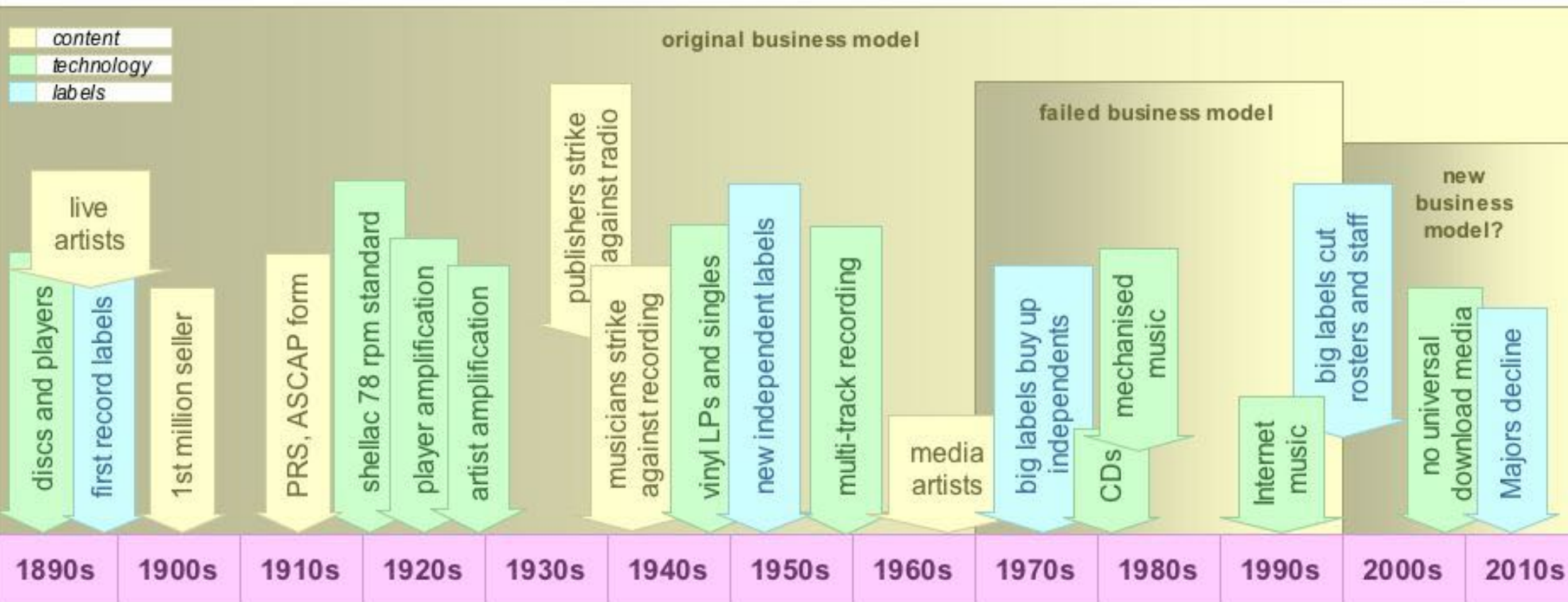


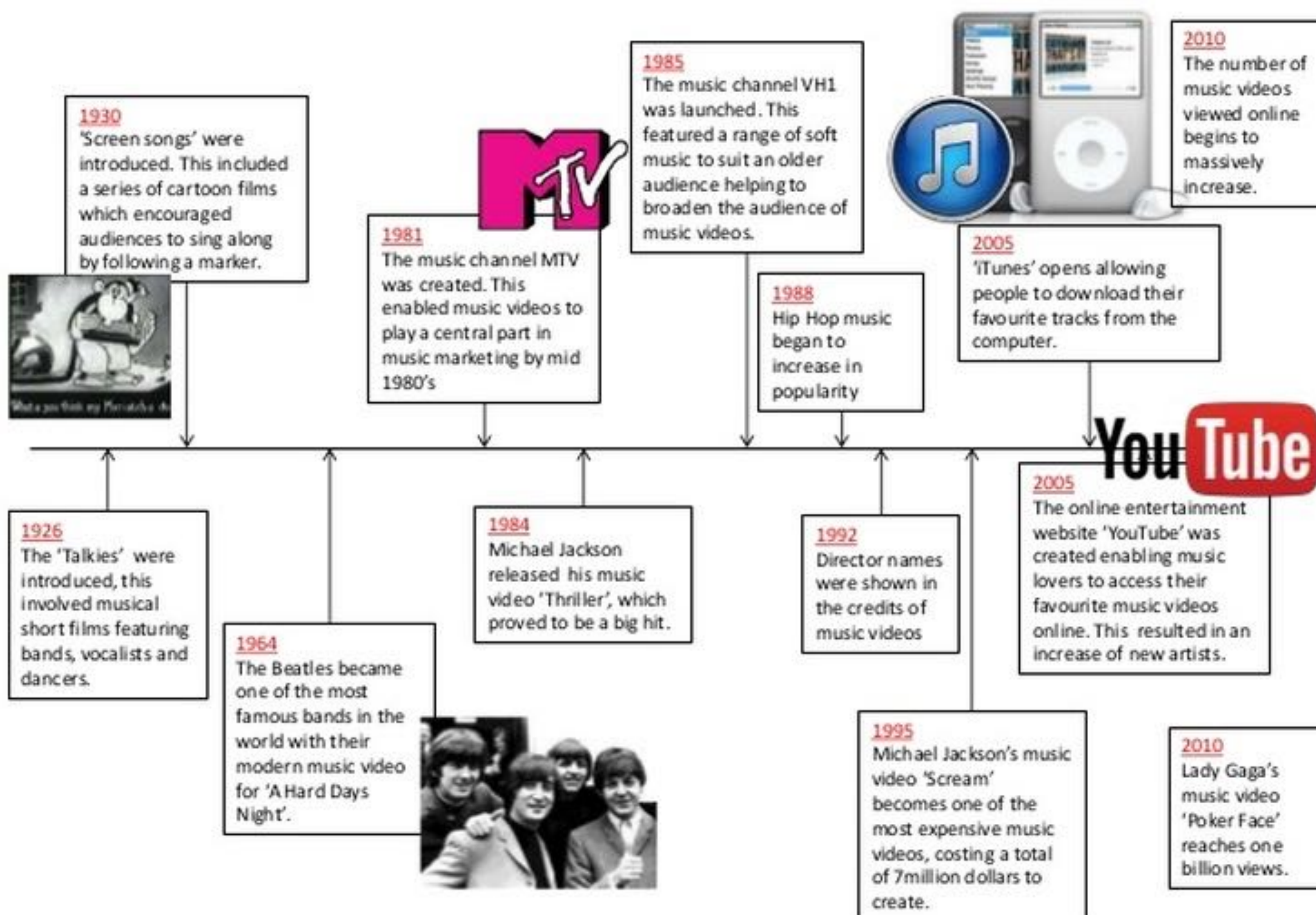
1950 – PRESENT

STAR QUALITY AND THE MUSIC INDUSTRY

THE CHANGING LANDSCAPE OF THE MUSIC INDUSTRY



CHANGING MEDIA

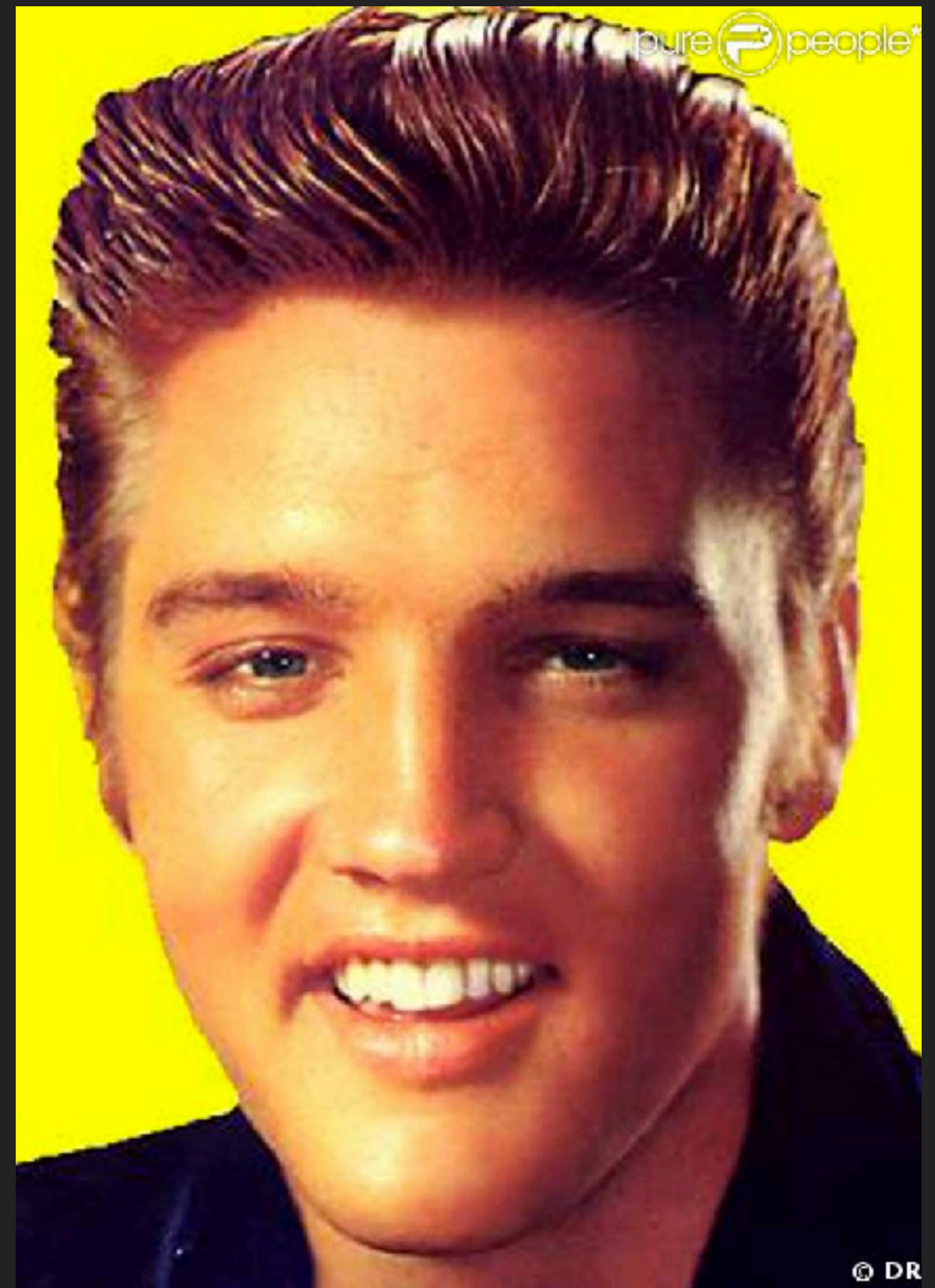


ELVIS PRESLEY – 50S

The 50s saw the birth of independent labels. Vinyl quality and sales increase as two channel recording becomes mainstream.

The birth of Rock and Roll and the ascent of the teenager

Artists gain notoriety through radio play and film hits, playing local gigs before aiming to break Hollywood. There is a very strong crossover between music and film.



STAR QUALITIES

THE STYLE ICON

One of the most individual and recognisable trend setters of all time. Elvis is equally iconic as Rockabilly heart-throb or Vegas showman. Elvis is still regularly honoured by the likes of Vogue and GQ, and continues to inspire designers and stylists today.



