



MARKETING PROPOSAL

NOVEMBER 2020



TILEYARD EDUCATION

MA INTERNATIONAL MUSIC MARKETING

MODULE ADAD7013_LON

CREATION

PREPARED BY

MARIA LOVISI
1913565

Word count: 2589*

*Letter, Executive Summary, Index, Reference list excluded



Dear **deezer** team,

It has been excellent to get to know the **deezer** brand over the past few weeks. Thank you for taking the time to meet with us and allow us to get a deeper understanding with you, your company and your long term vision.

We're excited to share our proposal for your three year marketing campaign.

Maria Lovisi
Project Manager



Index

Executive Summary	2
Deezer Today	3
The competitive landscape: the 4 major players	4
Project Objective	5
A closer look at the 3 strategies	6
Target market	7
Campaign message	8
Campaign Flow	9
Year One: Emergo	10
Year Two: The Power Of Your Music	11
Year Three: Your Music Through Time	14
Timeline and budget	17
Reference list	19
	20



Executive summary

In this proposal the author presents one of the four major player in the paid-for music streaming market: Deezer. The author subsequently compares the service to its competitors, i.e. Spotify, Apple Music and Amazon Music. Based on the preceding findings, a plan of the three-year campaign for Deezer is outlined in order to achieve a specific project objective, which is to develop a stronger and unique brand identity within the sector of music streaming. The author also outlines the project cascade, which is a detailed overview of the business goals and objectives that the company aims to achieve by the end of the campaign. The project primarily targets millennials aged 18 to 30, as they are key driver of the growth of this music format. The proposal also gives an accurate rationale on the project's key message and the three different ways of its conveyance. It subsequently provides creative delivery recommendations, as well as an overall discussion of the timeline and budget.



