

# FACE VOCALBAND

## *Integrated Marketing Communications Outline*



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# CREATIVE BRIEF

**Client:**

FACE Vocal Rock Band

**Positioning  
Statement:**

For empty nesters and high school music nerds, FACE Vocal Rock Band is the next up and coming Rock music group to make you feel like part of a community that values you

**Business Problem:**

FACE vocal band has a hard time growing to reach new audiences, and their marketing tactics have depleted. they are missing marketing opportunities to promote themselves. Brand image is not consistent

**Value Proposition:**

Become a fan - you won't want to miss the NEW FACE!

**Key Attributes:**

Face is a Vocal Rock Band that is trying to become more relevant to larger audiences

**Target Audience:**

Empty nesters: 45-55 y/o affluent females, bachelors level education, music lovers, needing new hobbies after kids leave for college  
Multi genre music lover: highschool students ages 14-18 who participate in their schools music programs. Limited income but parents provide. curious about everything music and becoming stars

**Call to Action:**

We want younger audiences to interact with FACE through social media platforms and come to shows

**Suggested  
Deliverables:**

Social media scheduling and content (Tik Tok, Instagram), Radio advertisements (10 sec and 30 sec), Out of home (billboard), Direct mail (concert schedule)

## Executive Summary

Within our document, we will provide a detailed analysis and plan regarding our Integrated Marketing Communications for FACE. Bamboo Marketing Agency has created a mix of media after identifying the various strengths, opportunities, weaknesses, and potential threats. We've developed a reasonable budget and timeline from this research. We also have identified our target personas as Caucasians between the ages of 14-18 and 45-60. The older demographic is intended to be targeted toward women whereas the younger demographic is mainly targeted toward males. We focused primarily on psychographic characteristics when evaluating our target personas. This written plan will dive deeper into these personas and how we believe our agency will intertwine our media mix and communication objectives with FACE's values, mission, and business model. This proposed integrated campaign will be titled A New FACE and will incorporate sales promotion, digital marketing, direct mail, out of home, and radio advertising. We came up with an easy-to-use schedule in order to fully implement this plan. Finally, we will dissect our budget proposal and the measurements we'll use to evaluate the success of our IMC campaign.

## SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Great performers</li> <li>• Promotional assets to send to venues that do venue advertising</li> <li>• Strong core audience with many repeat customers</li> <li>• Very active on Facebook, reach their core audience through this channel</li> <li>• Email list</li> </ul>	<ul style="list-style-type: none"> <li>• No defined marketing budget/strategy</li> <li>• No data tracking tools</li> <li>• No strong brand image</li> <li>• High School/College aged people do not know about them</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Families are a key demographic - may aid in capturing younger audiences</li> <li>• Getting a partnership</li> <li>• Change brand position: “Vocal Rock Band” instead of a cappella</li> <li>• Data tracking</li> <li>• Create TikToks, email marketing, QR Codes to join email list, photography at shows, Linktree, OOH Advertising, corporate travel shows</li> </ul>	<ul style="list-style-type: none"> <li>• Industry has seen ticket sales down post COVID</li> <li>• Most of their yearly sales are from holiday shows</li> <li>• Niche genre of music</li> <li>• Various options for “Friday night” entertainment: events, sports, etc.</li> <li>• Their social media platforms are not being utilized to their full potential</li> </ul>

After performing our SWOT analysis of FACE there were clear areas that could be enhanced as well as some that needed improvement. We found high customer retention, once they got customers in the door it was easy to keep them coming back. Additionally, their social media presence and email list are relatively large, which helps address the opportunity for expanding their outreach. This will combat threats such as the majority of sales coming from holiday shows and their sales have been down post COVID. We will address weaknesses by involving a data tracking tool with their marketing to better understand which strategies are reaching the right target audiences as well as which are best at converting clicks to sales. Overall, FACE is an incredible band, with a great fan base and talent. With competitors being other a cappella and holiday singing groups, they have a great opportunity for market share. As long as FACE can prove they are the best option for Friday night entertainment they can grow and reach a wide audience.

## Marketing and Communication Objectives

Bamboo created **3 key marketing objectives** for FACE to focus on in the coming years.

