

flora.

[target audience, competitive analysis, & guiding principles]

TARGET AUDIENCE

who are they? what is their environment?

DEMOGRAPHICS

- Age range of **15-30**
- **Unisex**, mostly slanted male
- A **student** or in an **entry-level position**
- Mostly lives within a **20-mile radius** of a major **metropolitan area**
- Income blind (though hopefully enough to buy a ticket/merch)

A younger person that is most likely male, this listener is on the lower side of the spectrum in regards to income due to them being a student and/or working an entry-level job. They live in the radius of a major metropolitan city (this is when you take inventory of who goes to concerts), though net listeners on a streaming platform aren't tied to a location because of music accessibility through technology.

why do they listen [aligning hobbies/interests]?

PSYCHOGRAPHICS

- Likes left-of-center music
- **Regularly attends** smaller, cheap **shows**
 - 1x - 2x a month
- Prescribes value on **music discovery**
 - Is always looking for something new to listen to
- **Moderately progressive**, though not a large influential factor

The fan follows music in a similar vein, and to find smaller artists they most likely are up-to-date with new releases and assign value to new music discovery. While they do listen to similar music, they interact with this music because the music and visuals seem innovative when compared to similar artists – it stands out and has a larger degree of differentiation. They feel as though they **found a new sound to listen to**, which is what continually brings them back to the discography (like a needle in a haystack).

PERSONA



Maggie (Margaret)

Grad Student + Ticket Taker @ Webster Hall
24, Female
Jersey City, NJ

LIFESTYLE & INTERESTS

- Likes to pick up shifts if it's a band that she likes at work
- She has more CDs than she knows what to do with
- When she isn't in a lecture or at work, she likes to go on walks after class
- Regularly uses platforms like Bandcamp, and also keeps up to date with publications like Pitchfork

GOALS

- Find a new earworm
- Be excited about new obsessions
- Express herself through visuals

WHY IS SHE A FAN?

- Thinks the sound is somewhat "innovative"
- Feels like she knows the band
- Image identity is what drew her in to listen
 - Found on Instagram explore page or story ads

COMPETATIVE ANALYSIS

Below, I have compiled a list of bands that occupy a similar genre space to which I believe the band will be within . The band, *flora.*, will be from New York City for the sake of this competitive analysis. The bands that I have chosen for this exercise are Julie, Fine, Bar Italia, voyeur, and Push Ups. They are at varying degrees of popularity and are slightly different in their sound. All bands, besides one ("Fine"), have cult followings. I attribute Find's lack of this cult-like popularity to the fact that they received a bulk of their streams from playlisting. I have organized the bands' start dates, streams per month, location, genre, and information about where their listeners are from.

All of the researched bands have been active for about two years or more, are located in either the US or Europe, and have fans located in the same areas. The location of the fans is what piqued my interest, but it aligns to the commonly held fact that it is difficult to break into or out of the US market, but it surprised me how similar the cities were to each other, Visually, the bands all have the same hazy appearance that I will most likely reference when mocking up the design for this project.

STREAMING METRICS TAKEN FROM SPOTIFY

BAND	START DATE	STREAMING #	LOCATION	GENRE	FAN DEMOGRAPHICS
Julie	April 2020	691.8K	OC, CA	Shoegaze	1) LA (16K) 2) Chicago (12.5K) 3) Houston (11K) 4) London (10.5) 5) San Antonio (9K)
Fine	June 2023	443K	Copenhagen	Dream-SLK Rk	1) London (15K) 2) BK (9K) 3) LA (9K) 4) NYC (9K) 5) Melbourne (6K)
Bar Italia	September 2020	250K	London	Slacker Rock	1) London (15K) 2) Melbourne (7K) 3) LA (6K) 4) NYC (5.5K) 5) BK (5.5K)
voyeur	October 2023	23K	NYC	Alt-Rock	1) BK (770) 2) LA (685) 3) NYC (665) 4) London (610) 5) Chicago (365)
Push Ups	April 2023	15K	NYC	Rock	1) LA (350) 2) NYC (250) 3) Chicago (240) 4) BK (225) 5) London (200)

GUIDING PRINCIPLES

authenticity

Fans are usually adverse to the artist they find if they believe that the work or branding is not true to the spirit of the artist. This can be seen in Benson Boone being seen as “cringe” or “trying too hard” by many people in his targeted age demographic. When things become too overwhelming and overperformed, that’s when hesitation creeps in for the audience. To combat this I will aim to create something that isn’t overdeveloped to a point that it becomes distorted.

common thread, quality in work, & brand cohesion

An identifiable mark or signal is key when it comes to artist branding. Due to the flood of new music, caused by the accessibility of music production, it is in the front of the mind of most artists of how to position themselves against their. This differentiation is best accomplished through the quality of their visuals and how attributable the released brand image is to the artist. The common thread that flows through the discography, merchandise, and supplied branding is what separates them from the pack.

audience interaction & connection

I am able to remember bands the most, or call back to points in my life, when the artist makes a point to establish connection with their base. This can be seen as posting a discord link to talk with other fans, an email subscriber list for new snippets, vlogs, establishing a line of contact on their website for feedback, or downloadable posters with the purchase of their music. An effort to make their listeners feel more included in their process is a way to add a degree of differentiation. It allows artists to feel more personable to their intended audience.