

# Media Campaign Nasmak

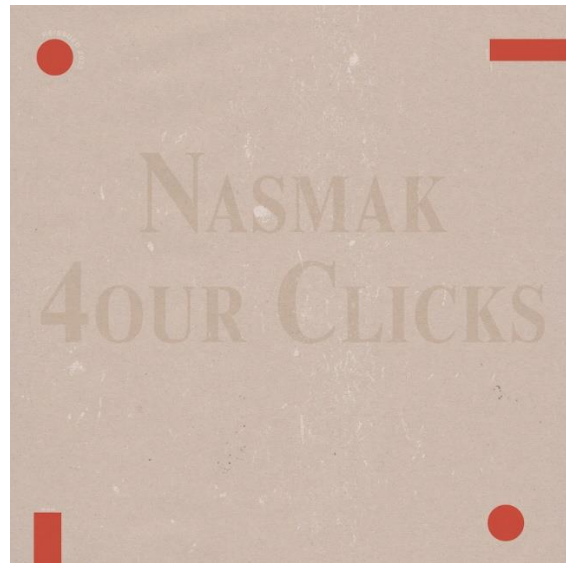


## research questions

- 1. Who is the main target audience and what is a potential target audience?**
  - This helps understanding who Nasmak is currently attracting to their shows and who they can possibly attract as well. Factors like age, interests, music preferences and media usage play a big part of that question. This can help figuring out how the ideal way to reach their target audience would be.
- 2. How does Nasmak differentiate itself from other bands and how can this be used in the media campaign?**
  - This focusses more on the unique aspects of the band. What makes Nasmak different from other bands in their genre? Is it the sound, their performance or the artistic part of it? Working this out will make us understand the factors we need to use to create a unique market for them.
- 3. What channels or content formats are the most effective to promote Nasmak's music and image?**
  - Here the most important part is distribution. What works best for their music, video's, podcasts, social media posts or old school flyers and posters? This highly depends on what works best for the target audience. By researching this we will find out the most effective way to promote and distribute the content of "Nasmak".

With these research questions we can work out an effective media campaign.