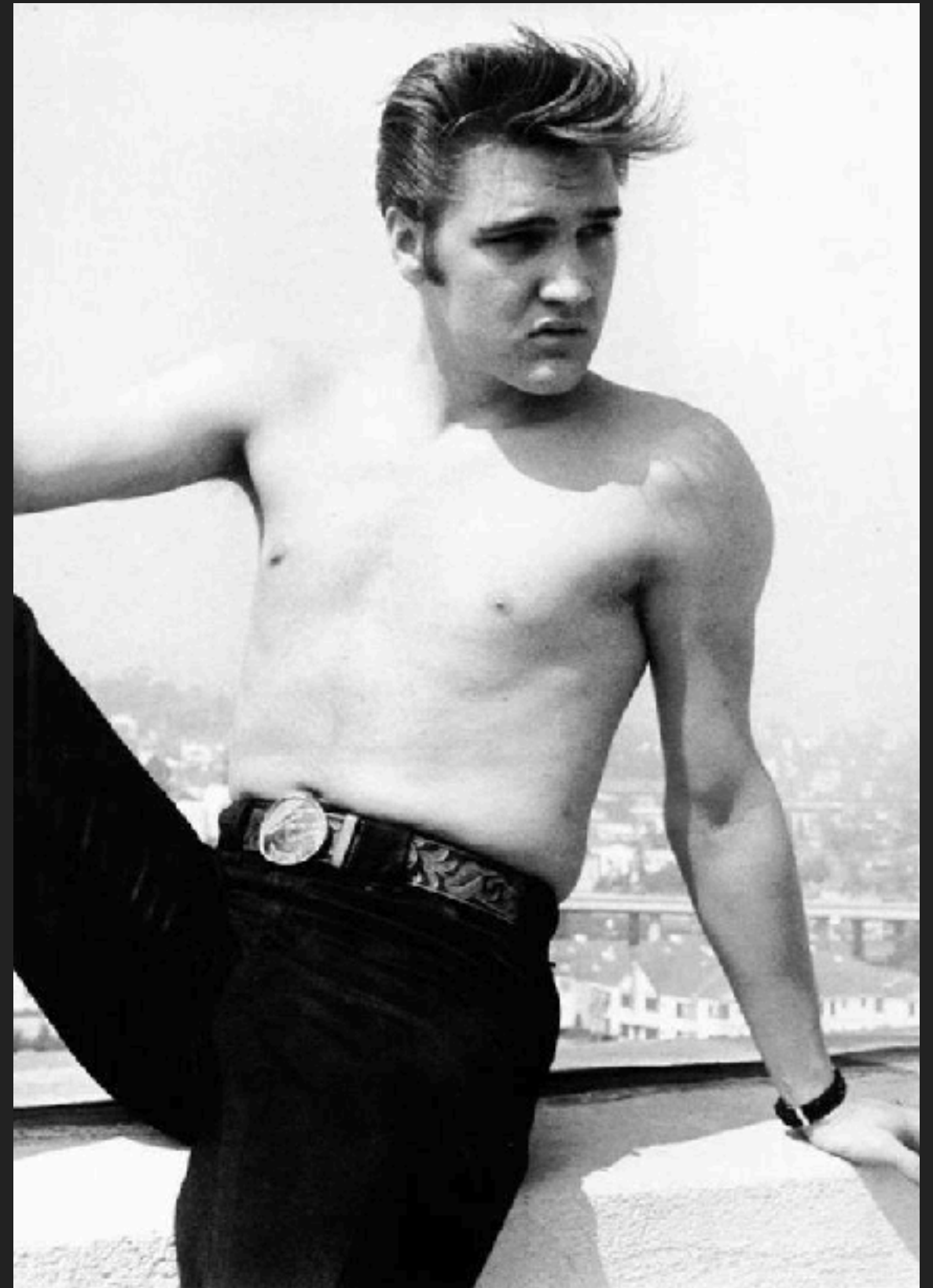
THE SEX SYMBOL

"I'm straight as an arrow and I got to tell you, you stop, whether you're male or female, to look at him. He was that good looking. And if you never knew he was a superstar, it wouldn't make any difference; if he'd walked in the room, you'd know somebody special was in your presence."

Steve Binder

"Elvis was an ambivalent figure who articulated a peculiar feminised, objectifying version of white working-class masculinity as aggressive sexual display."