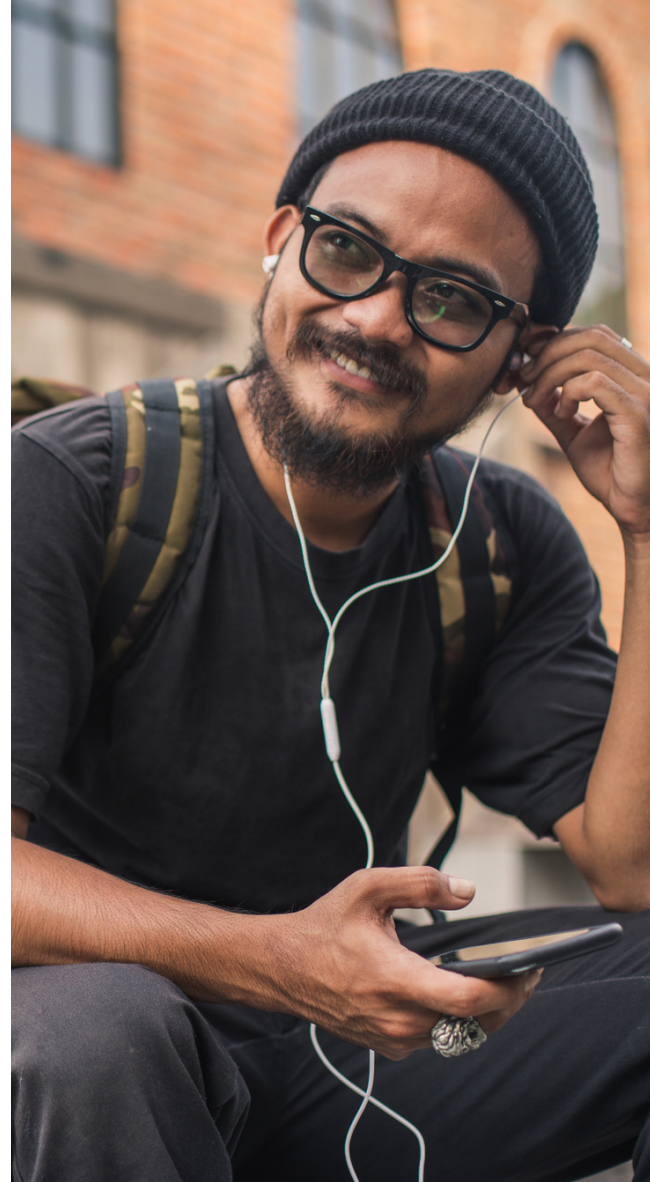
Deezer Today

With its mission to unleash music worldwide, Deezer believes that there should be no limits to where people love their music. For this reason, Deezer stands for making music available to absolutely everyone, anywhere.

With over 56 million tracks available in over 180 countries and a strong focus on sound quality, Deezer introduced back in 2017 **Flow**, a personalized soundtrack that includes favourites and recommendations based on the content the user has favoured on Deezer. In other words, it allows users to have personalized recommendations of music, sports, podcasts that are as individual as Deezer users are. It also was the first global music streaming service to integrate **synchronised lyric streaming**, enabling music fans to see the words of much-loved tracks in real time. Furthermore, Deezer's track recognition feature **SongCatcher** identifies any song of its music library, meaning that unknown songs users that hear on TV, waiting rooms and restaurants can be just a few seconds away from their playlist.

As of January 2019, the company counted **14 million monthly active users** and **7 million paid subscribers**, a decrease of two million from September 2017 (Statista, 2020).

Hence, Deezer is one of the **major players** after other important paid-for music streaming services such as Amazon Music, Apple Music and Spotify, and has already an incredibly strong market presence, which is something that we'll help enhance and grow.

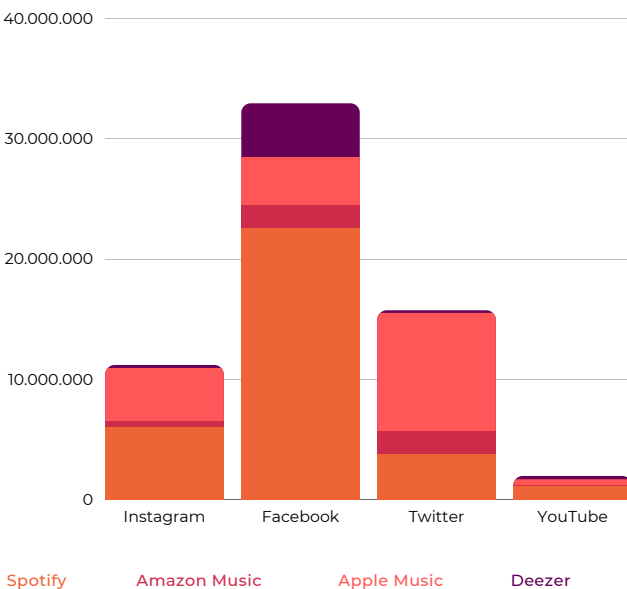
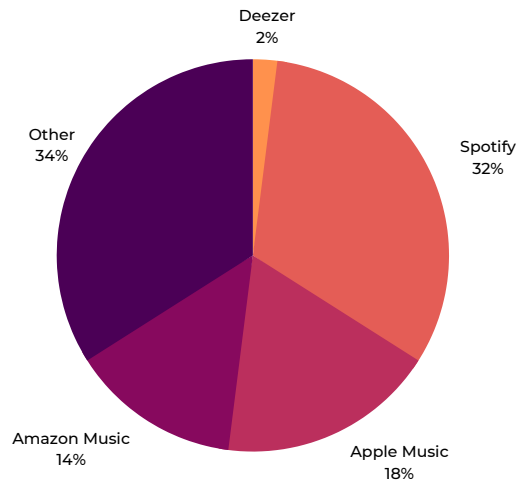


The competitive landscape:

The 4 major players

Market share:

Spotify is the standout leader in terms of subscribers (32%). Apple Music (18%) and Amazon Music (14%) follow accordingly. Deezer has a 2% market share, which is a strong indicator that it needs to work on the expansion of its presence within the market (Midia, 2020).



