COLD ORANGE

"Definitive Artists' Strategy Guide: Laying a Foundation"

Presentation

Module: Creation in International Music Marketing

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the brand

COLD ORANGE

COLD ORANGE is a brand that is dedicated to working with Independent Emerging Artists through the development of Music Marketing, Brand, and Business-Strategy resources as a means to support the Grass-Roots community.

vision & mission

Our vision is to contribute to the further development of the independent global music community and its many sub-cultures whilst championing the value of international connection, collaboration, and cooperation - making sustainable, authentic, and meaningful practices within the global creative space - the new normal.

Our mission is to develop & distribute new frameworks, tools, resources, practices, services and community spaces within the global independent music sphere in formats that are accessible to the largest amount of people possible. We aim to create these many facets in ways that are tailored to the varying levels of growth that our audience members are in, and in turn provide an accessible means to scale our audience members in order for them to benefit from every single thing that we create and provide.

the product

COLD ORANGE's "Artist Strategy Guide: Laying the Foundation" aims to equip independent artists who do not have access to, or the resources required to work directly with marketing professionals in their career development. It also aims to set a new industry standard practice for developing artist strategy - providing a high-quality experience, consistently.

See below for some snapshots of content from the early prototypes:

The Person, The Artist, The Brand:

- *The Person behind the artist:*
  - *Personal Story & Background*
  - *Personal Dreams, Wants & Needs.*
- *'Why, How, What' You're doing* **
  - (This acts as a combo of the vision, the actions being taken to achieve that vision - both through music and perhaps lifestyle, and then a short positioning statement to help write the proposition later on)**
- *Values*
  - (6 characteristics of the brand)
- *Tone & Voice*
  - (The language and style of writing/speaking used by the artist/how the artist communicates overall)
- *Culture/Atmosphere Surrounding Artist*
  - (This is like, what kind of relationships with the people around you, your audience, your network, and what the dynamic is like overall).
- *Artist Proposition*
  - (The essence of the artist - this has to be written in the tone and voice that fits the culture and atmosphere of the artist)
- *Visual Branding*
  - (What is the visual style/aesthetic adopted/created by the artist, and how does this contribute to their 'why'/'vision' and how does it serve their personal dreams?)
    - Moodboards
    - Logos
    - Fonts/Typefaces
    - Colour Palettes

The Business:

- *Business Roadmap & Goals*
  - Goals & checkmarks to work towards Personal dreams & wants.
  - Timeline to Achieve these Goals & Checkmarks/Milestones.
- *Business Models & Revenue Streams*
- *Sales & Distribution*
  - (Overlaps with marketing strategy in the context of music, because it's not just a physical good/experience/service, monetisation is complex and can be achieved through ad-revenue, and content can also act as a product to be monetised).

We have developed this product with the intention of achieveing several objectives:

- Develop the ***infrastructure*** for artists' business, brand, marketing, and social media strategies.
- Guide artists in the development of ***sustainable***, authentic practices that they can implement regularly throughout their future campaigns - influencing the development of their overall strategy.
- Support artists' career journeys by getting them from point A (struggling) to point B (confident, clear-headed, with ***increased prospects*** and ***bargaining power***).
- Inspire community support and a ***cultural movement*** on a global scale.

the targeting

- **Key Demographics:**
  - ALL AGES
  - ALL GENDERS/Forms of Identification
  - Occupations & Income:
    - Low-income roles (part-time, full-time)
    - Students
    - Unemployed
    - Artists, Musicians

- **Key Psychographics:**
  - Interested in having a career in music
  - Desire to grow professional prospects
  - Aren't Satisfied with current learning/growth options
  - Friendly, empathetic, reflective
  - Interested in International collaborations & travel
  - Values their autonomy
  - Spends time on Social Media
  - Values self care
  - Feels there is a need for the music industry to change

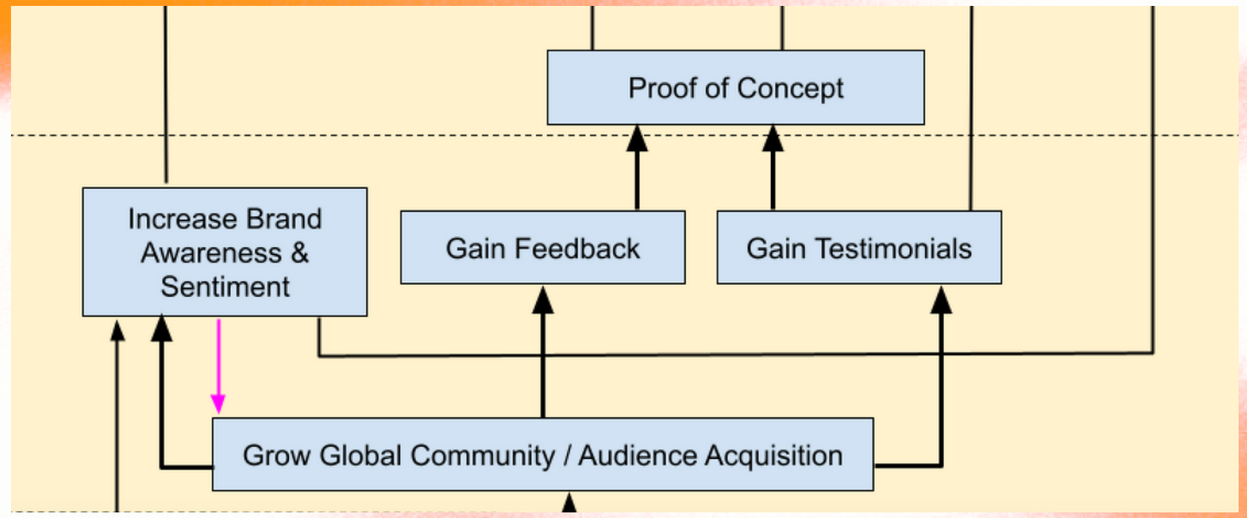
- **Key Geographics:**
  - **(intention is to be global, but to start off the key markets are as follows).**

