

MUSIC INSIGHTS REPORT
SEPTEMBER 2020

MUSIC + BRANDS

WHAT WILL THE FUTURE SOUND LIKE

GOODLIFE
MUSIC | MEDIA | MARKETING



GOOD PEOPLE | GOOD THINGS | GOOD WORK | GOOD LIFE



MUSIC + BRANDS

3 THINGS THAT WILL HELP YOU HEAR THE ROAD AHEAD

CONTEXT | CREATIVITY | CONTENT

Chris Monaco,
Founder of GoodLife
Music, unpacks how
COVID-19, is affecting
the music industry,
shines light into the
purposeful future of
partnerships and
explains why **“Context
is now King.”**

Music is uniquely positioned to bring people and communities together in ways that many art forms cannot. It's the one universal constant that transcends age, gender, and race in times of celebration, uncertainty, struggle and misfortune no matter the social or economic climate.

The COVID-19 pandemic has affected every aspect of our lives and the music industry at large, but music will remain as powerful as ever. Brands will continue to leverage its ability to foster emotional bonds with consumers in an increasingly fragmented media landscape. Talent and the rest of the industry will need support from brands, and brands will need deeper and more meaningful partnerships from the industry, as being an active part of the culture of music is to be part of a bold, future-facing creative agenda.

In a new and emerging era of music engagement where **CONTEXT is KING**, it will be imperative for brands to have the right tools in their marketing mix to step forward with credibility, authenticity and purpose.



CONTEXT IS KING

THE CURRENT SITUATION

Live music has served as the pinnacle of the music experience (and major revenue driver for artists and the industry) for the past 15+ years. It seemed as if there was no end in sight as to where live business could be going.

In a matter of weeks, tours, festivals, and concerts have been cancelled globally, and we've seen a shift to live-streamed music experiences including unique collaborations from living room sessions to impromptu jam sessions.

Artists and the wider music industry, in tandem with brands, have been raising funds for COVID-19 relief for local and global charities, research, and supplies as well as looking after its own and providing awareness and support to songwriters, production crews, and other members of the wider music community.

Artists are leveraging live streaming and shifting to new platforms to provide entertainment relief, release new music, raise money for global charities and strengthen connections with their fan base.

We see these as a reactionary, and needed, steps as the music business makes pivots to support these trends and substantiate new platforms and start to rejuvenate older forms of engagement that may have lost some "luster" in recent years.

Brands that have demonstrated their place in music have been able to pivot quickly and with purpose in a short amount of time. Verizon's "Pay It Forward Live Stream" is a prime example of a brand that has a purposeful history in music, and a move to this platform is seen as logical and beneficial to consumers, bands, and fans alike.



Travis Scott (like DJ Marshmello before him) surprised the world and fans of Fortnite with an innovative interactive performance with more than 3 million tuning in for the premiere. After five shows, Forbes reported that up to 27.7 million unique viewers tuned in, with 45.8 million views, suggesting that many watched more than one.

As the COVID-19 crisis is pushing brands deeper into digital transformation, music fans are connecting to artists at unprecedented levels through a multitude of platforms and channels in an "always on" digital world.

Brands have long been a benefactor to the music industry, but are now in a position to bring fans even closer to music than ever before.

In a world where consumers place an ever-increasing emphasis on values, brands need to think harder about finding a genuine role to play in music – and **Context will now be King.**

CREATIVITY & CONTENT

INVEST IN MUSIC'S FUTURE

Embarking on a music-based campaign is a delicate science. Purpose, partnership, and context will prevail as we go forward.

New creative executions involving an artists' music will force brands and talent to think differently about partnerships, that will likely evolve into a new and advanced form of "the endorsement age," with deeper collaboration than seen before.

Brands & Talent will form deeper and longer lasting relationships

(Endorsements, Collaborative Partnerships, & Content Creation)

The lack of opportunity to engage in experiential (live) events will push music partnerships to evolve and rely more on the ability to partner with and access Intellectual Property (IP) of the artist while creating new forms of expression through content, digital, social and the ever-expanding field of tech.

