

# INTERVIEW PREPERATIONS

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12-02-2018

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## THE AIM OF THIS INTERVIEW

The goal of this interview is to get a better understanding of the audience of our band (Joyah). We want to make a branding that fits the audience of the band. And the only way to make it fit is to get a better understanding of the audience.

## THE TARGET GROUP

The target group is the audience of our band Joyah.

## TOPICS AND QUESTIONS

### GENERAL

- What is your name?
- Where do you live?
- What are your hobbies?
- What is your age?

### LISTENING TO MUSIC

- What kind of music do you listen to the most?
- What kind of other music do you listen to?
- How often do you listen to music?
- Where do you listen to music?
- Do you always listen to the same music/artist or mostly different music you never heard of?

### CONCERTS

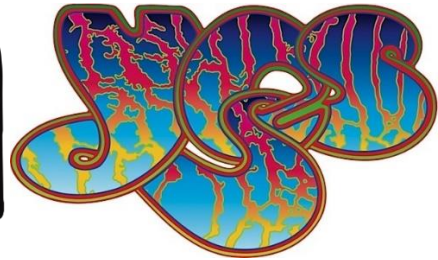
- Do you ever go to concerts?
  - How often do you go to concerts?
  - Are those concerts of big bands or local bands?
  - Can you give me some examples of concerts you have been to?
  - Do you go alone, with friends or with family?
  - Is going to a concert about seeing a band or being together with friends?
- Do you ever go to festivals?
  - How often do you go to festivals?
  - Are those big or small festivals?
  - Can you give me some examples of festivals
  - Do you go alone, with friends or with family?
  - Are you going to a festival to see specific bands and/or artist or just are you going just to be together with friends?

### STYLE

- Which logo appeals to you the most?



THE  
BLACK  
BIRDS



- Which font appeals to you the most?

**Arial Black**

**American Text**

**BALLOON EB**

**Bauhaus Bold**

**Broadway**

**Brody Script**

*Brush Script*

**CG Bodoni B**

**Comic Sans**

**INFORMAL**

**Cooper Black**

**COPPERPLATE**

**DAVIDA**

**Dom Casual BD**

*Freehand 521*

**Hobo Bd**

*Murray Text*

**Old English**

*Park Avenue*

*Staccato 222*

**Staccato 555**

**Tango BT**

*Zapf Chancery*

**Times New Bd**