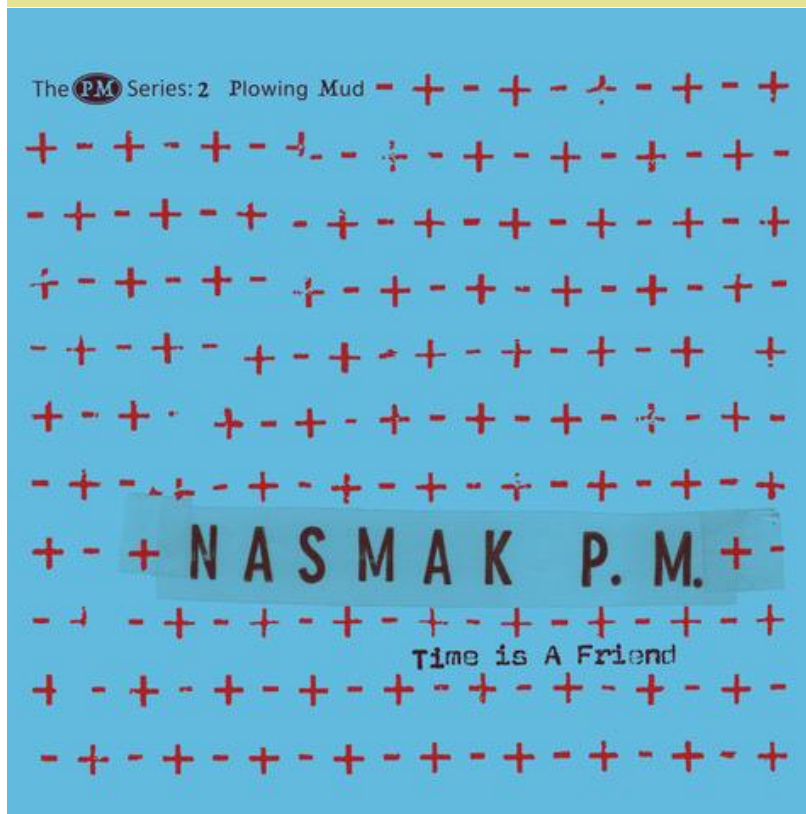
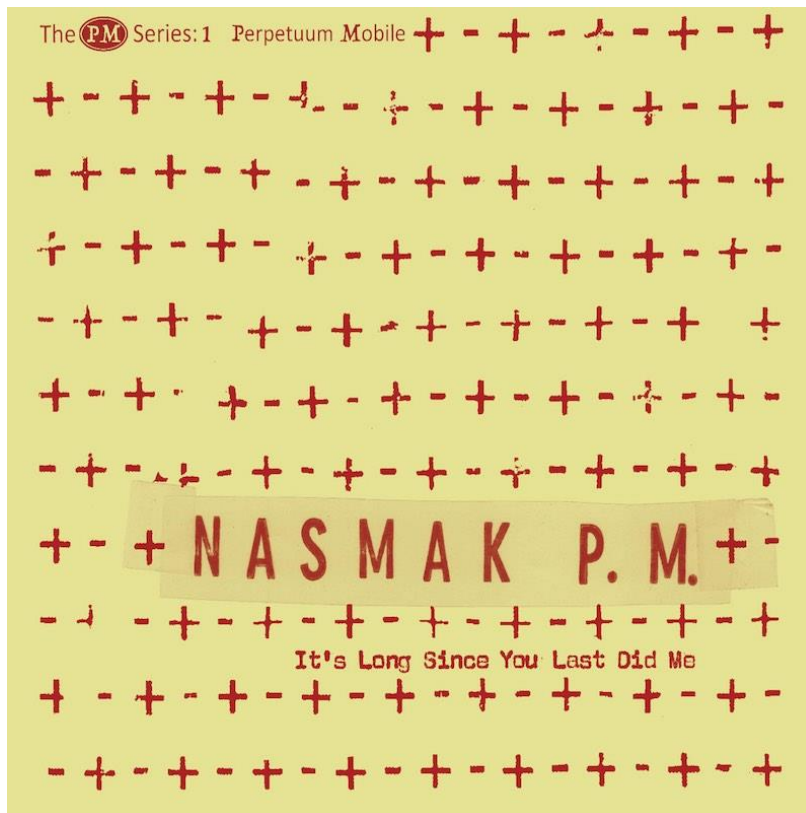
Current style:



Here you can see the album cover they made.



Another thing Nasmak uses a lot in their style is the plus and minus across the screen. We can use this to add their current style into the things we make. This can be their trademark that when you see the visuals we make you would instantly think “Oh that’s Nasmak”.





