



Donahue Audio

Marketing Pitch

AMPLE Advertising
Eric, Marji, Corinne, McKinley, Elora



Intro: Who are we?

- AMPLE Advertising
 - Eric, Marji, Corinne, Elora, McKinley
- Based in Austin, TX
- English Writing and Rhetoric majors with a variety of specializations
- Students at St. Edward's University

Intro: Who is the client?

- Jack Donahue, owner of **Donahue Audio** based in Austin, TX
- Jack has **over 40 years of experience** in the sound and entertainment industry, making him an expert in the field.
- He is the go-to guy for many reputable musicians and venues, such as **Aerosmith**, **Harvard** graduation, and the Fourth of July **Boston Pops** concert at the Hatch Shell
- After years of fixing amps, Jack has created his own business in which he is selling a **handcrafted, state-of-the-art amp** for music lovers in the Austin area: **Donahue Audio Tube Power Amp Model 144**
- Jack's main goal is to create more **awareness** about his product so that he can sell more amps





Intro: How can we help?

- Our goal: help Jack identify his audience and how to best market towards them; supply supplemental marketing methods to support main campaign
- We will consult both academic and popular sources to find out what our audience demographic is and what their wants and needs are
- We will analyze these sources to determine how our target audience receives its media and information and then create a strategic plan to reach said audience and persuade them



SWOT Environment

Strengths

- **authentic** product
- **local** company in a locally oriented market
- springboard **story and rich brand history**
- strong service reviews
- **non-commercial**

Opportunities

- geographical access to a **booming music market**
- local commodity
- access to **online networking with audiophiles**

Weaknesses

- current referral marketing strategy
- **website** confusion and mixed styles
- immediate **location** (might limit credibility)
- **niche market**

Threats

Major: **Dynaco, McIntosh**

(Both familiar and credible, but low-quality and commercial)

Minor: Music Lab, South Austin Music, End of an Ear, Straight Music

Persona 1: Perry

- 25 years old
- Musically-interested
- Low-income, but discusses local products that reflect his interests with others
- Values local Austin music community
- Wants to have unique product with high quality sound
- Jams anytime anywhere





Research for Perry

- 20% lower income than previous generations
- Millennials are HUGE audiophiles, they just can't afford expensive products
- Most vinyl consumers are <35, demonstrating that millennials are responsible for the revival of the record/vinyl industry as of late
- And that millennials care about audio quality
- Serves the product by getting the word out because they are passionate about it, even if they can't afford it

Persona 2: Jerry

- 35+ years old
- Audiophile
- Played guitar in a band for 40 years all over Austin
- Looking to get back into music
- Cares about quality and buying local, ideally from an old buddy
- Values the Austin music community
- Willing to spring for good quality products with meaningful histories
- Wants to escape his wife in his “man cave” to jam out





Research for Jerry

- Generations prior to millenials are very active on Facebook versus other forms of social media
- 56% of SXSW goers were 35+
- The majority of SXSW goers don't have children, suggesting they have more disposable income
- The majority of SXSW goers earn \$100,000+ annually



Goals

The target audience will **want** the product...

...but that's not enough.

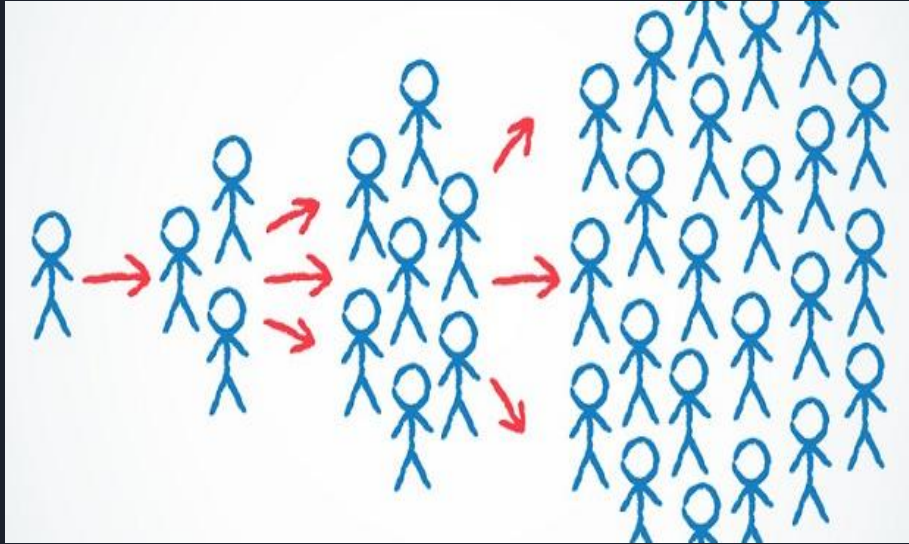
We need them to **purchase** the product.

