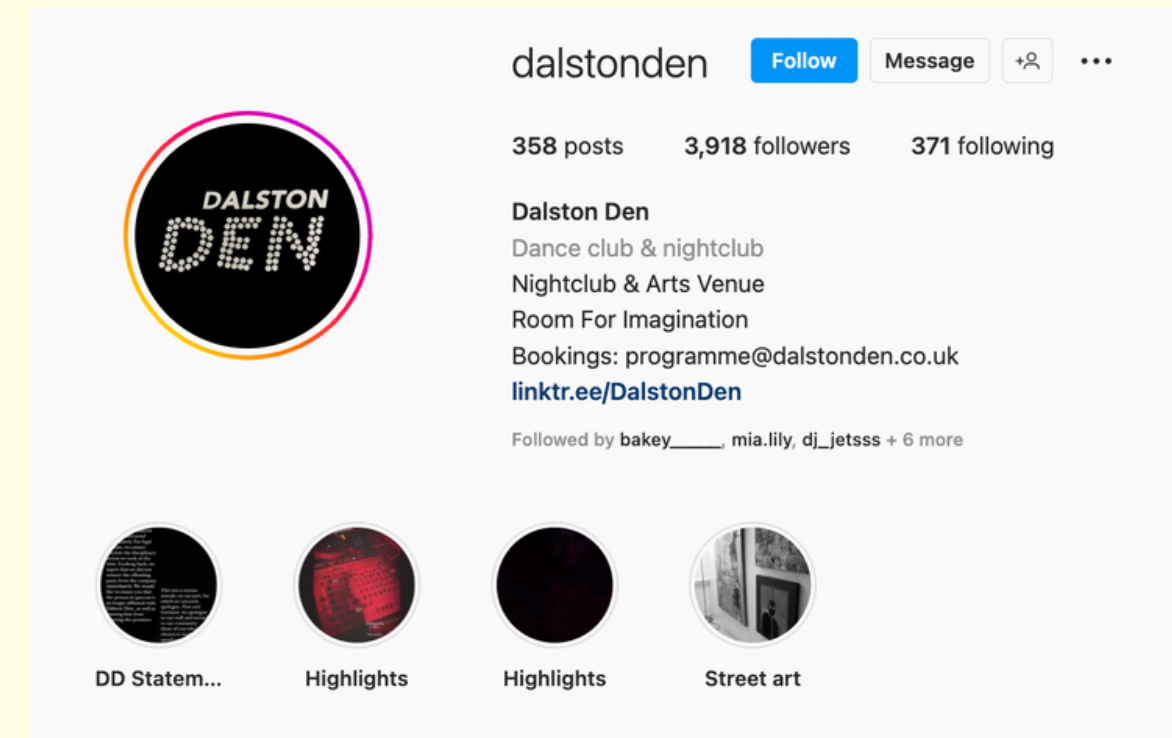
TRIPPIN.WORLD



LOCATION

DALSTON DEN

- **200 CAPACITY**
- **SECURITY/BAR STAFF INCLUDED**
- **£300 HIRE COST (INTRODUCTIONARY FEE)**
- **£3000 MIN. SPEND AT BAR**
- **RETURN OF 20% AFTER £4500 BAR SPEND**
- **MARKETING IS LEFT UP TO EVENT MANAGEMENT**
 - **BUT IF ASSETS AND INFORMATION ARE SHARED WITH THE DEN, THEY ARE HAPPY TO USE ON THEIR LINKTREE, IG PAGE AND STORY.**