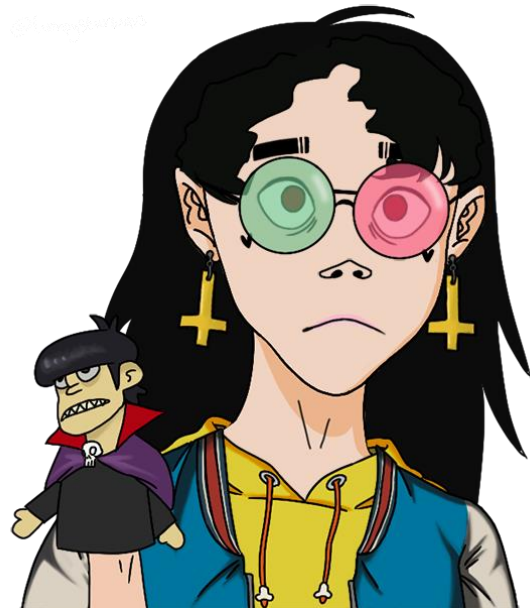
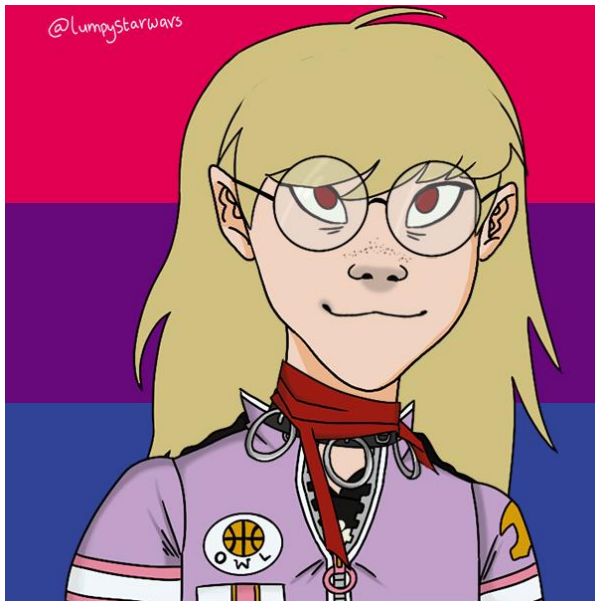
To start with making our own stuff we made moodboards where we showed off the feeling and vibe we get from the band. This way we can find a middle ground on the feeling that Nasmak gives off and go from there.

This is the mood board I made, I really got a punk rock vibe from them but then without the darker, sinister side of it. The fonts showed top left and middle left are fitting to the style they have but readability is an issue for those fonts. Nasmak also mentioned that they have a small resemblance to Doe Maar, and after seeing the visual content Doe Maar posted I can agree with them.

Gorillaz is also a band that I find interesting and fitting to their style. The band Gorillaz are known for having each band member drawn into a comic style persona, which is seriously cool but really hard to realise since for every poster u need a different pose or angle for the persona u make.



I did make 4 visuals in style of the gorillaz for each of the band member.



Mila Yurick and I went to their rehearsals to get more of an insight into how the band plays with all the band members being there, and we can ask them questions to get more information about the band.

Questions:

1. How would you describe the sound and style of the band Nasmak?

“Nasmak would be described as “No wave” instead of the more known “New wave”. It rejects the normal aspects of both punk rock and new wave, opting instead for chaotic, and experimental sounds.

2. With Richard being a new member of the band, what does he bring to the table that makes him fitted for Nasmak?

“Richard brings a darker side to the band, he also brings the visuals to the main performance”


(things he named that could be used for visuals would be loading bars, startup logo)

3. What is the hardest part about joining a band that breaks the normal moral for music ?

“Improvising is hard by itself but improvising something and getting the others to follow along with the improv on the spot is even harder. To be honest we just start doing something, we have nothing planned. We try things while we play, once they have a beat going the lead singer starts implementing lyrics, those have already been written beforehand.”

Import video rehearsal

Import video visual



"Music should defy and redefine."

# Hans

## ABOUT

I've been passionate about music for as long as I can remember. Growing up with the rise of punk rock and the evolution of new wave, I was captivated by the rebellious energy and unique, experimental sound of the '80s music scene. Now, at 54, I still seek out bands that have something fresh and daring to say, especially those that push boundaries in unconventional ways.

### GOALS

- Continue attending live shows to experience the evolving music scene.
- Discover and appreciate innovative genres and styles that resonate with his love for authenticity.

### NEEDS

- Access to live performances and new music that resonates with him.
- Opportunities to write and express his thoughts on music.

AGE 54

JOB TITLE Creative Consultant

STATUS Married

LOCATION Nijmegen, NB

PASSIONATE EMPATHETIC

CURIOUS ADVENTUROUS

### PAIN POINTS

- Struggling with the balance between his love for classic sounds and the need to embrace newer, experimental music.
- Difficulty in locating spaces or groups that resonate with his interests and values, especially those that appreciate alternative music.