1. Increase online social media following: We found that FACE needs to increase their social media presence in order to better appeal to their target audience. By increasing their social media presence FACE will be able to better reach new and existing audiences. Posting regularly and creating new content are our top goals for FACE. Currently, FACE has 5,470 Instagram followers. We would like to see a 25% increase in followers. FACE is also on TikTok and Facebook. Linking these accounts will help to contribute to the Instagram following. They also need to find less time consuming ways to create social media content that is relevant to their current audience, target audiences, and the platform itself.
2. Increase audience members/demographic: We want to increase the number of people that attend FACE shows. This will be met by increased marketing efforts. By increasing audience size we also want to increase and communicate the diversity in the audience itself (younger people and younger men) by catering to both their existing fan base and a newer generation. We feel this can be met by tracking how many new people come to FACE shows. Right now whenever a person purchases a ticket they are added to their email list. Bamboo will monitor how many new people come and we hope to see a 10% increase in new audience members.
3. Tap into a new market: After speaking with FACE they spoke about rebranding themselves into the Vocal Rock Band category instead of a capella. This goes hand in hand with increasing audiences because Acapella caters to a much more niche audience whereas rock music opens up an entirely new market opportunity. We will track the success of being a “rock band” by surveying audience members throughout the shows and year. If at least 40% of audience members categorize FACE as a vocal rock band by the end of this campaign, we will know we were successful. Starting at 40% is a stepping stone and eventually, we hope the majority of FACE fans

view them in this light. By tapping into this new market we have the opportunity to gain market share and new audience members who haven't been exposed to FACE yet.

Bamboo created **2 communication objectives** for FACE to focus on in the coming years.

1. **Increase Brand Awareness:** We want to increase the brand awareness for FACE Vocal Group.

FACE wants to share their love for music with as many people as possible. Increasing their brand awareness helps build loyalty and repeat customers. Making FACE known as the vocal rock band for all types of music lovers will help them reach the communication objectives. Below you will read about how we recommend FACE rebrands their logos and colors which will be a helpful tool in delivering this communication objective.

2. **Entertaining An Audience:** Bamboo wants to help communicate FACE as the entertainment choice for their target markets. With their social media content and shows, we want to communicate how fun and entertaining this band and their shows are. This will help appeal to the younger generations while still keeping our Empty Nesters fulfilled. Effectively communicating this means keeping up with a social media strategy, and having people come to the shows. FACE speaks for itself and if we can get more people in the door, they will most definitely have a great show.

## Target Audience and Buyer Personas

The two buyer personas we plan to target are The Empty Nester and The Multi Genre Music Nerd. The Empty Nesters are those most commonly at FACE concerts. When we interviewed Stephen Ross, a member of the FACE vocal band, who does a substantial amount of marketing, he told us this was their most profitable group of consumers. This segment has money to spend and time to fill, a perfect combo for FACE to gain attention and leverage. *See detailed buyer persona in Appendix A.* Next is the Multi Genre Music Nerd. The Multi Genre Music Nerds are high school students ages 14-18 who participate in their school's music programs and/or theater programs. These students are passionate about all types of music genres, and rock on occasion. While they do not have incomes, the Music Nerd has limited

disposable income from either allowance from their parents or any kind of part-time job they might have. These students are passionate and curious about growing musically and therefore want to expose themselves to all types of music in Boulder and beyond. *See detailed buyer persona in Appendix B.*

## Media Mix

### **Campaign Name: A New FACE**

A New FACE is a campaign all about FACE altering their brand to adapt to the changing times, reach new audiences, welcome a new band member, and be more relevant on social media.

### **Rebranding:**

FACE is in need of rebranding, they change their logo too often, do not have universal brand colors, and do not have consistent brand positioning. Creating and sticking with one logo that they can use over all social media platforms, all fan communication, and merchandise will help them be more recognizable and seem more organized. Even on their website, they have 2 different FVB logos, with different fonts, colors, and styles, which is confusing for fans. Choosing brand colors is another very important thing that FACE needs to decide on. They should choose colors that scream ‘FACE’, and need to settle on one color scheme. Our recommendation would be to choose Royal Blue, Dark Grey, and White. FACE also needs to standardize their brand position as well. FACE advertises themselves as an a capella group, an ‘All Vocal Rock’ group, and a ‘Vocal Rock Band’, this can be confusing and misleading. We recommend the simple switch of using primarily ‘Vocal Rock Band’. This will help them target different markets of rock lovers, music lovers, and acapella lovers, expanding their target market immensely.