- JAPAN
- USA
- UK
- S. KOREA
- FRANCE
- CANADA
- NETHERLANDS
- AUSTRALIA
- SPAIN

year 1
campaign goals

The objectives for the first year of the campaign are as follows:

- Grow Global Community / Audience Acquisition
- Increase Brand Awareness & Positive Sentiment
- Gain Product Feedback
- Gain Product & Brand Testimonials (for product & online community space).

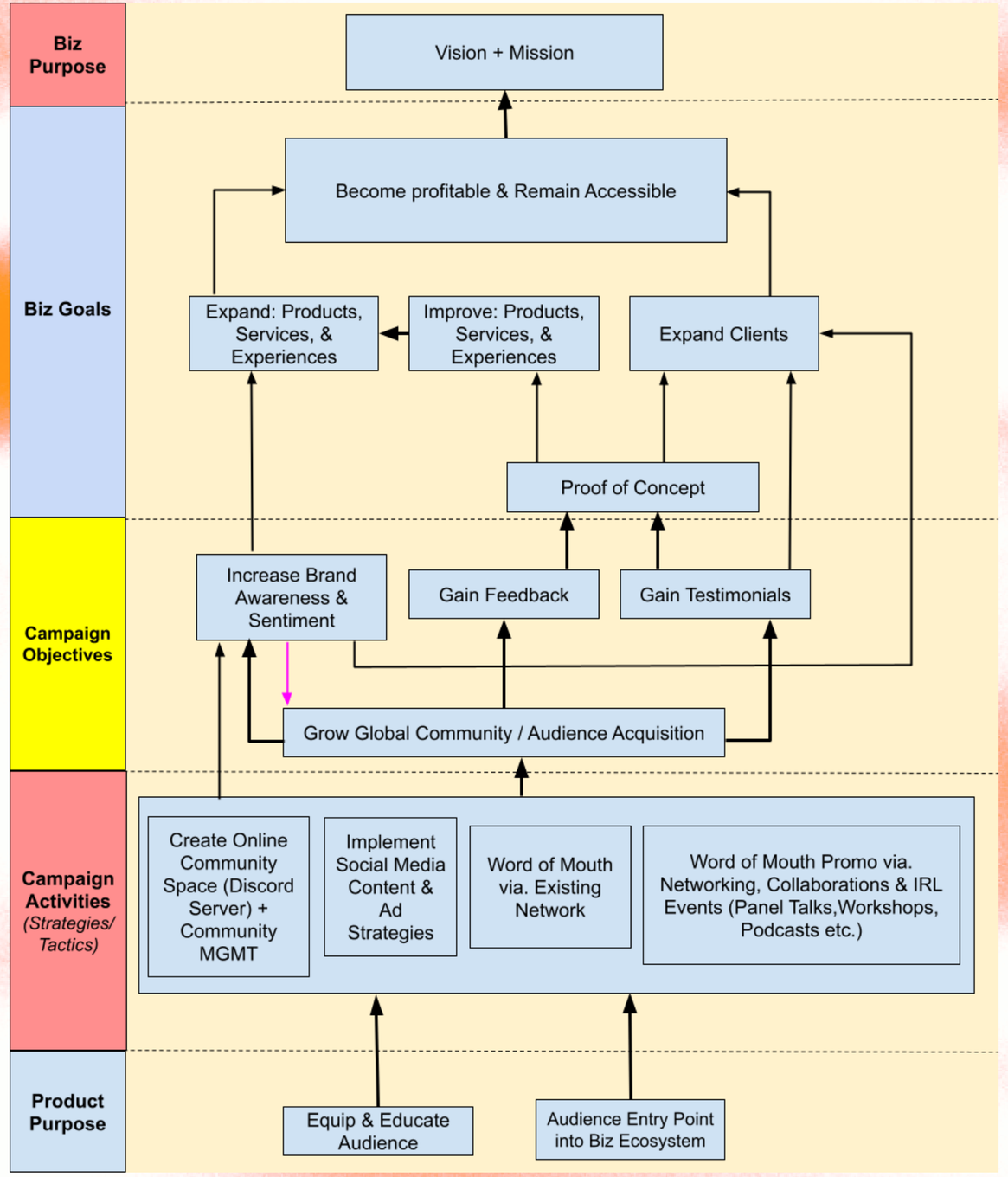


All of these goals aim to attain **Proof of Concept** for the product.