### PERSONALITY


Introvert ————— Extrovert

Analytical ————— Creative

Busy ————— Time rich

Messy ————— Organized

Independent ————— Team player



"I'm drawn to music that breaks the rules and speaks to who we really are."

# Jessica

## ABOUT

Music is my space for authenticity and expression. At 21, currently studying at the Music Academy, I'm captivated by the intense energy of punk rock mixed with the atmospheric allure of new wave. There's something striking about music that defies traditional setup. It strips the music down to its essentials, leaving room for bold rhythms, haunting synths, and lyrics that cut straight to the core.

### GOALS

- Evolve as a musician with a unique, boundary-pushing style.
- Build connections within the alternative music and art scene.

### NEEDS

- Connection with people who share her passion for alternative, DIY music and art.
- Access to unique live music events and new sounds that fuel her creativity.

AGE 21

JOB TITLE Student Musicology

STATUS Single

LOCATION Tilburg, NB

PASSIONATE EMPATHETIC

CURIOUS ADVENTUROUS

### PAIN POINTS

- Balancing personal style with traditional music academy expectations.
- Finding local or digital spaces with like-minded creatives.
- Managing time and budget for regular concert-going.

### PERSONALITY

Introvert ————— Extrovert

Analytical ————— Creative

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I created the persona the way I did because I wanted to reflect the core values and interests of the target audience for the band. This audience is deeply connected to alternative music scenes and seeks out sounds that push boundaries and challenge the norm. They're not just casual listeners—they're individuals who prioritize authenticity, creativity, and a rejection of mainstream culture.