### **Social Media:**

FACE has a strong Facebook presence, and some very loyal fans on this platform, which should be maintained. They post a lot of their event dates here so continuing to grow this is imperative. FACE could better utilize Facebook by joining and following music groups and posting more fun and interactive content. Facebook is used by The Empty Nester and is the only social media platform they have, but having such a strong presence on other platforms is also something they need to strive for when targeting



the younger demographic and the Music Nerd segment. That younger demographic is primarily on TikTok and Instagram, so we believe this is the most important next step for FACE to focus on. Starting with TikTok, FACE needs to be producing more content, for now, they should aim to post 2-3 per week and increase frequency over time. TikTok videos should be informal, funny, interactive, trendy, and most importantly, **quick and easy**. The New FACE campaign is a great opportunity to explore all that Tik Tok can offer them. Finding trends on Tik Tok and participating in them, dueting videos, asking for fan interaction, and creating competitions for fans and musicians/singers are some of the many ways that FACE can improve their Tik Tok presence. **The best option for FACE is to hire someone that is aware of the trends on social media, and have them create, edit and upload all videos and posts to social media.** The great thing about Tik Tok is that it is extremely easy to repost to all other platforms as well, including Instagram Reels and Facebook posts/stories. It is very easy to link social media accounts so when posted on Tik Tok, you can easily upload to Instagram and Facebook. This campaign will help to build the communication and marketing objectives stated above.

#### **Radio:**

FACE has a wide range of music genres, and they are missing out on huge opportunities in radio. There are many country, classic rock, and holiday stations that they should attempt to air on. This is the best way to build their fan base quickly. If FACE can get their music playing on radio stations, it will make a huge difference for them, and help them reach many different audiences. We believe that the three categories that FACE needs to utilize radio are: Rock, Holiday, and Country. Not all of FACE's songs fit all of these categories, but FACE can pick and choose their top songs in each category to bring to local radio stations.

#### **Radio Advertising:**

One of the advantages of using radio advertising is the ability to target locally. Radio is also associated with deeper trust. If FACE rebrands themselves as a Vocal Rock Band, they can really target the rock radio stations in Colorado for advertising; specific stations are outlined in the budget. This is also something that can be done in other states depending on where FACE will be performing, especially if ticket sales are uncertain. Generic advertisements about who FACE is and the 'new FACE', where to find

them online, and upcoming concerts, would be an easy, and fairly cheap advertisement option. FACE has a very wide range of family-friendly Christmas music as well. This is something that they can use to their advantage when reaching out to the local Holiday radio stations (FM: 101.1 and 102.5 for example). This would also be a good opportunity for advertisements, especially for their holiday shows and to gain brand awareness.

#### **Direct Mail and Out Of Home:**

One of the best ways to advertise is through direct mail. We will create a flier for all yearly shows and send them to people in our geographic region. Additionally, we recommend putting a billboard up that will attract the attention of all drivers on I-25. This location is good for people traveling in the Denver area and even tourists as this is one of the main roads in Colorado. Billboards are a great opportunity to grow brand awareness and on the billboard, we could post FACE's social media handles in order to bring them to our social media accounts. A billboard is a great way to get exposure to as many people as possible.

#### **Promotion:**

There are tons of local high school and college choirs and music programs. FACE should reach out to high schools and music programs and offer discounted ticket prices to students in these programs. This is a great avenue to bring younger audiences to the shows. FACE is all about community, and this is a fantastic opportunity to build relationships with schools and grow their audience. Offering a 20% discount on tickets to students for certain concerts will bring the "Music Nerd" market to even more FACE shows. These people are also very likely to bring their families and friends along with them. This age group is a huge on word of mouth, which is a great way to utilize free marketing and is another reason you should target them.

*See allocation of IMC elements in Appendix C.*

## Scheduling

FACE has several concerts throughout the year that sometimes span over several days of the week. With that being said, it's best to advertise throughout the year using a pulsing strategy. As we want to increase awareness of FACE, it's essential that their social media presence is active and also interacting with new audiences so that when it comes time to promote concerts, we have built a strong base of individuals ready to purchase. Within radio, we want to utilize this strategy by increasing promotions during holiday seasons as they have several playlists which could be relevant to this season and building associations between holidays and FACE. Within TikTok, we have two specific campaigns, "A New FACE" and "FACE Holiday." We will also be utilizing billboards and promotions with a flighting strategy as we believe that it will create a bigger impact during months where our major campaigns are also being advertised and during concert season within the school year.