Yvonne Tasker



THE BEATLES – 60S

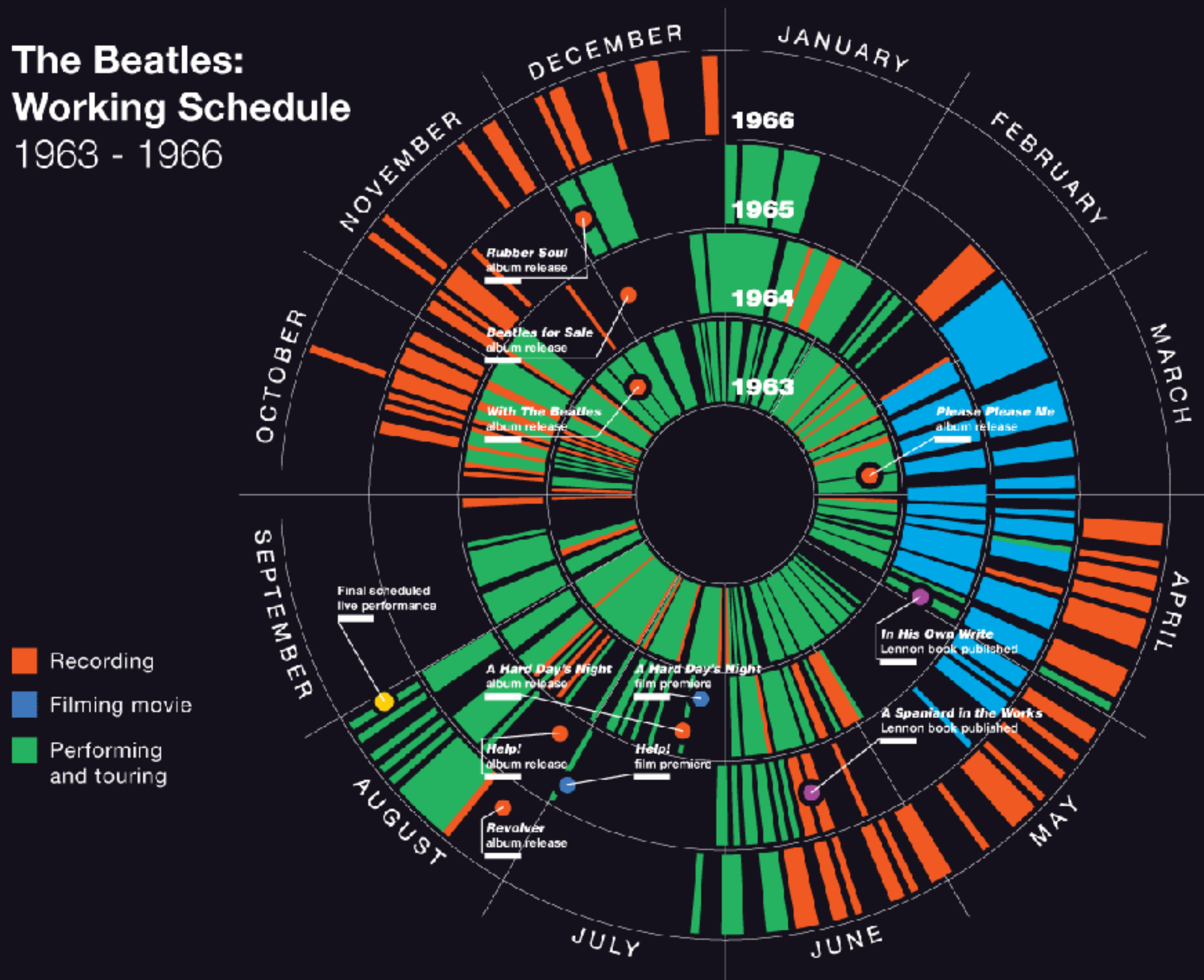


An era of youth rebellion and activism from a war scarred generation wanting change. The 60s saw the relaxation of social taboos especially relating to racism and sexism that occurred during this time.

The Beatles are probably the greatest example of a music brand. They led an era of change, musically, stylistically as well as through film tie-ins changing with the era and defining the 60s

Reputedly the best selling artists of all time selling 500-600 million records and still counting.

The Beatles: Working Schedule 1963 - 1966



CHANGING IMAGE FOR A CHANGING DECADE

From Beatnik to Psychedelia and throughout the Hippie movement the Beatles always embodied the youth movement through music, lifestyle and dress sense.

Never fearing to evolve with the changing times, they always remained leaders rather than followers throughout their golden decade.



JUKEBOX MUSICALS

Making movies to sell tour tickets...

Three Film Contract with United Artists.

The Beatles did not have the impact on filmmaking that they did on music, but at the very least their films made making music look very cool. More than anything, "A Hard Day's Night" had without a doubt raised the bar on jukebox musicals.



PUNK – 70S

By the end of the Vietnam War in 1975 the hippie movement was dying down, but had played its part in changing social and cultural dynamics.