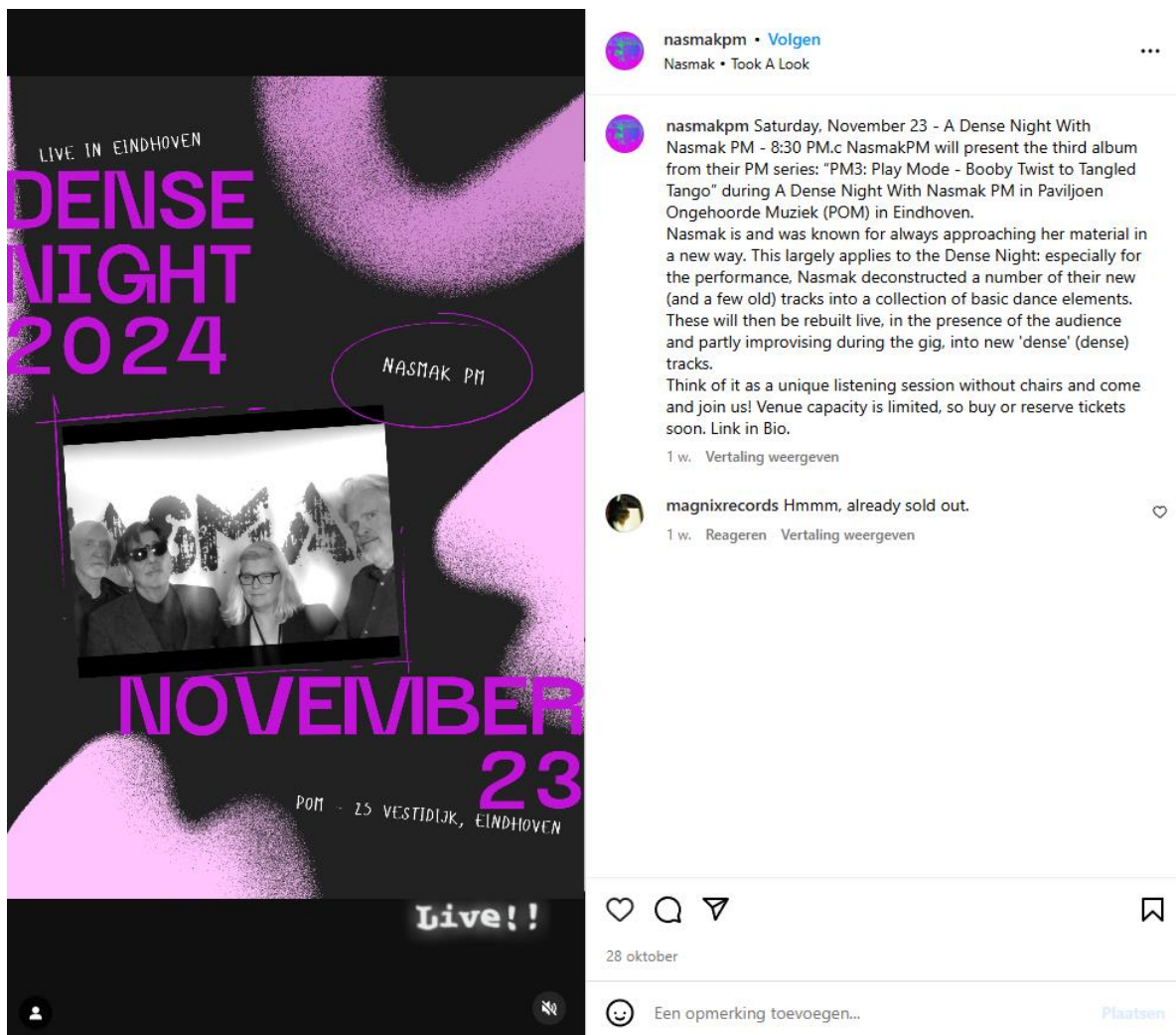
# Instagram content strategy

## Content Strategy:

An effective content strategy for the target audience (people who might want to be at a Nasmak concert) should focus on providing valuable information, inspiring potential students and showcasing. Here are examples for content:

### 1. Informative blog posts and articles:

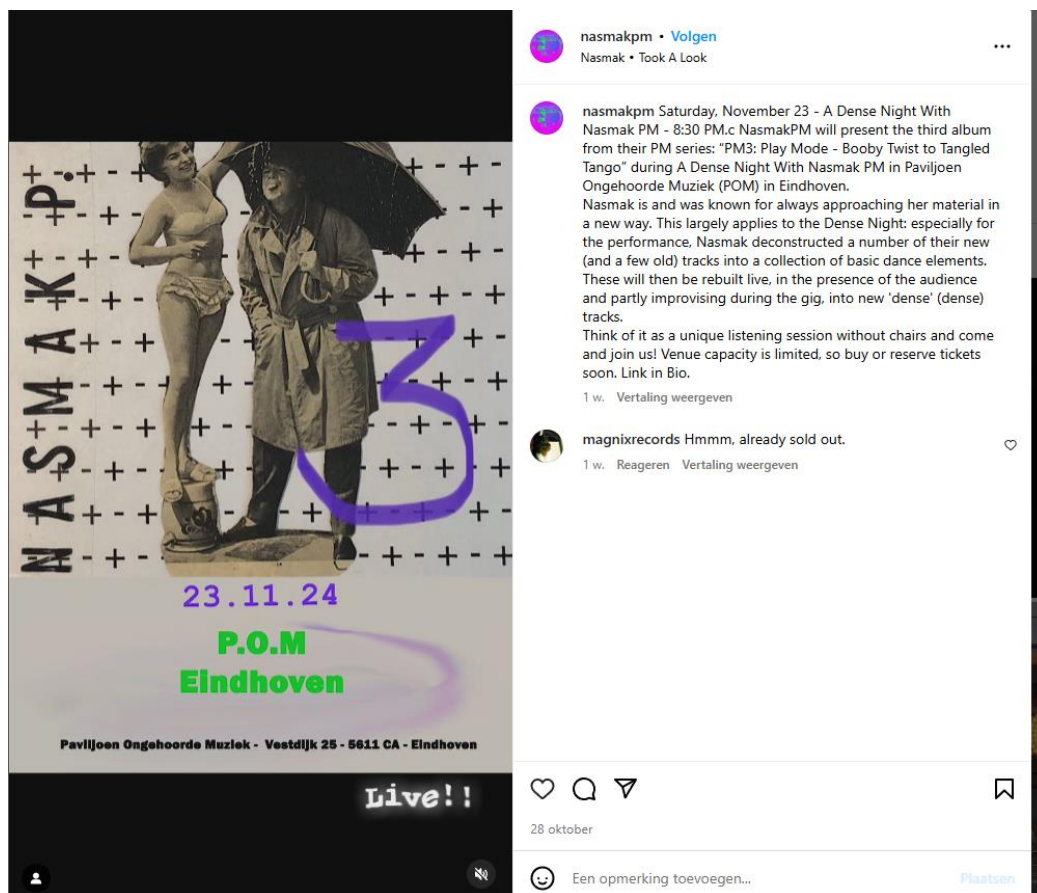
- Information about the when and where Nasmak will be playing. And details about how many tickets there are still up for sale and the pricing are important things that should be posted on Instagram.