Campaigns	Scheduling	Strategy	Rationale
Social Media	<ul style="list-style-type: none"> <li>- Post 2-3x Per Week</li> <li>- Promote a Tiktok Video once a month</li> <li>- Promote Instagram Post once a month</li> </ul>	Pulsing ▾	Consistent posts with the occasional one boosted will maintain account activity as well as increased attention during peak times
Tik Tok Campaigns: "A New FACE" & "FACE Holiday"	<ul style="list-style-type: none"> <li>- Promote campaign #1 during February 2023</li> <li>- Promote campaign #2 during December 2023</li> </ul>	Flighting ▾	2 campaigns at most vital times for FACE in match with billboards to symbolize the beginning of the year and the holiday seasons.
Radio Ads	-Place radio ads specifically prior	Pulsing ▾	Consistent radio ads for reach

Campaigns	Scheduling	Strategy	Rationale
	to concerts and during holiday seasons		effectiveness plus increased ads during concert times
Billboards	- I-25: 5 out of 12 months in the year - 2 months February-March (A New FACE) - 1 month November	Flighting ▾	5 out of 12 months of the year to maintain memorability, and at peak times such as holiday seasons and beginning of the year.
Promotions	-During spring and winter concerts happening throughout the semester	Flighting ▾	This would help engage the Music Nerd in order to build awareness within the younger audience, by pairing it with concerts relevance also grows individuals.

## Measurement

We need to create efficient data tracking methods to see what aspects of FACE marketing campaigns are successful, versus the aspects that are a waste of money. We can track social media presence by looking at the number of followers now and comparing it to how many more we can get in the near future, along with using Google Analytics and other data platforms. We also want to see reposts and get our followers to engage with all social media platforms. In addition, we are wanting to drive up attendance at shows. We will know this is successful based on how tickets are at different price points. Starting with cheaper-priced tickets and then seeing if we sell out is a good indicator. We can also survey attending FACE audience members, ask them how they found FACE, and why they chose to come to that show. This will give us insight into what marketing efforts are effective, and how we could potentially reach a

larger audience. For brand awareness, we want to see how many people associated FACE with their brand colors and position. We can track this by sending out surveys to all audience members to gauge brand recognition. Using our tracking system, Bitly, we would be able to see conversions such as which clicks on advertisements led to a sale. Many platforms for posting tickets also make customers type in birth dates which would help track age groups and new demographics coming in. By using these tools we can clearly track the correlation between advertisements and compare to previous years to ensure our advertising dollars are allocated correctly and are converting more sales than it's costing.

## Budget

### Social Media:

As discussed thus far, social media marketing will be a strong aspect of the “A new FACE” campaign. Platforms such as Instagram and TikTok are free to use, however, we recommend FACE utilize some of the promotional and advertising features of these platforms.

#### *TikTok*

FACE can use the promote feature on any of their videos in order to gain more engagement. We recommend promoting a video once per month.

Source: TikTok App

Goal	Audience	Price Point	Estimated Engagement
More Video Views or More Followers	Empty Nester: Female, age 45-54	\$100 (\$20 over 5 days)	9,744 - 21,505 video views
More Video Views or More Followers	Music Nerd: Age 13-24	\$100 (\$20 over 5 days)	9,744 - 21,505 video views
More Website Visits	Empty Nester: Female 45-54	\$100 (\$20 over 5 days)	12 - 628 estimated clicks
More Website Visits	Music Nerd: Age 13-24	\$100 (\$20 over 5 days)	44 - 659 estimated clicks

Detailed instructions on ad settings and how to set up ads on TikTok can be found in *Appendix D*.

We recommend you run 2 campaigns through TikTok with a budget of \$500 each. The first campaign will be “A new FACE” starting in February of 2023, and the second would be “FACE Holidays” starting December 1st of 2023.

### Instagram

We recommend promoting an Instagram post once a month.