Social media:

The French digital music company is yet to find a place in our everyday parlance. Based on the following ratio, Deezer's approach to social media could be improved through a bigger presence as well as through more engaging and creative content that will subsequently lead to a greater commercial value that derives from consumer perception of the brand name rather than only from the product or service itself (Dewhirst and Davis, 2005).

In conclusion, Deezer can be classified as the **underdog** of the major players within the music streaming market. Therefore, it requires a much stronger brand recognition, as it is lagging behind its main competitors in terms of awareness as well as customer retention.

Project objective

Potential consumers will not become loyal customers without receiving value that raises trust before subscribing to a service.

As a consequence, the project objective implies the **refreshment** of the brand's perception that will translate into a **stronger** as well as **unique** brand among the big players of the music streaming sector.

The three-year campaign will lead the target market to experience a feeling of love and affection for the brand, which will subsequently result in an increased **reach** as well as **impact** of not only the brand but also its service (i.e. increased number of subscriptions) that will consequently lead to revenue growth.

ATTRACT,
ENGAGE &
CONVERT

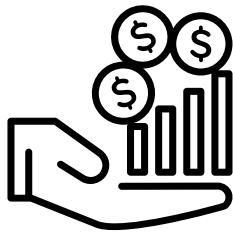


Project Cascade*



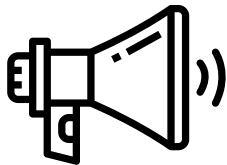
Business Goal:

To continue market expansion by developing a stronger as well as unique identity of the brand among its competitors of the music streaming sector.



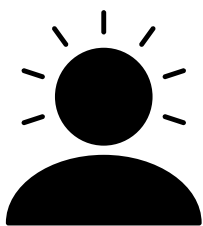
Business Objective:

To achieve revenue growth by 30% from the present revenue of \$400M to \$520 M by the end of the three-year campaign that will start in 2022 and terminate in 2024.



Marketing Objective:

To change the perception as well as increase reach and impact of Deezer's brand and its service among the target audience through awareness, acquisition and retention.



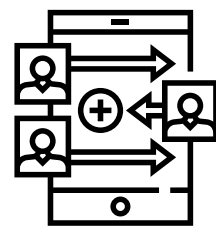
Awareness:

To increase awareness of the new identity of the brand



Acquisition:

To incentivize trial during the three-year campaign



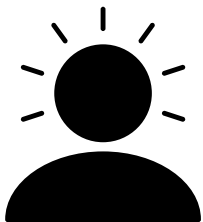
Conversion and retention:

To convert target users into subscribers and brand advocates by 4Q 2024

A closer look at the 3 strategies

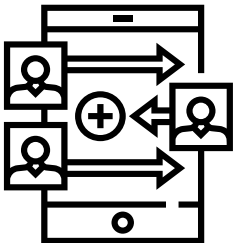
For the assurance of marketing synergy, the campaign will be applied in three different stages, namely as follows:

Awareness:



First encounters can influence people's thinking about a brand. Therefore, the main goal during the awareness stage is to not only evoke an immediate recall of the brand and its captivating content as well as advertising, but to indirectly influence the brand's realm of thoughts and associations as well as of emotions, feelings and opinions that will subsequently generate positive attitudes and feelings about Deezer.

Acquisition:



There is a strong competition in the market. Therefore, it is of great importance to convince people that Deezer's offer is better than the competitors' one. As a consequence, the following strategy will focus on highlighting its distinctive features and persuading the target audience to give Deezer a try by signing up for a free trial.

Conversion and Retention:



At this final stage, the strategy will strongly focus on convincing potential users to subscribe to Deezer's streaming service. Moreover, it will consist in forming a long-term relationship with its audience by guaranteeing them the special feeling that Deezer is the ultimate music companion that reflects who they are or who they want to be.