## 2. Social media content:

- Share clips of repetitions or small tutorials on how to beat is made with each instrument. Showing the step-by-step process on how the full instrumental is made is very interesting.
- Publish short videos of the performances they gave in the latest venue, this can attract new people if they like what they see. It's also a very different vibe then rehearsals.
- Announcements like an album release or a new single coming out is also very good content used by a lot of other musicians. They are already doing this is a good sign that they know what they are doing social media wise.



Here you see a few examples of how Nasmak distributes information about events, for example here you see their post about the Dense Night they will be having on the 23<sup>rd</sup> of November. The platform you use for this is very important. The younger target group sees this information more quickly on Instagram, while the older side of our target group are more easily addressed via Facebook

## Improvements

## Biography

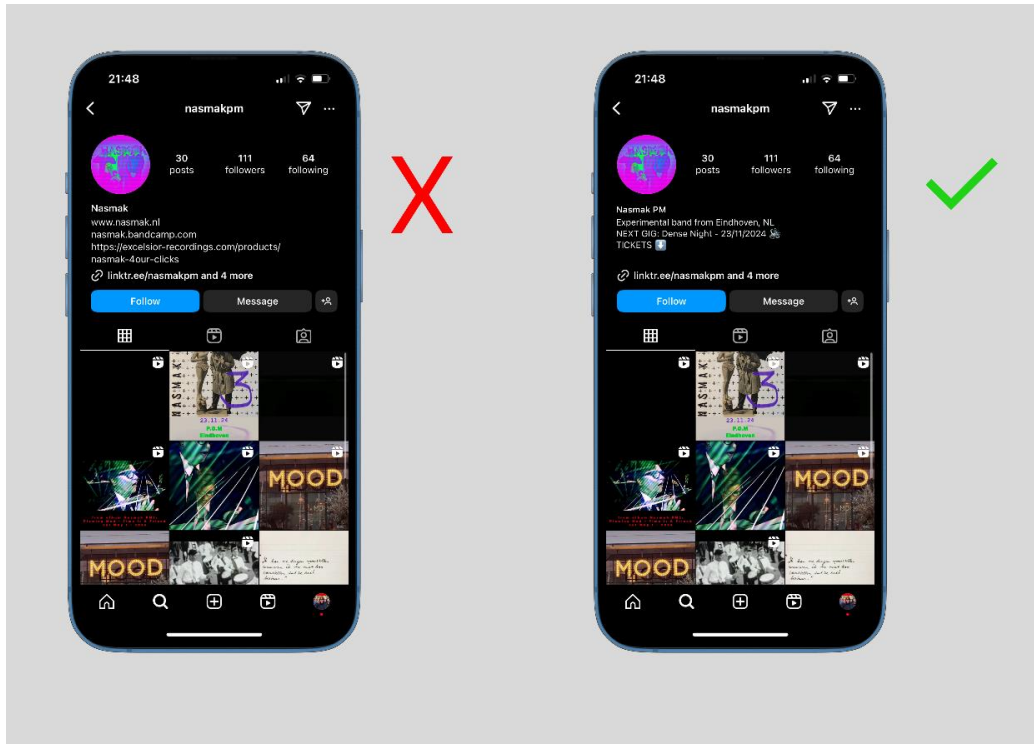
There are a few things that they can improve on their Instagram account. For starters, their biography is messy. They have links in their biography and underneath it they have a linktree that also refers the people that click on it to all the links. A good biography is a small description of where the band is



As you can see the band has all the links in the description, and under it is a linktree with the same links. this looks kind of messy and not thought through.