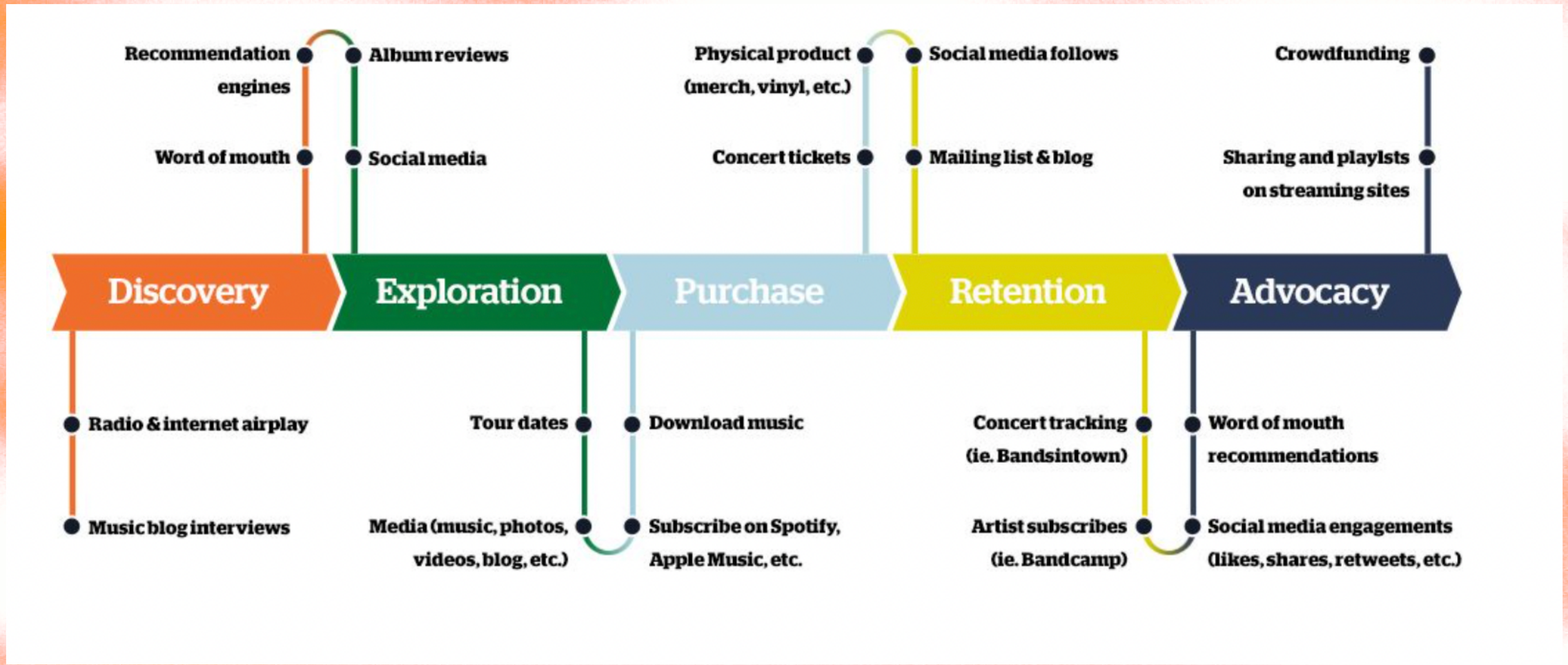
the strategy

The overarching strategy is based upon a holistic business flowchart that outlines the product's purpose, the campaign activities in order to help the purpose be met - as well as the campaign objectives that aim to meet the business goals that serve the vision and mission of the brand.

The project management for the campaign itself is centred around the campaign activities outlined in the flowchart.

