

Stonata

Problem Statement

Since artists only typically receive **15% royalty** when part of a record deal, being successfully independent is a benefit that artists dream to possess (AWAL, 2019). Due to the rise of activity on social media, **90%** of social media users take part in some form of **music or artist related activity** (Crupnick, 2018) which shows that there is plenty of potential in releasing **independent work** and promoting it through utilizing online resources.

As amateur content creators and communication students, we want to highlight the possibility of independently producing a finished **music video** and analyze the impact that it can make using **organic strategies** that do not depend on high budgets.

Project Goal/Objectives

The objective of this project is to create a **musical group** called 'Stonata' on various online platforms such as Facebook, Instagram, and Youtube and release a **music video** for the debut single "Low Season".

Acting as a community, our collective aim is also to **educate people** along with our musical content by producing a **guidebook** on how to make a music video from start to finish. For this project, we are aspiring to approach it like a **real music label** and follow the necessary steps in order to **create and promote** a new "artist" with the final product being a music video.

Target Audience

Key Demographics

- Age: 16 - 30
- Common Job Titles: First Jobber, Student

Key Psychographics

- Enjoys music
- Spends a lot of time on social media
- Striving to relieve stress
- Pursuing goals or achievements in life
- Struggling or stressed out

Challenges

- Market Saturation
- Two - Way Communication

Preferred Channels

- Instagram
- Facebook
- YouTube

Preferred Content Types

- Music/Entertainment
- Encouraging and Positive

Methodology

Regarding the methodology of the project, we want to implement the procedures of a real music label.

Planning

In the initial stage, the planning process was conducted in order to create the brand identity as a way to distinguish our project from the competitors, as well as making the project more recognizable in the public eye. An analysis will also be conducted to identify the market and competitors within the sector in order to pinpoint our strengths and weaknesses, along with the opportunities and threats. For the project to be more perceptible, a corporate identity will also be produced to make the project distinctive and unique in our own way. Furthermore, social media content planning will also be conducted to oversee the type of promotional content that will be published, together with when the content will be distributed according to the audience and market.

- Competitive Analysis
- Brand Identity Construction
- Storyboard and Breakdown
- Social Media Planning

Execution

Once the initial stage of competitive analysis and the corporate identity has been established, the project transitions to the execution stage. In this stage, the project will begin to execute and release related deliverables and media to generate traction and interest. After the initial execution stage of releasing advertisements and trailers, the main product (live session music video) will then follow along with any merchandise to retain and spread awareness.

- Music Composition
- Recording music
- Filming Music Video
- Editing music video
- Social Media Posts

Evaluation

Regarding the evaluation stage of our project, traffic indicators through the backend of each respective platform will be utilized in order to measure the effectiveness and overall reach of our product. The indicators will then be used to pinpoint any room for improvement to maximize and sustain the project.

- Insights
- Views
- Likes