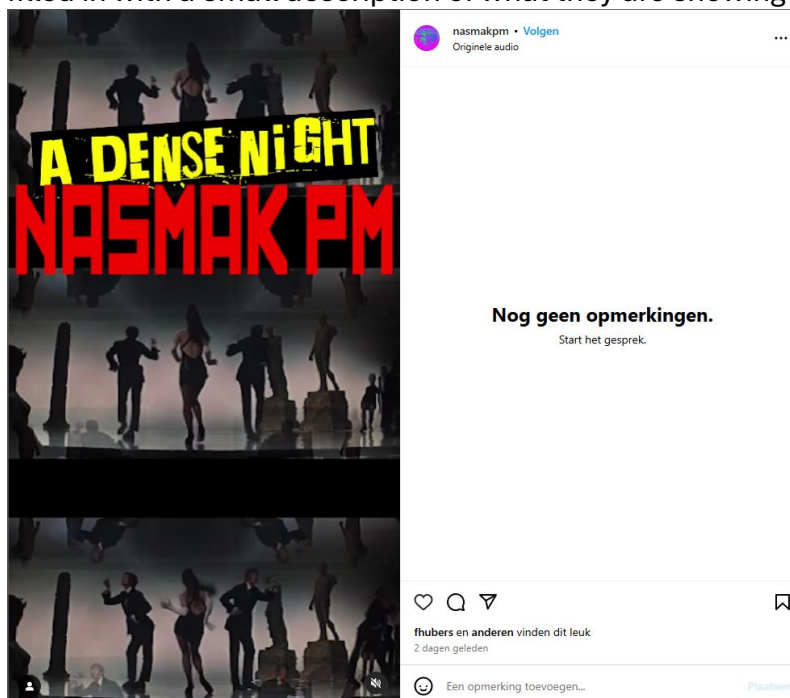
This is how a professional Instagram biography looks; I used the Instagram page of "Talkingheadsofficial" as a reference since this is a band Nasmak was talking about recently.



## Captions

Another thing the band can improve on is their caption and using hashtags. This way their content can get into the algorithm of Instagram easier. They make your content easy to find in searches and hashtag feeds, which can lead to more likes, comments, and shares. This helps you reach your target audience.

Some of the captions under the posts are totally blank as of now, which can easily be filled in with a small description of what they are showing in the post.