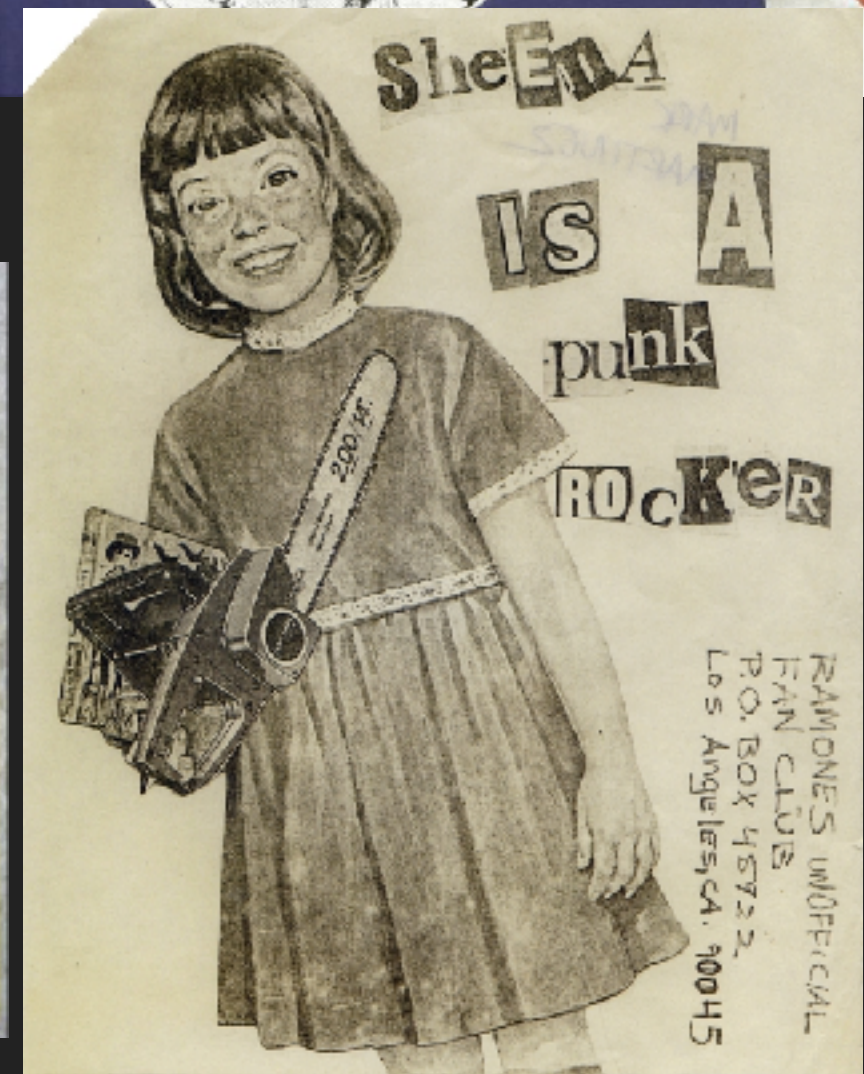
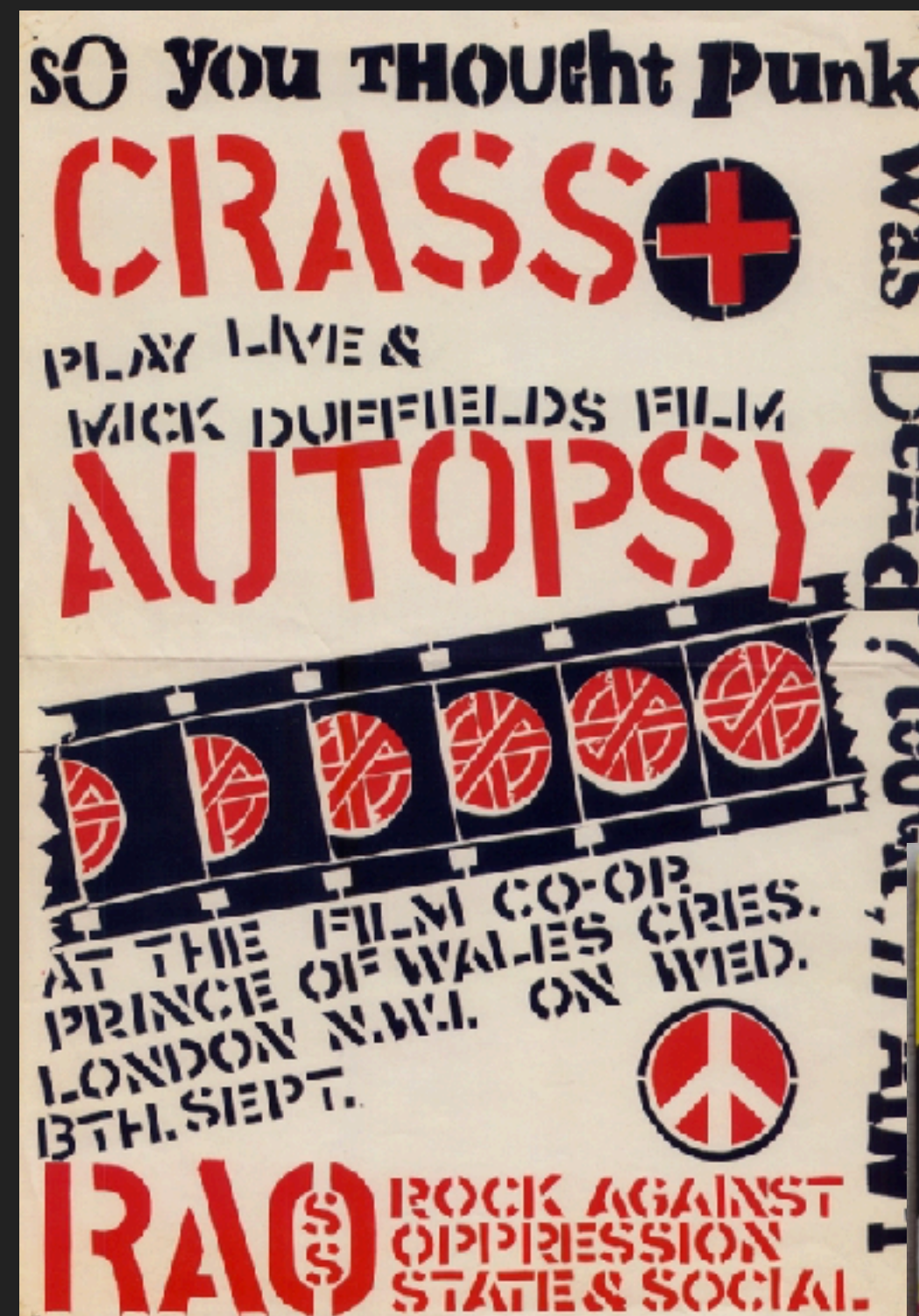
The punk movement embodied anarchy, rebellion, activism and artistic expressionism, against the establishment.