Target market



The project primarily focuses on millennials aged between 18 and 30, as they are more likely to use streaming services for the consumption of music (Deloitte, 2019). They most likely live in different metropolitan cities of the world and love to live new experiences. When they use social media they feel at home, as it allows them to freely express themselves and interact with their friends, favourite artists, influencers and brands.

Campaign Message

YOU
ARE
WHAT
YOU
STREAM

The key message of a campaign serves as a common denominator of multiple communication tools and touch points. For this reason, it is of great importance to reach and impact the audience by using a clear, consistent and relatable message across all marketing activities.

As music listening is so personal and emotional that it truly and always reflects who we are and how we are feeling in any given moment of our lives, "**You are what you stream**" will be the key message of this project.

By doing so, we do not only aim to convey the message that Deezer is everyone's best music companion but also want to emphasize Deezer's distinguishing features as a music streaming service.

The new brand identity of Deezer will focus on the consumer-brand relationship through every communication channel and piece of content. By doing so, the target audience will develop a sense of trust, commitment and identification, which will subsequently lead to a long-lasting relationship with the brand that relies on deep, underlying feelings toward it (i.e. brand loyalty) (Fournier, 1998).

Campaign Flow

In order to help increasing knowledge and liking of Deezer while also gaining more exposure, the message of the campaign will be conveyed in three different ways during this three-year campaign, namely as follows:



Year One: Emergo

Emergo is a Latin word meaning "I emerge" and wants to shine the light on successful stories of independent as well as emerging artists and their musical influences.

Year Two: The power of your music

What does music mean to people? Deezer delves into music with its audience in order to learn about the songs that made them iconic and eventually legendary.



Year Three: Your music through time

Deezer unveils the beauty of various facets of music by presenting the story of fascinating music genres, from its origins to world domination.

Year One: Emergo

With "Emergo" Deezer wants to highlight its love for music and its strong dedication in fostering a thriving and diverse musical culture.

The artists presented are all in different places in their career—some are still gearing up for a debut album, some are reaching a tipping point and on their way to mainstream success, and a handful are just a few singles in. Success means different things for different artists, and Deezer's goal is never to simply predict "the next big thing" but to support amazing voices throughout their musical journey.

The marketing activities that will be conducted during this one-year campaign will be predominantly experiential (e.g. events) and digital (e.g. social media, influencers, playlists).

Throughout the whole campaign, Deezer will focus on fun, lively, cool and interactive daily engagement on social media that will grow its follower base as well as expand the brand's community of music lovers.



Year One: Emergo

In addition to that, it will launch a short YouTube documentary series entitled "**Luctor et emergo**", which means to struggle in order to come up, win or just emerge. This series is grounded in true powerful stories and delves deep into the world of various artists from all around the world by displaying their inner turmoil and love for music. The exposure of Deezer as a streaming app and its distinguishing features will be assured in every episode. All episodes will premiere on YouTube with the presence of Deezer and the protagonist of the documentary in the chat. The series will be promoted on Deezer as well as on its and the artists' social media channels.



Deezer will also transform everyday spaces such as hair salons, gardens and living rooms into an intimate and unique venue for secret live gigs exclusively created for new and already existing paying subscribers, which will bring participants closer to the essence of brand as well as to the performing artists. The events will be held in the various cities of the performing artists. Additional shows can be added if the format will be successful.

Subscribers near the location of the event will receive an e-mail where they can apply for the event up until 5 days before the live gigs. Deezer will notify and invite the lucky ones to attend the event. Subscribers will then be asked to confirm the invitation. In addition to that, every subscriber will have the chance to bring one extra guest with them for free.

Year One: Emergo



By doing so, people that are not subscribed to Deezer yet, can come into contact with the brand and discover the high value of it on first-hand. One day before the show, Deezer will notify them the address of the venue. An ulterior important factor to note is that subscribers will not know which artist will perform until they get there. This approach wants to underline the discovery of new good music that the streaming service provides through its features Flow, SongCatcher as well as playlists. For the selection of the different venues, Deezer will collaborate with its subscribers. People can namely apply for hosting a Deezer gig at their own place, by simply telling Deezer about their space.