We expect to see brands working more directly and intimately with artists creating bespoke ad soundtracks, sonic branding campaigns, short and long form content and even funding and collaboration of documentaries. Storytelling will continue to be a critical part of any content-based platform and some of the best storytellers we've ever known are the songwriters themselves.

To support this, we can envision the labels and music-based IP owners diving deeper into their archives. Indeed, there has always been an underutilized volume of assets within artist catalogs, and our future creative endeavors will ensure we look at these assets and engagement differently.

The Coachella 20 Years in the Desert documentary is a prime example here. After premiering on YouTube in early April, it has amassed millions of views globally and continues to reinforce the strength of the brand, even in uncertain times. We anticipate a rise in this type of content from rightsholders as a means to monetize assets and drive revenue for all sides, while allowing room for brands to establish meaningful connections and support these endeavors.

And of course, do not forget the unsigned and emerging artist as this will prove to be a tough time and support will be needed. Brands that align culturally have an opportunity to launch careers and will find themselves serving a new role in music, forging a new era of collaborative and lasting partnerships.

Music rightsholders such as record labels and publishers, are likely to see their influence grow as digital experiences proliferate.

Licensing music for live streams and similar content will generate new revenue streams for top artists and the record industry, but will also add complexity and additional costs for brand partners who will have to navigate confusing and ill-defined rules for online content usage. Expertise and relationships in licensing music will be essential to brand engagement in the new digital landscape.

Brands that have a plan, a vision, and a purpose in music will be positioned to recognize and create opportunities for themselves. They will leap miles ahead of competitors and possess rationale for engagement with the industry plus demonstrate relatable context for their consumers.

NEW ERA FOR BRANDS AND LIVE MUSIC

Sadly, we do recognize that returning to “normal” life will include colossal shifts for the live music industry. For the hard-core and casual fan, going to a live show will change. This will also change for brands and sponsorship values. Deal structures will include on a series of new factors, many of which are just simply unknown at this time.

WE CAN SAY GOODBYE TO THE MEET & GREET AND PHOTO OP...FOR NOW

Additionally, with the concept of hedonism declining rapidly across all generations in a post COVID-19 world, music-based activations now need to be grounded in more than just pure escapism in order to resonate with audiences, as some form of social distancing will continue to be implemented at venues and branded experiences.

This is all speculation at this time and, pending approval from local government and health departments, we can envision media groups, venue owners, promoters, and management companies will begin to create their own “safe” performing spaces to help accommodate their artists and fans desire for a live experience.

Due to travel limitations, or even a desire not to travel, we can envision artists of all levels exploring short and long-term residencies in their local venues providing a controlled environment and introducing a variety of unique pairings of artists that typically would not have been on the same bill.

We do believe that fans will have higher expectations from promoters and venues around health and safety matters as there are many studies highlighting that people will still be weary of attending events, even after restrictions are lifted.

Let's be honest, we don't know when the live business will return, but it will come back and the next steps of attending concerts will be gradual and nuanced. We are already starting to see signs of this in innovative ways, as seen in Europe and in parts of the US where Drive-In Concerts are being held with attendees in their cars and designated viewing areas.

In the meantime, music will continue to play, and all sides of this conversation will need to be prepared for new thinking and new levels of engagement, support and collaboration.



CONCLUSION

Music will always have the power to move people to action, especially Generation Z, who are placing greater emphasis on values and purpose. For brands that are in music or looking to engage music, remember, Context is now King. Finding the 'why' behind a brand's music positioning is critical in forming new, effective partnerships and delivering authentic consumer engagement.

MUSIC BRANDS

3 THINGS THAT WILL HELP YOU HEAR THE ROAD AHEAD...

CONTEXT IS KING

Brands must find their voice and purpose in music. Context is King in the eyes of your consumer as they will see through any veiled attempt and rush to partnership.

CREATIVITY

Creativity will drive successful endorsements and lasting collaborative partnerships. Think beyond experiential to develop new creative approaches to share partnerships in meaningful ways.

CONTENT

Content and storytelling will extend the tail of engagement. With myriad forms of digital distribution readily available, the essence and ethos of the brand and artists partnership will stand out when executed in the right way.

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info@glmww.com

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Let us know what you
would like to talk about.

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We want to work
with you.

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