Goal 1: Increase **exposure beyond immediate niche market** to extended market with disposable income. (Facebook)

Goal 2: Increase **product value beyond product cost.** (Justify Expense)

Strategy & Recommendations

Main Strategy: **Viral Video** (via Social Media--Facebook, Reddit, Twitter, Website, etc.)




(Petrescu)

Why?

Viral videos are **affordable**.

When executed well, they **disassociate with the commercial enterprise** our audiences detest.



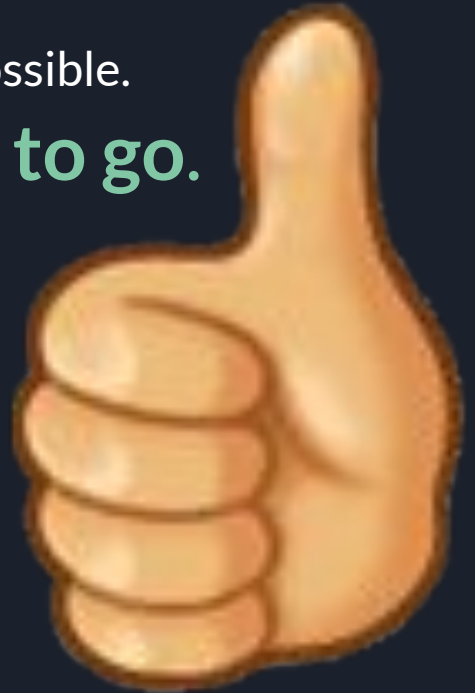
Could that really work? Absolutely.

Given a budget of \$500 we must be as resourceful as possible.

A video on social media is the way to go.

Let us show you why it COULD go viral.

Strategy: 1 Video >> 2 Audiences





Strategy Research (General)

Petrescu, Maria. "Chapter 2: The Social Network." *Viral Marketing and Social Networks*. First ed., 2014.

"Viral marketing is based on the expectation that consumers will like or find interesting the marketing message in a significant proportion as to entice them to forward it to members of their social network: family, peers, friends, co-workers, and online acquaintances. Its advantage stems from the high power and influence social networks have today as a result of the Internet and the widespread use of social media" (24).

Wood, Shawn Paul. "5 Things Social Media Experts Can Learn From Hipsters." – Adweek, Adweek, 29 June 2015, www.adweek.com/digital/5-things-social-media-experts-can-learn-from-hipsters/#/.

"Most of the standard hipster "flair" comes from another generation, another soul...another thrift shop. In the interest of sustainability, they share everything" (Wood).

"That page-turning stuff also happens to be the hipster's highbrow entertainment of choice. Consider it intellectual curiosity: what can you do to make your content appealing and pique the consumers' curiosity?" (Wood).

Hinz, Oliver, et al. "Seeding Strategies for Viral Marketing: An Empirical Comparison." *Journal of Marketing*, vol. 75, no. 6, 2011, pp. 55–71.

"Because viral marketing campaigns leave the dispersion of marketing messages up to consumers, they tend to be more cost efficient than traditional massmedia advertising" (55).

Audience 1: Perry (Disseminator)

Engaged by:

Irony & Authenticity

Motivated to **share** by:

Self-Esteem & Fantasy

Research: (Stern) (Kim, Lloyd & Cervellon)



Audience 1: Perry



What he thinks now:

“Music makes my world go round. **People don’t care about music like I do.** New music is generic and low-quality. I want to be around people who think like me.” (Reddit)

What we want him to think:

“Jack is the real deal. He’s an example of someone who gets music the way I do. **If I share Jack’s content, people will see that I’m sophisticated, not pretentious.**”

How we will make him think that:

We show him that he’s not alone in a) his love for music and b) his disdain for people who don’t “get” music like he does.



Perry:

Single Most Important Thing:

People who “get” good music...

... “get” Jack.



(Irony) + (Narrative >> Authenticity)

= (Fantasy + Self-Esteem) >> Motivation to Share

Irony makes Perry feel like he knows something that others don't.

Authenticity makes Perry feel like he has superior taste in aesthetics.

Self-Esteem & Fantasy require **validation** >>
validation requires **sharing** and collaboration.

Research: (Stern) (Serrano) (Kim, Lloyd & Cervellon)

“My identity is deep and cultivated. I'm awesome.”

-- Self-esteem

“I'm in a world of wonderful music and aesthetics that transcends commercial garbage.”

-- Fantasy

Supporting Research: (Motivate Perry to Share)

Stern, Barbara B. "Pleasure and Persuasion in Advertising: Rhetorical Irony as a Humor Technique." *Current Issues and Research in Advertising*, vol. 12, no. 1-2, 1990, pp. 25–42.

"Product rewards seem to be reinforced by consumer gratification in understanding the meaning of ironic ads" (32).