Every month, Deezer will also round up some of the team's favorite new music discoveries and present them on playlist and promote it on a global scale online.

Lastly, it will launch a contest for emerging artists, as they will be asked to tag Deezer on social media while explaining, which would be their dream collaboration and why... and with a little of help by their fans through retweets, likes and shares, maybe Deezer could make their dreams come true!

Year Two:

The power of your music

"What does music mean to you? What power does music hold in your life?" In order to answer these questions, Deezer goes on a mission to discover the thoughts and opinions of music lovers all around the world.

With a focus on wide exposure, Deezer will collaborate with different influencers from all around the world through different content formats. Every influencer will highlight the qualities and features of the service as well as provide a free trial code to their fans.

Next to these content productions, every influencer will be able to edit their playlist on Deezer and share it with their fans.

In addition to that, Deezer will launch "DECIPHERED", a series where artists break down the meaning of their songs tell more about their musical influences and the creation process of it.

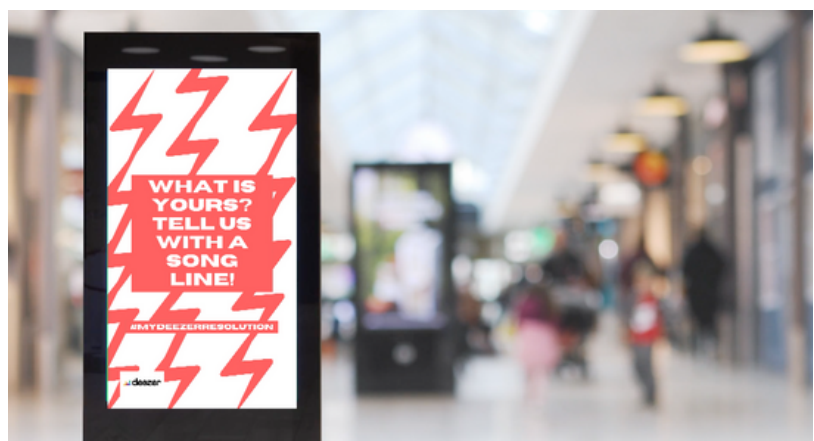
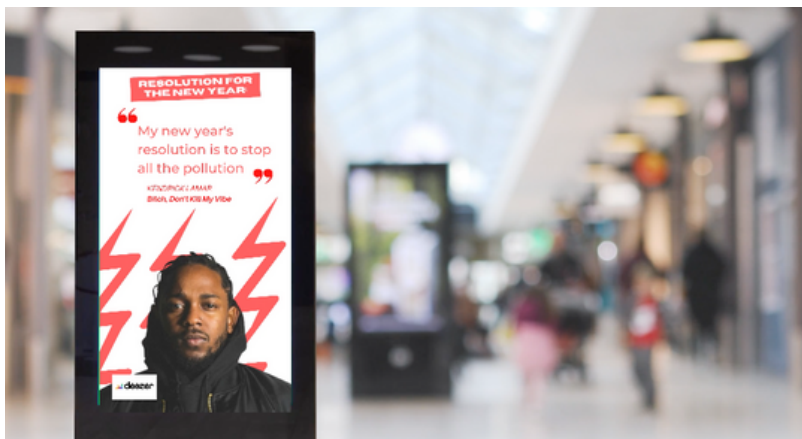


Year Two:

The power of your music

The brand will also focus on digital billboards at metro stations and bus stands of metropolitan cities that will arouse interest of Deezer through a cool, fun as well as interactive advertising, such as Deezer's New Year's Resolution campaign.