Source: Instagram App

Goal	Audience	Price Point	Estimated Engagement
More Profile Visits	Automatic (Instagram targets people like your followers)	\$100 (\$20 over 5 days) Yearly:	6,000 - 1,000 estimated reach
More Profile Visits	Specific Target (Empty Nester or Music Nerd)	\$100 (\$20 over 5 days)	4,000 - 10,000 estimated reach
More Website Visits	Automatic (Instagram targets people like your followers)	\$100 (\$20 over 5 days)	6,000 - 16,000 estimated reach
More Website Visits	Specific Target (Empty Nester or Music Nerd)	\$100 (\$20 over 5 days)	3,800 - 10,000 estimated reach

### Radio Advertisements

We recommend placing advertisements with 98.5 FM KYGO (country station), 93.9 FM Modern Rock, 101.1 KOSI Holiday, 99.5 FM The Mountain (classic rock), 97.3 FM KBCO World Class Rock.

See sources and how these numbers were calculated in *Appendix E*

Station	Type	Reach	CPM	Cost
101.1 KOSI Holiday	Holiday	192,952	\$10.00	\$1,929.53
97.3 FM KBCO World Class Rock	Rock	125,838	\$6.75	\$849.41
93.9 FM Modern Rock	Rock	120,245	\$6.75	\$811.65
98.5 FM KYGO	Country	151,006	\$8.00	\$1,208.05
99.5 FM	Classic Rock	137,024	\$7.50	\$1,027.68
Total				\$4,746.32

Advertisement costs vary depending on the station. Median CPM for radio is \$6.75 for a 30-second slot.

Using this information, along with additional assumptions (e.g. a more popular radio station might have a higher CPM) we were able to calculate the cost of advertising via radio. We recommend a flighting

strategy (*see appendix for a visual example*) of advertising placement centered around pre-show promotion.

### *Data Tracking Software*

In marketing, it is difficult to know what works and what doesn't. There are many external factors in the marketplace that can create a misleading correlation between marketing and sales. If you can't track it, you can't improve it. So, we recommend that FACE use data tracking software. Bitly can help FACE manage their campaigns, social media, and more. The basic plan for Bitly is \$29.00 per month, however, we recommend FACE purchase the Premium service priced at \$199 per month. This discrepancy in price speaks for itself, as the Premium service offers more functionality. See comparisons in *Appendix F*.

Source: Bitly

### *Out of Home Advertising*

Surprisingly, OOH is a growing form of marketing even in today's digital landscape. For FACE we recommend a billboard. Billboards have the ability to capture a wide and captive audience. The cost of a billboard in Denver varies by size and location. One quote states a price range from \$800 to \$3,500. We recommend FACE utilize the digital bulletin priced at \$2,500.

Source: [www.billboardsin.com](http://www.billboardsin.com)

### *Social Media Manager or Intern*

There are certainly plenty of eager young students in Denver and Boulder in which FACE could utilize for their social media and marketing management. You could get away with paying an intern \$1,500 per month, or perhaps the resume experience would be enough for an intern to work for free.

Source: Personal experience

*Total Budget*

Item	Details	Cost (annual)	Allocation
TikTok and Instagram Promotion	1 promotion per month per platform	\$2,400	2.4%
TikTok Ads	2 ads per year	\$1,000	1%
Radio Advertisements	Total (if you choose to utilize <i>all</i> radio stations)  Note: this is a rough estimate	\$4,746.32	4.75%
Bitly	Data Tracking: \$199 per month	\$2,388	2.39%
Billboard	1 slot x 5 months total	\$12,500	12.5%
Social Media Manager or Intern	\$1,500 per month	\$18,000	18%
Recording	50 songs, \$500 per song  \$100 per hour (engineering and mastering) 5 hours	\$50,000	50%
Spotify & Apple Music	Digital Service	\$20	.02%




	Provider ~ \$20 one time fee		
Choir and music program Promotion	Remaining budget to discounted ticket sales	\$13,692	13.69%
Total		\$100,000	

## Appendix

A:

### SARAH JOHNSON



**Values:**

- Family
- Music
- A fun healthy lifestyle





**Frustrations:**

- Being Bored
- Getting Old
- Being alone

**Hobbies:**

- Loves Music
- Going to Recitals
- Doing Art

**Trusted Brands**



"I am looking to find fun ways to fill my newly empty time."


**Age:** 50  
**Occupation:** Sales Rep  
**Status:** Married  
**Location:** Greenwood Village, CO  
**Education:** Bachelors Degree  
**Archetype:** Empty Nester  
**Annual HH Income:** \$100,000

**BIO**

Sarah's twins recently went to college. She feels lonely and bored with her current state of life and wants to find hobbies to occupy her time. She just recently joined a local music group made mostly of women based out of Denver, that is geared towards social outings to see new music genres perform while building a sense of community.

