

# AUD 212.1 Marketing Plan

Your Names: Ritik Raghvani, Johann Pang, Cody Cork

Your Emails: [1014590@student.sae.edu.au](mailto:1014590@student.sae.edu.au), [1029743@student.sae.edu.au](mailto:1029743@student.sae.edu.au),  
[1029339@student.sae.edu.au](mailto:1029339@student.sae.edu.au)

Facilitator Name: Stephen Callan

Campus: Perth

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# 1. Defining The Media Asset

Our company name: Dreadful Decibels

Our product- Doom Dynamics

*DREADFUL DECIBELS PRESENTS: **DOOM DYNAMICS!!***

Tagline:

Vicious, goosebumpy, and maliciously addictive and fun!

## Overview

### **WHAT IS THE MEDIA ASSET?**

Doom Dynamics is a horror/thriller-themed sample pack, an auditory journey that ventures into the eerie and unsettling. It is a collection of sounds meticulously recorded from various locations, environments, and objects, crafted to send shivers down your spine and provide a sonic landscape for creative expression.

### **WHO IS INVOLVED?**

- Cody Cork, Johann Pang, and Ritik Raghvani

### **WHAT IS YOUR PROJECT & HOW WILL IT BE BUILT?**

Doom Dynamics will be structured into four main categories: One Shots, Loops, and Ambience, offering versatility for music producers, sound designers, and content creators. It will be built through the careful recording and processing of audio, both in and out of the studio, ensuring that every sound is meticulously curated for maximum impact.

## 2. Market Research (500 words)

### Product and Aesthetics

The demand for immersive, dramatic sounds that evoke strong emotional reactions has led to a continuous development in the market for audio content with a horror theme. According to a blog on Landr made by Lavoie (2023), some of the best horror sample packs in the market today include:

- "Masters Of Horror"- hip hop style horror that takes inspiration from 1980s-90s horror movie soundtracks
- "Savage Halloween"- dark trap, inspired by music from Denzel Curry and 21 Savage
- "Spooky Beats"- includes a cursed 808 drumkit

The reasons as to why these packs are the best and most popular, is mainly due to the affordability and accessibility as well as their versatility.

In the horror/thriller genre, the sounds within our sample pack must be able to evoke uneasiness, fear, and tension, but mainly focussing on the fear aesthetic. To be able to achieve this in sound/music these choices are recommended: dissonant chords, unnatural sounds, use of whispered voices, and even sudden silence. Dissonant chords would be a major one as this has been used in some of the most popular horror films, including *"The Shining"* (Park, 2018).

*"The sound effect is uniquely layered in its meanings in relation to the various genres at work in the film"*. (Whittington, 2007). Immersive, dramatic sounds that evoke strong emotional reactions has led to a continuous development in the market for audio content.

### Influential Material:

We have drawn inspiration from various sources including soundtracks from the *"Childs Play"* (1988-2021) franchise as well as *"The Conjuring"* (2013-2021) film series, as these texts have successfully captured the essence of horror/thriller in their sound design. Below is a link to *"The Conjuring"* soundtrack:

 The conjuring horror sounds (Themegasuperstar, 2014)

Some other influences that we have drawn inspiration from include the sample packs available on musicradar, as we were all having a look at the free horrorscape samples.

Below is the link to the music radar samples:

<https://www.musicradar.com/news/tech/sampleradar-196-free-horrorscape-samples-627138>

### How are sample packs developed and distributed?

These kinds of products are created by combining field and studio recording, after which they are sold and delivered via websites like Splice, individual blogs, and specialised sound libraries. Promotions frequently involve prizes and teaser videos.

A lot of time must be spent planning when creating sample packs. When creating a sample pack, one should ask how many samples must be created, or what type of sounds do I want to create/recreate, or even things like the theme or genre of the pack itself (Production Music Live, 2023). Other things to consider in the development stage would include targeting the right audience whether it being music producers, filmmakers, or simply bedroom musicians. After that the sample pack must obviously be named. When it comes to creating the sounds for the pack, one must keep in mind that the sounds would need to match the particular theme, for example with our horror/thriller pack we need to ensure that we have really creepy/scary audio from multiple different sources which can include music instruments and everyday objects. Also to ensure that the sample pack works well in the major DAWs, always ensure that the audio is processed, recorded and released at the highest possible quality, which would be at 48 kHz, 24 bit (Raman, 2023).

### 3. Marketing Strategies

**Target Audience:** Our target audience consists of music producers (Eades, n.d.), game developers, filmmakers, and content creators who seek to elevate their projects with spine-tingling soundscapes. This is evidenced by data from industry reports and surveys within our network.

**Product Design:** Doom Dynamics will be designed to cater to the preferences of our target audience, offering easy integration into digital audio workstations and sound design software. The aesthetics of our product will align with the horror/thriller theme, ensuring that the visuals and marketing materials reflect the dark, immersive atmosphere.

**Mediums for Promotion:** Our product will be promoted through our website, and social media channels, including teaser videos, demo tracks, and tutorials.

**Advertising Locations:** Online platforms where our target audience congregates, such as music production forums, sound design communities, social media, and posters around SAE, will be the key advertising locations.

### 4. Product Design

**Product Appearance:** Doom Dynamics will feature a visually striking, dark-themed interface with an intuitive user experience. Visual references will include ominous artwork, consistent with the horror theme, and an accessible user interface (Barnhart, 2021)

**User Interaction:** Users will interact with Doom Dynamics through a user-friendly interface that allows easy browsing and drag-and-drop functionality. The sample library will be organized into categories, making it simple to find the desired sound.

**Access and Sampling:** Access to Doom Dynamics will be through our website or partner platforms like Splice. Users will be able to sample the product through demo versions and previews, and they can purchase and download the full pack for unrestricted use.

**Visual References:** Visual references will include sinister artwork, promotional videos, and a website design that mirrors the eerie aesthetics of the product, reinforcing the immersive experience and theme (Barnhart, 2021)

This comprehensive project overview, market research, marketing strategy, and product design will guide the development and successful launch of Doom Dynamics.

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