



Music Innovation

Deadline: 18.02.2009 23:59 GMT

Brand: EMI

Sector: Entertainment & Art

Country: United Kingdom

Category: Specific Creation : Concept Development

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Budget: \$10 000

Status: Closed

Language of Solutions: English, French, German, Italian, Portuguese, Spanish

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

EMI Music represents recording artists spanning all musical tastes and genres and owns one of the finest catalogues of recorded music ever assembled with over three million individual tracks. The company's roster and catalogue includes legends such as The Beatles & Pink Floyd, to world famous stars like Robbie Williams & Kylie plus some of the world's finest classical artists including Nigel Kennedy & Simon Rattle.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

To find a modern and out of the box way as to how EMI could connect with those who love music but who think that good music is far away from them because they are not friendly with the current software to buy music online, because they can't easily sample music, have no time to look for music/ don't know where to look and think all modern/new music is the same. They just play their old music over and over or don't listen as much.

Nowadays the whole music industry faces great challenges concerning the boost of new media and the IP (Intellectual Property) issues related to it. EMI would like to be a pioneer of a new era inventing a new & easy form of direct contact between musicians and all possible types of consumers.

We need a description of this new way, tool, supply chain, idea... that will move music industry to the next consumer journey.

3 Step Target Audience

[who should you influence ?]

People of any age, sex, occupation, religion, belief, style and language.

Music lovers but not necessarily music buyers.

We have identified two groups that represent those people who we want to try and re-engage with music by facilitating the discovery process:

Group 1

- ∞ Light music purchasers because they are too busy juggling daily family lives, chores and raising children to pay attention to the music scene;
- ∞ Not musically engaged but strongly think that music defines them;
- ∞ Sense of sadness & of "missing" music;
- ∞ Currently listen to music via car radio & on CDs – not much digital;
- ∞ Money is tight.

Group 2

- ∞ Light music purchasers because they can't find what they want. High Street not meeting their needs;

- ∞ Into music but have other hobbies and interests;
- ∞ plenty of money to spend on leisure;
- ∞ currently listen to CDs – not Digital at the moment but they are internet savvy.

People that theoretically could listen to music at anytime (in the bathroom, over breakfast, jogging, commuting, traveling, partying with friends, dating, walking the dog, lying on the beach, before going to sleep etc...)

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

First of all we would like the target audience to come back to buying music, to discover the new music they would love, to music they want to listen to. Now you can find and consume your favorite music easily thanks to... and because of... (these fields should be filled in by you, they depend on your idea :)

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

Music gives you great pleasure, entertainment, relaxation, involves you in today's world, invigorates, inspires you...

6 Step Character

[what are the features that define the personality of the Brand ?]

Based on the individual values of artists & genres.

7 Step Media Plan / Placement

[where will your work appear?]

It depends on the idea.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

Think forward... forward-thinkers!
Think consumers first, second & last.

Attachments

EMI_logo.jpg

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