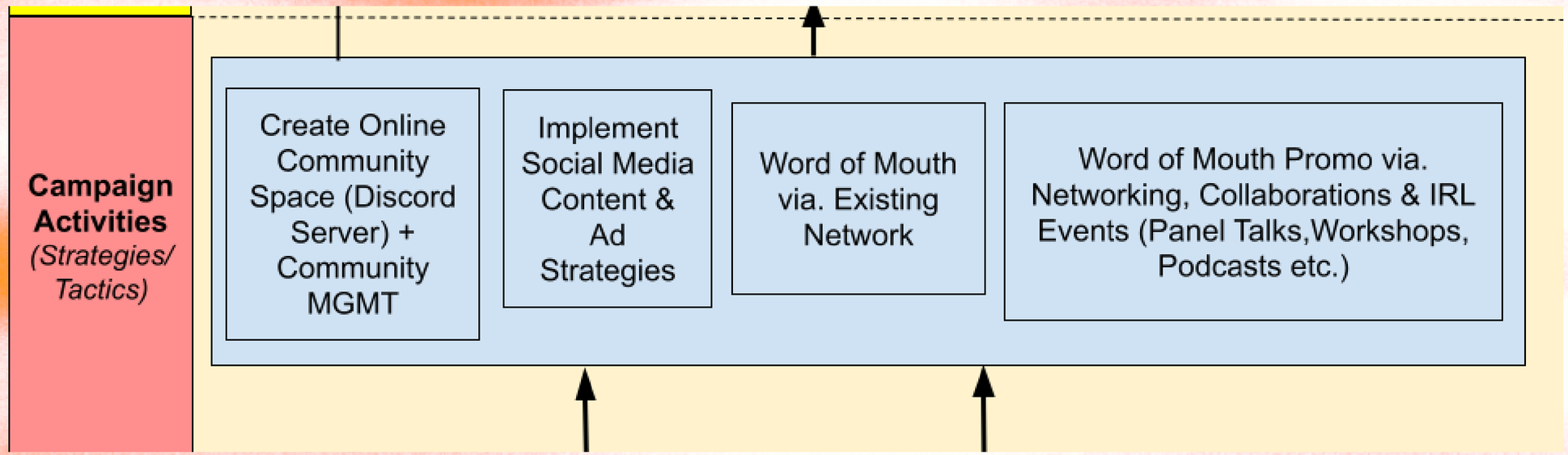


The Fan Journey



(Berklee Online Take Note. 2022)

year 1 campaign activities



Online community management, social media content, word of mouth marketing via. existing networks & the establishment of new networks aim to serve the objectives.

The most important objective to meet being **'Grow Global Community /Audience Acquisition'.** The accomplishment of the other campaign objectives can only be achieved once this primary objective is met.

Discord

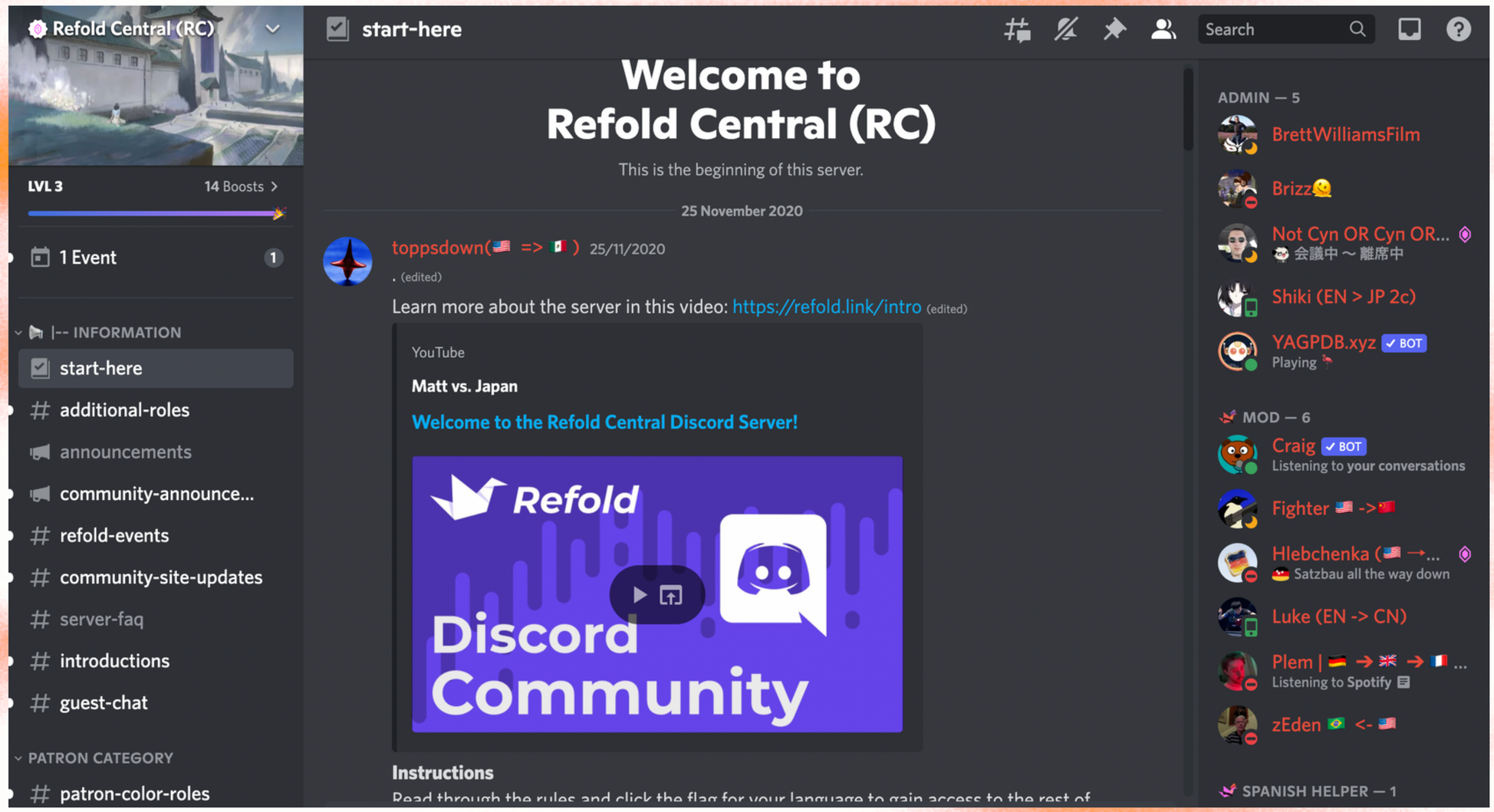
(online community development)

COLD ORANGE will create a space that initially allows the target audience to access the product. Additionally, the online community space aims to provide a community based support system that acts as a supplementary 'product' of sorts that makes up for the product's main area of weakness - its inability to accommodate for & support individuals that struggle with understanding/implementing DIY products without providing a more bespoke service - which would naturally reduce its accessibility - a key purpose of the product.