The campaign aims to encourage the highly digitally connected young people to interact and build a trusting relationship with Deezer. The billboards will display song lines of artists that circle around the thematic "New Year's Resolution" and the usage of the hashtag #MyDeezerResolution will allow the brand's personality to be evidenced on a bigger scale.



Year Two:

The power of your music

A collaboration with Joe & The Juice will also take place. This partnership will encourage active participation among customers of Joe & The Juice, who will be able to edit the in-store playlists for Joe & The Juice stores and continue listening to them even after they have left the shops. The playlists will be only available through Deezer. Customers who subscribe to Deezer will also be eligible to earn more rewards points, which can be redeemed for free beverages or cool reusable cups.

In addition to that, in the first week of September Deezer will surprise a few stores around the world with unannounced gigs of notable artists. With this concept, Deezer aims to spark conversation on social media as well as on media outlets (print and online) about the brand and its cool personality as well as increase awareness about the partnership with Joe & The Juice.

Lastly, Deezer will launch its exclusive Silent Disco events. People will have the chance to enjoy the night dancing with their friends, while listening to their own favorite music on Deezer. By doing so, people will be introduced to the streaming app and receive a 60 day free trial code to use. Existing paying subscribers of Deezer will have the chance to profit from their membership i.e. skipping the line, get one free drink and so much more!



Year Three:

Your music through time

Music comes in many different types and styles ranging from rock music to world pop, hip hop to dance. Many genres have a rich history or geographical significance, a cult following or music roots that go far beyond our 20th century.

The live event podcast, created by Deezer and with the collaboration of many artists from different backgrounds, investigates the history of different musical genres and the way they have spread around the world.

An intense out of home promotion will highlight the importance of the various events. Mysterious city billboards (e.g. Hip hop in New York, Grime in London, Raeggeton in Colombia etc.) containing iconic lyrics of that particular genre will hint at the unique events. The events will take place in the cities where the music originated from and they will be only accessible to Deezer subscribers. By doing so, we want existing subscribers to feel that they chose the best and potential subscribers as well as media outlets to take interest on Deezer.



Year Three:

Your music through time

In addition to that, Deezer will spread information about the value of the music streaming service by creating social content with activists, artists, musicians and other important people that have changed the world as we know it, while discussing the music that has influenced them through their lives. Their playlist will then be shared on the music streaming platform.

In order to keep the audience engaged and interested into brand, it will launch different challenges on social media (e.g. Instagram, Tik Tok) besides the daily engagement throughout the whole campaign.



Timeline and budget

Timeline:

The three-year campaign will start in January 2022 and terminate in December 2024. As previously stated before, the campaign will be subdivided in three one-year campaigns. Please refer to the portfolio for the timeline detailing the agenda of the "You are what you stream" campaign.

Budget:

According to data compiled by Owler (2020), we know that the estimated annual revenue of the French music streaming service is \$400 M. Deloitte (2017) stated in an article that according to a survey conducted by CMO, tech companies can be considered as big spenders when it comes to marketing, as they spend 15% of their income. For this reason, a budget of \$60 M has been considered for the implementation of this three-year campaign.

Reference list

DEEZER (2020), DEEZER WEBSITE ([HTTPS://WWW.DEEZER.COM/IT/](https://www.deezer.com/it/)).

DELOITTE (2017), BOOMERS HAVEN'T SHOWN A WHOLE LOTTA LOVE FOR MUSIC STREAMING. ([HTTPS://WWW2.DELOITTE.COM/US/EN/PAGES/TECHNOLOGY-MEDIA-AND-TELECOMMUNICATIONS/ARTICLES/BOOMERS-HAVENT-SHOWN-A-WHOLE-LOTTA-LOVE-FOR-MUSIC-STREAMING.HTML](https://www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/boomers-havent-shown-a-whole-lotta-love-for-music-streaming.html)).

DEWHIRST, T. DAVIS, B. (1988), A COMMUNICATION-BASED MARKETING MODEL FOR MANAGING RELATIONSHIPS. JOURNAL OF MARKETING, VOL. 62, NO.2, P.1 – 13.