B:

### MARK SMITH



**Values:**

- Music
- Theater
- Another






**Frustrations:**

- Social/music balance
- Music education
- Lack of fun things to do

**Hobbies:**

- Making Music
- Theater shows
- Another

**Trusted Brands**



"I am in my own band and what to learn more about the music world."

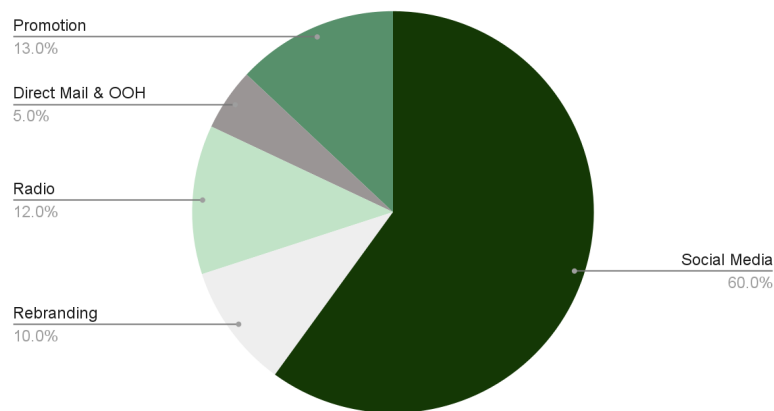
**Age:** 16  
**Occupation:** Student  
**Status:** Single  
**Location:** Boulder, CO  
**Education:** High School  
**Archetype:** Multi Genre Music Nerd  
**Annual HH Income:** \$100

**BIO**

Mark is a choir student at Boulder High school and loves music so much that he and two other friends started an alternative pop band where they post their songs on social media. Mark wants to learn about other genres of music so he can solidify his musical journey.

### C: IMC Allocation

% Allocation of IMC



### D: Ads for TikTok Setup:

<https://www.tiktok.com/business/en-US/blog/how-to-get-started-with-tiktok-ads-manager-your-step-by-step-guide>

### E:

To calculate the cost of radio advertisements, we first had to discover reach for each radio station in Colorado that we chose to use. To do this we used Nielsen ratings, which are the percentage of the state population that listens to the respective radio stations (Nielsen ratings here:

<https://ratings.radio-online.com/content/arb035>). Then, using an industry median CPM of \$6.75 for a 30-second slot (found here:

[https://www.insideradio.com/free/report-radio-has-one-of-the-lowest-cpms-in-major-media/article\\_b6c3f574-9a01-11ec-bb9a-cbee97c934dd.html](https://www.insideradio.com/free/report-radio-has-one-of-the-lowest-cpms-in-major-media/article_b6c3f574-9a01-11ec-bb9a-cbee97c934dd.html)) we were able to calculate the cost to advertise for each radio station.

### F: Bitly price comparisons:

[https://bitly.com/pages/landing/introduction-to-bitly?utm\\_campaign=9222821473&utm\\_content=92652236799&utm\\_term=bitly&utm\\_source=google&utm\\_medium=paid-search](https://bitly.com/pages/landing/introduction-to-bitly?utm_campaign=9222821473&utm_content=92652236799&utm_term=bitly&utm_source=google&utm_medium=paid-search)

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*Billboards in Denver*,

[https://www.billboardsin.com/colorado/denver/?utm\\_source=bing&utm\\_medium=cpc&utm\\_keywo rd=advertise+on+a+billboard%3Fcampaignid&msclkid=48ba1046740d14d2d33e73ca66f21236.](https://www.billboardsin.com/colorado/denver/?utm_source=bing&utm_medium=cpc&utm_keywo rd=advertise+on+a+billboard%3Fcampaignid&msclkid=48ba1046740d14d2d33e73ca66f21236.)

## Addendum

**Research:** Everyone

**Executive Summary:** Blake and Tsion

**Creative Brief:** Lexi and Allison

**SWOT Analysis:** Everyone

**Marketing and Communication Objectives:** Lucy

**Target Audience and Buyer Personas:** Everyone especially Allison

**Media Mix:** Lexi

**Scheduling:** Tsion

**Budget:** Piper

**Revision/Edits:** Everyone

**Video Recording:** Everyone

**Video Editing:** Piper

**Graphics and Charts:** Lucy and Lexi