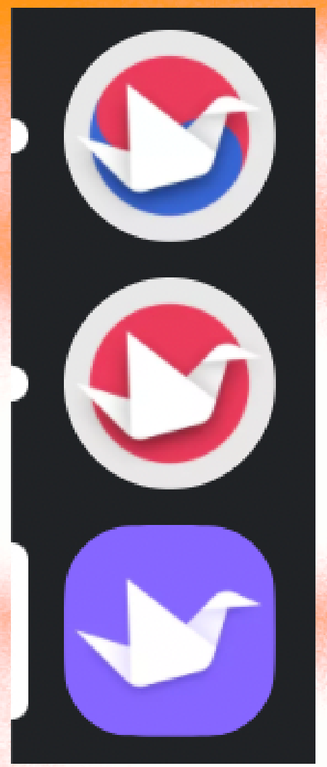
The online community will provide a space for customer support, various channels for explaining the product's purpose, tips for use, FAQs, and links to website, socials, and downloads. The online platform will also host monthly Q&A sessions where users can submit questions and suggestions - allowing for the business to collect user data in order to improve products, marketing practices, etc.

"The genius of branded communities – when done well – is that they create a participatory experience for the customer. Instead of projecting need for your product/service and value-driven content onto the customer and perpetuating the 'us-them' relationship, you're dissolving boundaries and forming a 'we' experience – a community. You're opening the door, welcoming them in for coffee, inviting feedback and providing a space for interacting with like-minded individuals." (Brenner, 2022).

A brilliant example of one of these online communities is the Discord Server created by Language Acquisition Company ***'ReFold'.***



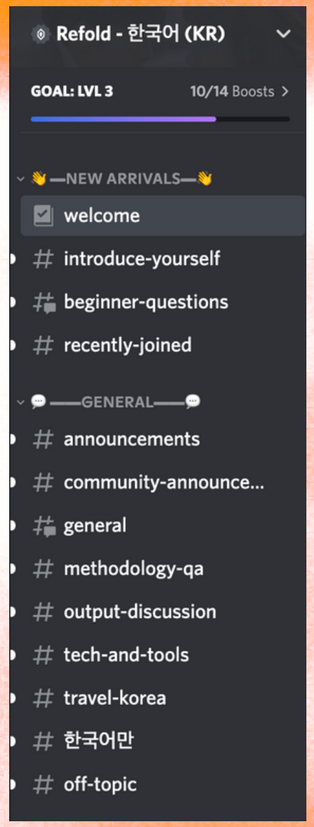
The server has been created masterfully, having an introduction channel that allows new members to select the languages they're studying using the brand's product - this then allows them access to the wider discord server's various sub-servers, channels and sub-communities - some examples of which can be seen below.