COSTS

CAPACITY AND BOX OFFICE POTENTIAL								
	Ticket Price	Capacity Split	Guests permitted above	Guest Holds & Comps	Production Holds	Sellable Capacity	Potential Gross Income	Notes
General Admission	£15.00	200	0			200	£3,000.00	
							£-00	
							£-00	
						0	£-00	
Sub total		200	0	0	0	200	£3,000.00	
Total		200	0	0	0	200	£3,000.00	
COSTS budgeted for this show				NUMBER OF SHOWS			1	
Description		Budget						
1 VENUE HIRE		£200.00		FINANCIAL OFFER and Walkout Potential				
2 PRS		£105.00		POTENTIAL GROSS INCOME			£3,000.00	
3 TICKET PRINTING		£-00		VAT			£500.00	
4 SECURITY		£-00		POTENTIAL NET INCOME			£2,500.00	
5 BOX OFFICE CHARGES		£-00		TOTAL COSTS			£1,155.00	
6 PRODUCTION OFFICE / INTERNET		£-00		BALANCE			£1,345.00	
7 FIRE / MEDICAL		£-00						
8 ELECTRICIAN		£-00						
9 POLICE		£-00		GUARANTEED ARTIST FEE			£600.00	
10 VENUE INFRASTRUCTURE		£-00		VERSUS				
11 CANCELLATION INSURANCE		£50.00		80%				
12 PUBLIC LIABILITY INSURANCE		£-00		POTENTIAL ON SELLOUT			£1,076.00	
13 STAFF		£50.00						
14 MISCELLANEOUS		£50.00						
15 NATIONAL ADVERTISING		£150.00		AVERAGE NET TICKET PRICE			£12.50	
16 VENUE ADVERTISING RECHARGE		£-00		BREAK EVEN SALES ESTIMATE			134	
17 LOCAL ADVERTISING		£75.00						
18 POSTER PRINTING		£75.00						
19 FLYPOSTING / DISTRIBUTION		£75.00		OFFER NOTES:				
20 LEAFLETS / FLYERS		£75.00						
21 ONLINE PROMOTION		£200.00						
22 ARTWORK / DESIGN		£-00						
23 PR		£-00						
24 TELEVISION / RADIO		£-00						
25 PA		£-00						
26 LIGHTS		£-00						
27 STAGEHANDS		£-00		OFFER TERMS:				
28 BARRIER / STAGING		£-00		Offer is Net of local sales tax, but payment may be subject to Foreign Entertainers Tax.				
29 RIGGERS		£-00		The Artist or their representative must indicate if any performer is non-UK resident and therefore liable for Foreign Entertainers Tax.				
30 FOLLOW SPOT / OPERATOR(S)		£-00		Any clauses or riders that the Artist may present with their contract are subject to the budgetary constraints of this offer.				
31 PRE-PRODUCTION		£-00		This offer is valid for one week of receipt from a DHP valid email address.				
32 VIDEO / PROJECTION		£-00		Budget is based on information provided by the venue at time of offer and actual venue costs at settlement are subject to change.				
33 PRODUCTION CONTRIBUTION		£-00		Foreign currency exchange rate been calculated at time of offer and is subject to change.				
34 PLANT HIRE		£-00		Unless agreed in writing, the artist is liable for the cost of obtaining "work permits", "certificates of sponsorship" or similar permissions to be legally allowed to perform. DHP will endeavour to supply documentation and assistance to the process, but accepts no responsibility should the performance be cancelled due to the artist failing to obtain the clearance they need.				
35 POWER / GENERATORS		£-00		By accepting this offer, the artist agrees to take out adequate Employer's Liability and Public Liability insurance covering against all claims made against DHP in respect of death or personal injury to any person or damage to real or personal property sustained in connection with this engagement due to actions of the artist and any contractors they use.				
36 CATERING		£-00						
37 DRESSING ROOMS / FURNITURE		£-00						
38 SUPPORT ARTISTS		£50.00						
39 TOWELS / LAUNDRY		£-00						
40 ACCOMMODATION		£-00						
41 PIANO TUNER / ADDITIONAL EQUIP.		£-00						
42 TRANSPORTATION / PARKING		£-00						
43 RUNNER / CATERING ASST		£-00						
TOTAL COSTS		£1,155.00						

OTHER TYPES OF EVENTS

PANEL DISCUSSIONS

- **TALKS WITH INDUSTRY LEADERS ABOUT THE STATE OF THE MUSIC INDUSTRY**
- **NOT NECESSARILY SPECIFIC TO DANCE MUSIC**
- **HELPFUL FOR BUDDING ARTISTS**
- **CREATE A NURTURING ENVIRONMENT**

PHOTOGRAPHY & ART EXHIBITIONS

- **EXISTING RELATIONSHIPS WITH PHOTOGRAPHERS: DEREK RIDGERS, TONY DAVIS**
- **COMPETITIONS WITHIN COMMUNITY TO HAVE WORK FEATURED AT GALLERIES**
- **COST EFFECTIVE AND A GREAT WAY OF BUILDING AFFINITY FOR THE BRAND**
 - **DALSTON DEN ARE PREPARED TO WAIVE COST OF EVENT ON A WEDNESDAY IF A FRIDAY/SATURDAY NIGHT EVENT IS BOOKED IN**

REFERENCES

RASK, L. (2017). EVENTS AS A STRATEGIC MARKETING TOOL. VALLEY COTTAGE, NY SCITUS ACADEMICS.

[HTTPS://CRACKMAGAZINE.NET/2021/08/THIS-NEW-DATING-APP-CONNECTS-USERS-THROUGH-THEIR-LOVE-FOR-MUSIC/](https://crackmagazine.net/2021/08/this-new-dating-app-connects-users-through-their-love-for-music/)



THANK YOU!
ANY QUESTIONS?