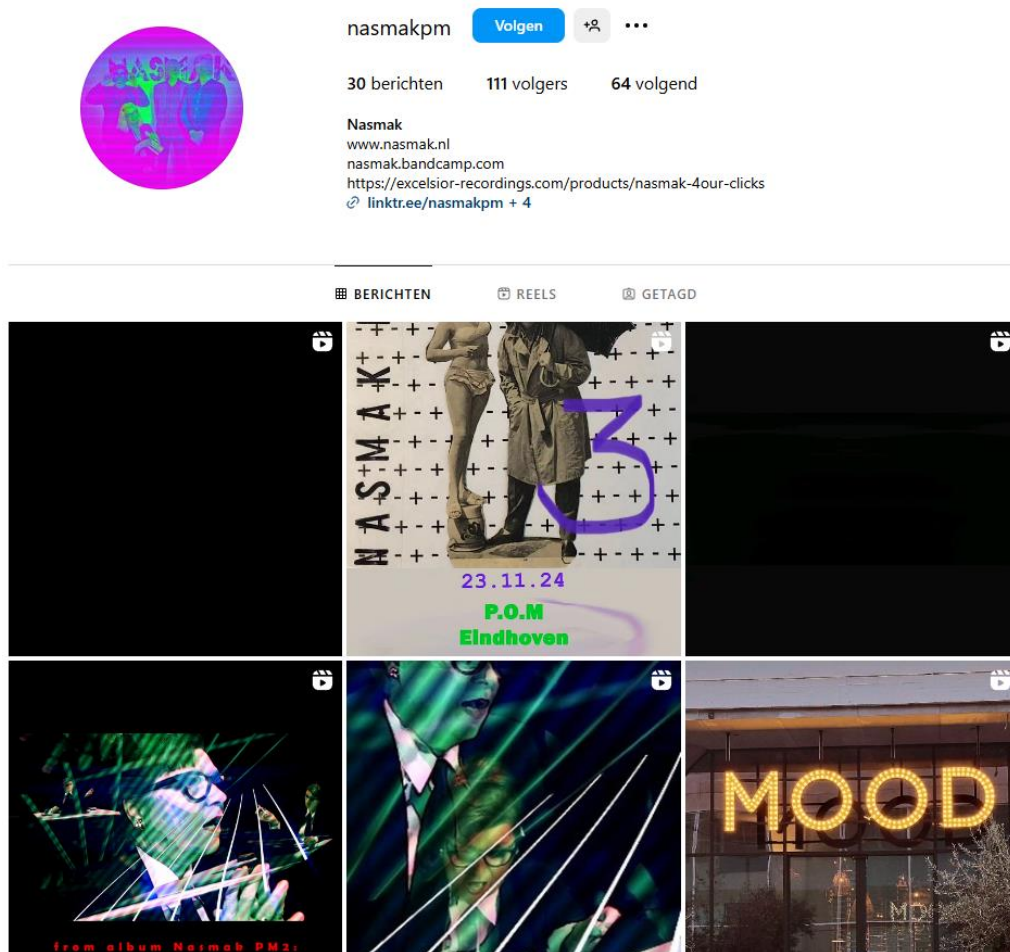




## Thumbnails

A thumbnail is the picture or a freeze-frame of a video that is showed before clicking on the post.

If you go to the instagram of Nasmak right now and look at the overview of all their posts, some of them have a black thumbnail. this is not attractive to the visitors of the instagram page. On most of the posts they do have a thumbnail that is good, but on the ones that are black/blank, these should be fixed.



## Hashtags

Using hashtags on social media is the easiest way to get in the algorithm. Hashtags on Instagram boost visibility by categorizing posts, making them discoverable to a broader audience beyond just your own followers. They help reach niche groups, improve engagement, and can increase follower growth.

# Statistics

To find out what the most suitable social media platform is to publish content to we will have to dive deeper into the statistics.

Instagram is still one of the most popular social media sites in the Netherlands. It has approximately 5 million users each day, with about 46% of users being between the age 19-34. Instagram also released a new app called “Threads”, but this app is comparable to X (Formerly known as Twitter), so it isn’t suited for publishing content to raise awareness for students. It did have a lot of users when it released, about 3 million, but a lot of those users have quit using the app.

Instagram is the best option for releasing content on because of both the suitability for both posting photos and videos, and because the users are part in our target audience.

## Instagram

|                              | 2023        | 2024        | Stijging in % en # |
|------------------------------|-------------|-------------|--------------------|
| Aantal gebruikers            | 7,8 miljoen | 8,0 miljoen | +3% / +255.000     |
| Aantal dagelijkse gebruikers | 4,7 miljoen | 5,0 miljoen | +5% / +240.000     |

Conclusion: the way that they are using Instagram now is not bad at all. They are posting visuals for their albums and singles that they will be releasing. Also the information about the concert they will be having is a good thing to post. There are a few things to improve like usage of hashtags, captions and not having a black thumbnail for the posts. But the start is already looking good!