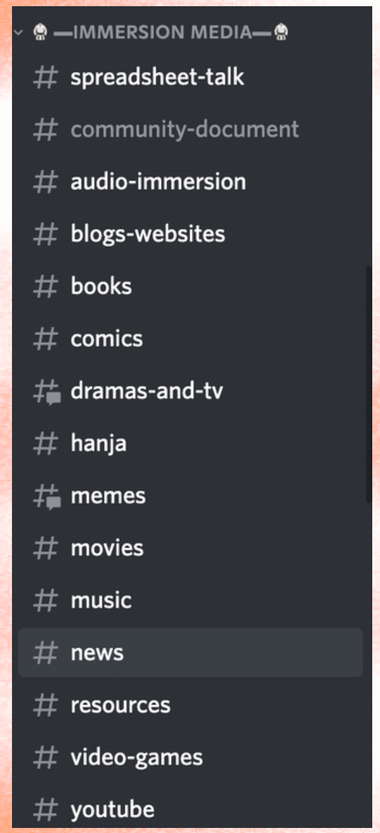


Korean server

Japanese server

Central Server

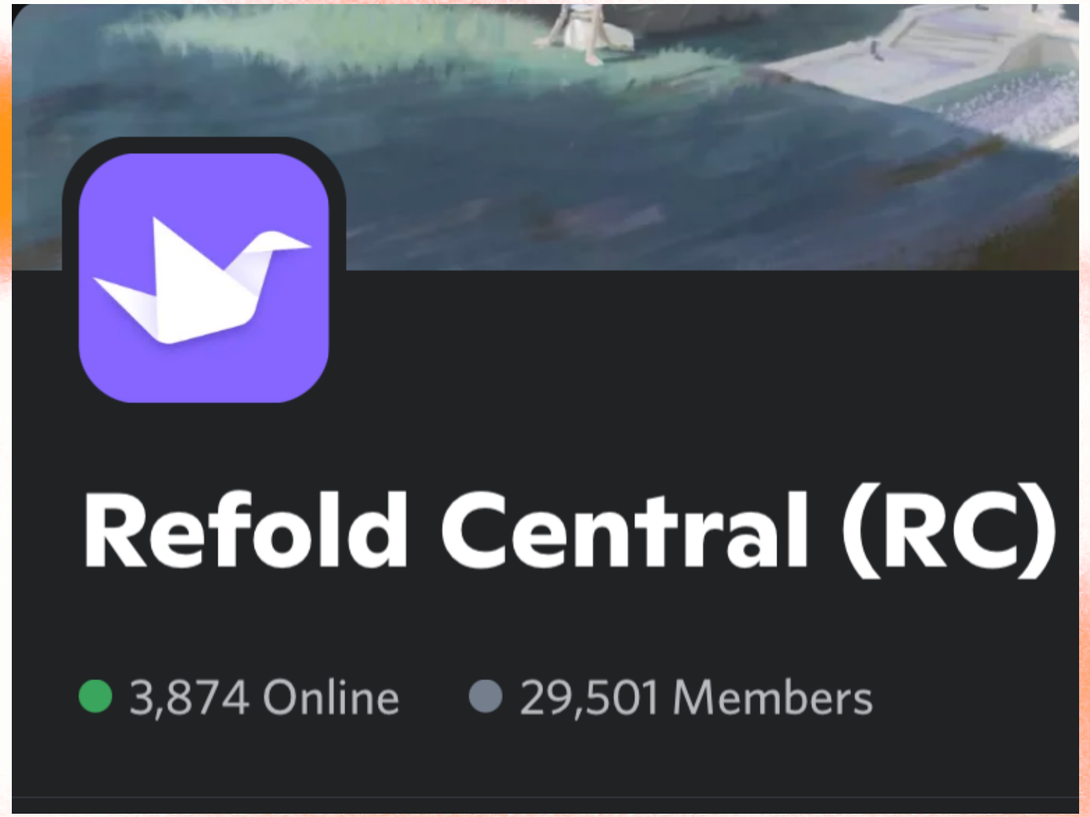




(Examples from Refold KR Server)

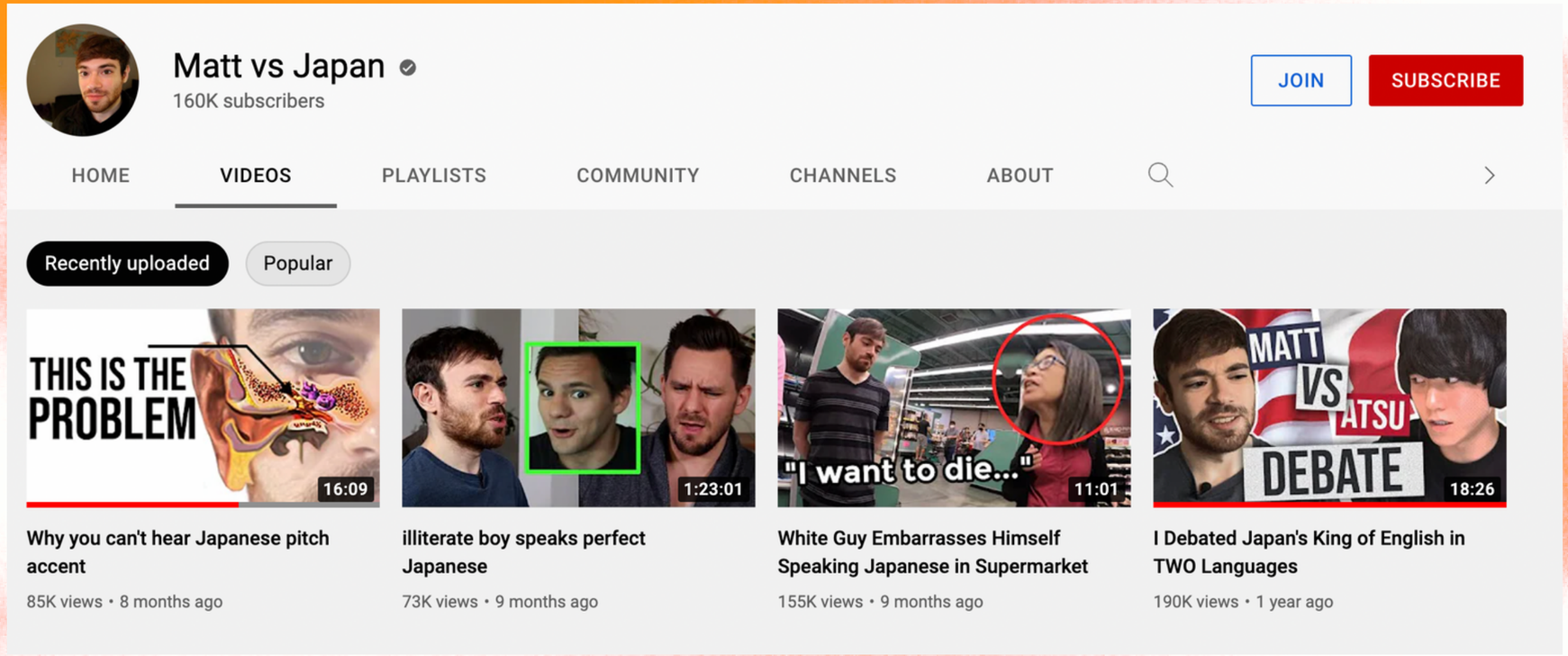
Refold has acted as the primary inspiration for this campaign activity as the server started approximately 2-3 years ago just as the Covid-19 pandemic was hitting its first peak.