The cassette tape went mainstream.

Technical advances in recording and the mainstream availability of synthesizers, laid down the foundations for most modern music today.



PUNK ART



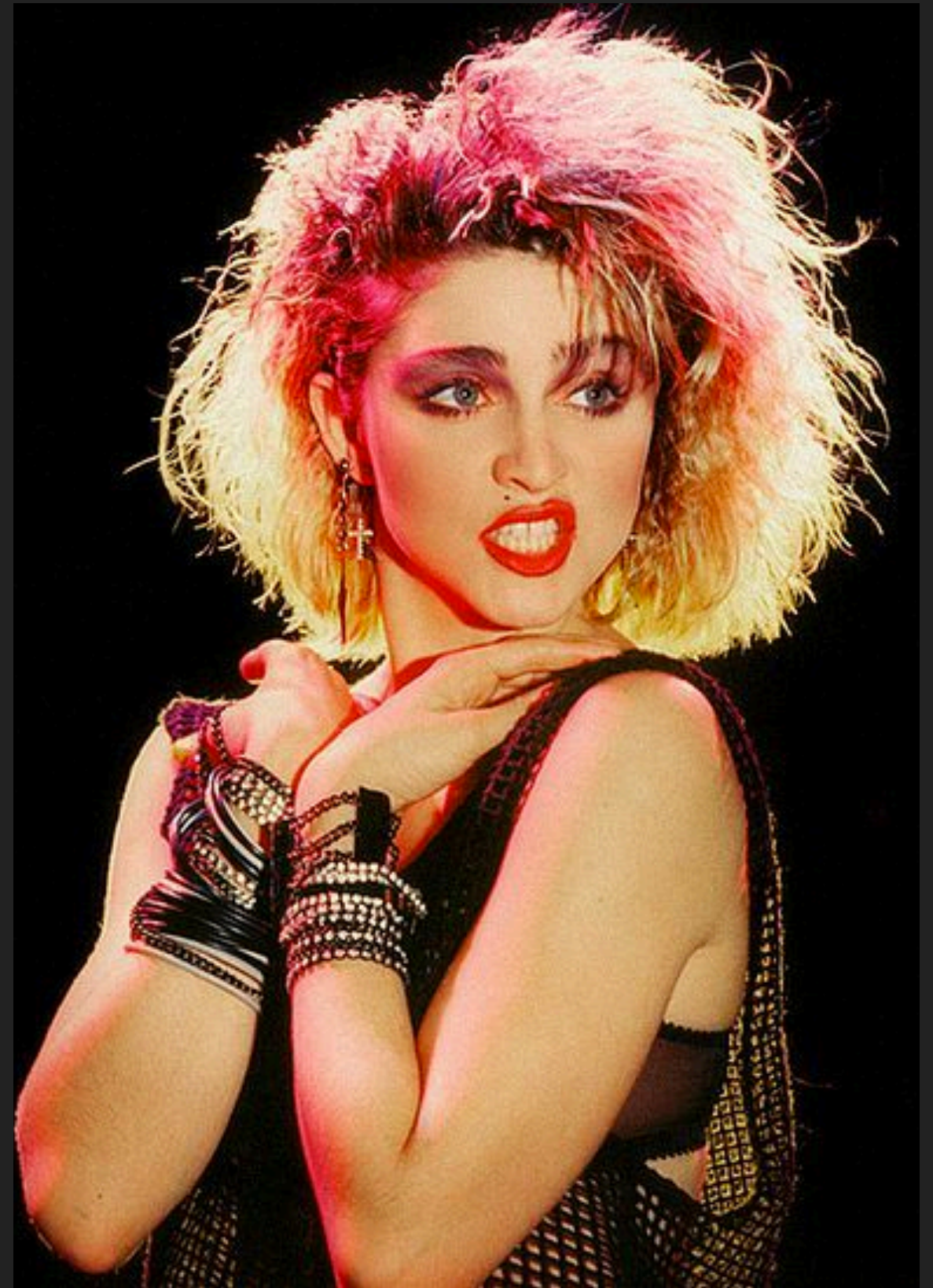
INTERVIEW WITH – SPIZZENERGI

MADONNA – 80S

In the Eighties came the mainstream availability of the CD. Majors used the outrageous promotion of singles as loss-leaders for albums reached a peak with MTV videos costing hundreds of thousands apiece.

Samples, loops and computer tools generated quick, undemanding hit templates for teen stars. The mechanisation of music and in-house production tempted thousands of bedroom artists to short circuit live performance and “get signed from a demo” but very few succeeded.

Breeding the cult of the ‘wannabe’, embodied by Madonna as ‘Material Girl’.



THE INSPIRATIONAL ICON

The first of the 'Girl Power' uprising.

Using Female sex appeal as a tool of manipulation to get what you want from life.

Young, fun and going places,
Madonna embodied a feminine
revolution of go-getters and
wannabe's

The embodiment of 80s
empowerment.



THE MANUFACTURED BAND – 90S – 2000

The face of music had changed dramatically, rather than one medium dominating entirely, new technology added further choice to the public.

Majors were creating bands to a formula directly designed to appeal to fans with profit being more important than quality.

“One thing you learn when you're in the business of selling utter shite to the Great British Public is that there's really no bottom to where they'll go. Shit food, shit TV, shit bands, shit films, shit houses. There is absolutely no fucking bottom with this stuff.”
John Niven - A&R man

The 90's was mostly about delivering music to fans, however the fans wanted to receive it.



THE SPICE GIRLS

They were a nonstop product placement, and merchandising machine, delivered in a package of catchy pop ditties and smiling faces.

Ironically the quintet of hyper-sexualised pop-puppets actually ended up having real effects on their fans.

'Girl Power' became a message of genuine empowerment to their fan generation.



LADY GAGA – 2005 AND BEYOND

The Majors had a turbulent time when streaming became mainstream. what had been a product base industry had to transform into a service industry.

Lady Gaga is one of the first stars of the online music generation.



ARTIST PROVOCATEUR

Gaga built her fanbase through social media.

She is as much a visual artist as a music artist.

She has allowed fans into her world with her films.

she has maintained artistic control of her brand 'Haus of Gaga'



DISCUSSION

- ▶ What do these artists have in common?
- ▶ How have they worked with the media of their era?
- ▶ How could you build a strong brand in today's market?
- ▶ What does the future of music marketing and media look like to you?