

Marching Masters

Market Research

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The market our application is targeting will be geared towards all levels of marching band involvement globally. Whether it is highschool, college, independent, community, the professional level or any other local/global level, our product will be usable for all scenarios.

- Almost all colleges have some type of marching bands program
- Some noticeable circuits are DCA, DCI and WGI
- DCA (Drum Corps Association) has about 15 active corps out of about 31 total corps
- DCI (Drum Corps International) has about 78 active corps out of about 81 total corps
- WGI (Winter Guard International) has more than 33,000 active participants at the regional level, and more than 16,000 active participants at the Sports of the Arts World Championships of April 2019 (both having units coming from scholastic backgrounds or independent backgrounds)
- Band size refers to the size of the ensemble, including any color guard, twirlers, drum majors, and pit ensemble members. The different categories of size include 20 marchers or less, 21 to 60 marchers, 61 to 100 marchers, 101 to 150 marchers, 151 to 250 marchers, or 251 or more marchers.
- Among all 882 high school and college bands surveyed, the band size varies from 20 to more than 250 people each. About 72% of the bands had around 21-100 people, and 77 bands had more than 150 people each. This data also reflects the size of our target market.
- Most high school bands are competitive. From 882 participant bands, 519 are competitive bands.
- Most marching bands surveyed used brass, drums, woodwind, and a pit. About 99% of the bands use more than three categories.

With consideration of how globally vast the amount of marching bands are in each level of practices AND the consideration that each group or unit of a singular marching band varies from around 20 to even more than 250 people, the amount of users our product will be targeting is incredibly large.

Reference link:

- [Geographic Analysis of Marching Band Culture \(College and High School Ensembles\)](#)