Since then, the Refold Central discord server has amassed nearly 30,000 members, with a live user-base (number of users on at any given time) averaging between 2.8K and 3.9K members.



Refold was started from the foundations of founder - Matt vs. Japan's YouTube presence. His YouTube Channel garnered significant attention over it's 5-8 years life-span.

Essentially, there was an audience that had already been amassed - which continues to grow today with an audience of 160K YouTube subscribers, and 80-200K views per video.



COLD ORANGE does not have an amassed audience and has not created any content, and therefore cannot assume that the same level of growth will take place. However, it is also important to acknowledge that the nature of the business, the product, the target audience, the location, the popularity of the subject matter, and the market demand are entirely different.

Our product is free, this is a decision made with the intention of building a cultural movement, and to increase the pool of potential client candidates for our expanding services and products in the future. The audience journey is not blocked by a pay-wall before joining the community. The value that a community brings is much higher that just a that of a stand-alone product. It is a highly-specialised social media space that allows for productive discussion between relevant parties that seek information and support within this niche area.

With unfiltered customer insight for your market research purposes and iron-clad customer loyalty, online branded communities have a lot of potential benefits:

- Reduced customer support costs – 49% of businesses with online communities report cost savings of 10% to 25% annually.
- Boosted brand exposure and credibility, making it easier to sell without selling.
- 67% of businesses use their communities for insights on new products or services and features.
- Heightened engagement and better customer retention.
- A channel through which to present products and services before the official launch.

(Brenner, 2022).

Ultimately, it is a low-commitment, high-return investment, that provides a productive solution for the question of "how do we create a cultural movement and community of passionate individuals, with the ability to have a public forum for discussion"

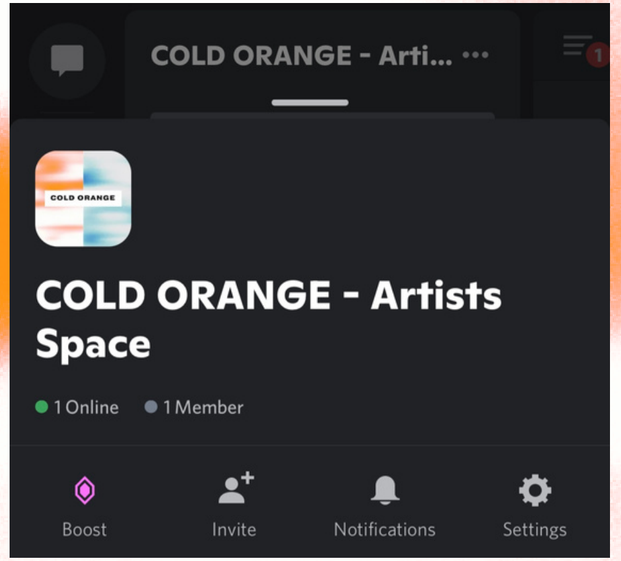
- seeing as this decision solves the problem and doesn't interfere with other elements/activities of the campaign, we can justify the implementation of the activity.