FACEBOOK (2020), AMAZON MUSIC
([HTTPS://IT-IT.FACEBOOK.COM/AMAZONMUSIC/](https://it-it.facebook.com/amazonmusic/))

FACEBOOK (2020), APPLE MUSIC
([HTTPS://WWW.FACEBOOK.COM/APPLEMUSIC/](https://www.facebook.com/applemusic/))

FACEBOOK (2020), DEEZER
([HTTPS://WWW.FACEBOOK.COM/DEEZER/](https://www.facebook.com/deezer/))

FACEBOOK (2020), SPOTIFY
([HTTPS://WWW.FACEBOOK.COM/SPOTIFY/](https://www.facebook.com/spotify/))

INSTAGRAM (2020), AMAZON MUSIC
([HTTPS://WWW.INSTAGRAM.COM/AMAZONMUSIC/?HL=IT](https://www.instagram.com/amazonmusic/?hl=it))

INSTAGRAM (2020), APPLE MUSIC
([HTTPS://WWW.INSTAGRAM.COM/APPLEMUSIC/?HL=IT](https://www.instagram.com/applemusic/?hl=it))

INSTAGRAM (2020), DEEZER
([HTTPS://WWW.INSTAGRAM.COM/DEEZER/?HL=IT](https://www.instagram.com/deezer/?hl=it))

INSTAGRAM (2020), SPOTIFY
([HTTPS://WWW.INSTAGRAM.COM/SPOTIFY/?HL=IT](https://www.instagram.com/spotify/?hl=it))

MIDIA (2020), MUSIC SUBSCRIBER MARKET SHARES Q1 2020
([HTTPS://WWW.MIDIARESEARCH.COM/BLOG/MUSIC-SUBSCRIBER-MARKET-SHARES-Q1-2020](https://www.midiaresearch.com/blog/music-subscriber-market-shares-q1-2020)).

OWLER (2020), DEEZER'S REVENUE, COMPETITORS
([HTTPS://WWW.OWLER.COM/COMPANY/DEEZER](https://www.owler.com/company/deezer)).

STATISTA (2020), NUMBER OF DEEZER'S PAYING SUBSCRIBERS WORLDWIDE AS OF JANUARY 2019
([HTTPS://WWW.STATISTA.COM/STATISTICS/321559/DEEZER-PAYING-SUBSCRIBERS/](https://www.statista.com/statistics/321559/deezer-paying-subscribers/)).

TWITTER (2020), AMAZON MUSIC
([HTTPS://TWITTER.COM/AMAZONMUSIC](https://twitter.com/amazonmusic))

TWITTER (2020), APPLE MUSIC
([HTTPS://TWITTER.COM/APPLEMUSIC](https://twitter.com/applemusic))

TWITTER (2020), DEEZER
([HTTPS://TWITTER.COM/DEEZER](https://twitter.com/deezer))

TWITTER (2020), SPOTIFY
([HTTPS://TWITTER.COM/SPOTIFY](https://twitter.com/spotify))

YOUTUBE (2020), AMAZON MUSIC
([HTTPS://WWW.YOUTUBE.COM/CHANNEL/UCPQFTLDSXPL3V4U044KT88W](https://www.youtube.com/channel/UCPQFTLDSXPL3V4U044KT88W))

YOUTUBE (2020), APPLE MUSIC
([HTTPS://WWW.YOUTUBE.COM/USER/OFFICIALBEATSMUSICTV](https://www.youtube.com/user/officialbeatismusicTV))

YOUTUBE (2020), DEEZER
([HTTPS://WWW.YOUTUBE.COM/USER/DEEZERTEAM](https://www.youtube.com/user/deezerTEAM))

YOUTUBE (2020), SPOTIFY
([HTTPS://WWW.YOUTUBE.COM/USER/SPOTIFY](https://www.youtube.com/user/spotify))