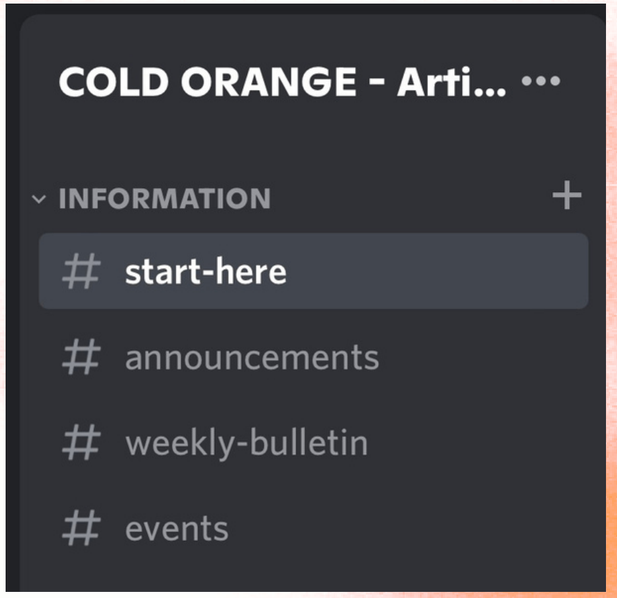
the assets

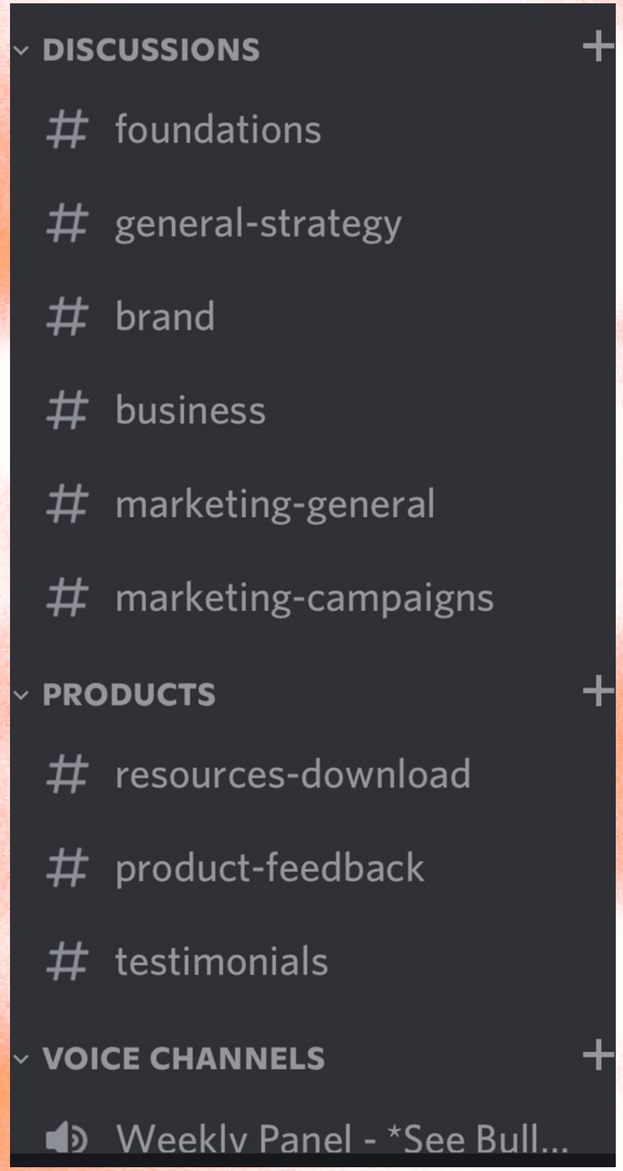
discord server

The assets for the discord server are as displayed - in essence it is how the server would be set up - what channels are available, and what members could expect to see once they have joined the server.

access to the products/resources would become accessible upon joining the server. announcements, weekly bulletins (replaces email lists), event notifications, and discussion boards are some of the things to be expected.







social content

Unfortunately, I cannot create accurate detailed assets that would be used for social media as the content would largely be based upon the finished version of the product (which has not yet been completed). So for the purpose of highlighting the types of content that we would be producing on various platforms - please see the screenshots from the pages of Burstimo & Damien Keyes - competitors of COLD ORANGE. However - in order to abide by our values - we will not participate in *clickbait* or advertise *growth hacking*.



the milestones

		Quarterly Milestones (OKR w/ 60% Minimum Target)			
		Q 1	Q 2	Q 3	Q 4
	Year 1	2,500 members	5,000 members	7,500 members	10,000 members
		1,250 followers (Socials)	2,500 followers (Socials)	3,750 followers (Socials)	5,000 followers (Socials)
		37,500 Impressions / Q (organic + ads)	37,500 Impressions / Q (organic + ads)	37,500 Impressions / Q (organic + ads)	37,500 Impressions / Q (organic + ads)
		Attend 6 Networking Events	Attend 9 Networking Events	Attend 9 Networking Events	Attend 9 Networking Events
		24 Artist Meetings / Feedback Sessions	24 Artist Meetings / Feedback Sessions	24 Artist Meetings / Feedback Sessions	24 Artist Meetings / Feedback Sessions
		15 Total Testimonials	30 Total Testimonials	60 Total Testimonials	120 Total Testimonials

The figure to the right displays the end of quarter targets for audience acquisition growth (on social media & online community) for each year of the campaign. It displays the end of quarter metrics that would indicte the targets being met at 100% as well as at the 60% minimum .

Audience Acquisition Targets - (100% and 60% OKR)

End of Quarter Targets (100%)	q1	q2	q3	q4
y1	2,500	5000	7500	10,000
y2	12,500	15,000	17,500	20,000
y3	22,500	25,000	27,500	30,000

End of Quarter minimum Targets (60%)	q1	q2	q3	q4
y1	1500	3000	4500	6000
y2	7500	9000	10,500	12,000
y3	13,500	15,000	16,500	18,000

the timeline

Link to the Gantt charts outlining the implementation timeline for campaign strategy & tactics (see following pages for screenshots):

https://docs.google.com/spreadsheets/d/1N5NsQqmdRw9UlfrvxXXi0L6hGi1Rpbd6JkHlhYkax-I/edit?usp=sharing

the budget

Budget:

Year One's budget is predominantly allocated for digital advertising - estimated at £800 over 12 months.

Whilst establishing a budget, typically it is also important to consider other sources of costs - such as, payment to moderators for the online community, costs for planning events, and costs for freelancers such as translators for the product to reach wider audiences.

Fortunately, the COLD ORANGE team is equipped with all of the necessary skills & resources to fulfil these needs and therefore does not for-see these aspects of the campaign to amount in any financial costs.

It is important to note that the budget in this case is quite flexible seeing as the objectives do not demand a high spend. All campaign activities in theory could be conducted with no budget (excluding digital ad-spend), but ideally - the total annual budget would be £1000 per year of the campaign.

the conclusion

the questions

the sources

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