Serrano, Alexandra. "Marketing to Millennials: Rebranding Hip with Irony." Trend Reports. *Trend Hunter Inc.*. October 13, 12. Accessed December 01, 2017.

"As corporations seek to cater to this group of educated and media-savvy individuals, an interesting phenomenon has come about that seems to be the key to creating mass interest to the millennial group: the ironic and humorous hipster group" (Serrano)
(Engagement by irony, Self-identification through irony)

Kim, et al. "Narrative-Transportation Storylines in Luxury Brand Advertising: Motivating Consumer

Engagement." *Journal of Business Research*, vol. 69, no. 1, 2016, pp. 304–313.

Theme 4. Narratives evoke "Other-directedness, as expressed by needs for attraction, attention, acceptance, comparison, and competitiveness: Theme 4 focuses on expressed needs for self-definition and reinforcement outside of self" (309) (Motivation to Share)

Theme 5. Self-esteem, power and success: "Strong, inner-directed, sense of personal legitimation [created by narrative transportation]" (309).

Audience 2: Jerry (Consumer)

Engaged by:

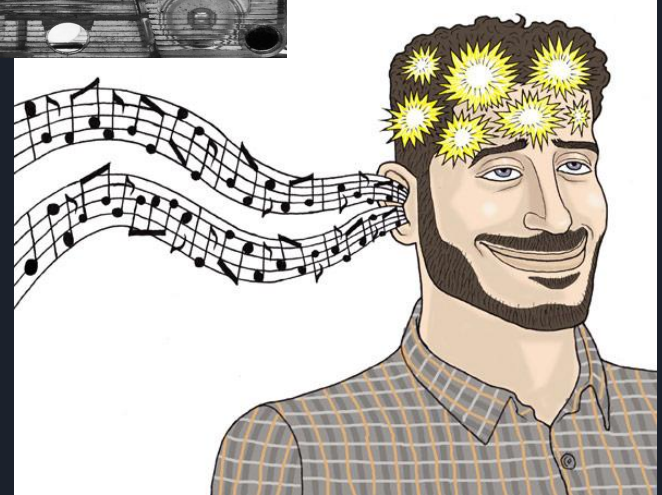
Exposure
Narrative
Aesthetic



Motivated to purchase by

Luxury Value

Research: (Freire)



Audience 2: Jerry

What he thinks now:

“I love music. I miss music from when I was a kid. I can’t find any sound systems that I like and I’ve had to settle because **I’m not willing to pay exorbitant prices for manufactured sound, even if it is good.** I just don’t need it.” (Brian) (Reddit) (Amazon.com)

What we want him to think:

“The good ol’ days are still out there; they’re just hard to find behind new manufactured technology. People who love music the way I do aren’t going to commercialize it, so **I have to take charge, look hard, and take a chance when I find it.** Authenticity is the new luxury--the only luxury worth paying for..

How we will make him think that:

We show that Jack “don’t give a damn” about the industry. He’s in it for the music, the craft, and the love. Jack wants to keep something “special” alive. **Anyone who buys from Jack gets more than a quality, CUSTOM product; they get rich memories and culture brought back to life.**



Jerry:

Single Most Important Thing

**The good ol' days
are priceless...**

Jerry

(Exposure >> Credibility) + (Narrative >> Authenticity & Nostalgia)
+ (Aesthetic >> Quality)
>> **Luxury** = **Motivation to Purchase**

Exposure generated by Perry makes Jerry feel like Donahue Audio has **credibility**.

Narrative conveys **authenticity** and evokes **nostalgia**. Donahue audio can help Jerry **access a positive past experience**.

Aesthetic perception supported by Jack's craftsmanship and dedication to audiophile values convey product **quality**.

Credibility, Authenticity, Nostalgia & Quality culminate in a sense of **Luxury**, justifying high cost of product >> **Desire to purchase**.




"People are talking about this Jack guy."
-- **Credibility**

"His story and personality remind me of the old days."
-- **Authenticity & Nostalgia**

"The amp is expensive, but the craftsmanship and authenticity are priceless."
-- **Luxury**

Supporting Research (Motivate Jerry to Purchase)



Anido Freire, N. "When Luxury Advertising Adds the Identitary Values of Luxury: A Semiotic Analysis." *Journal of Business Research*, vol. 67, no. 12, 2014, pp. 2666–2675.

On page 2669, Friere has a section dedicated to describing the key symbolic influences that motivate connections among luxury, narrative, and identity: Authenticity, Tradition (Knowledge and Know-how), Innovation & creativity, Respect, then Excellence in quality. These can be conveyed symbolically to impress the value and worth of luxury upon one's identity through narrative.

Perlman, Marc. "Golden Ears and Meter Readers: The Contest for Epistemic Authority in Audiophilia." *Social Studies of Science*, vol. 34, no. 5, 2004, pp. 783–807.

"[Jack] praises the Audio Society as a counterbalance to all the 'craziness out there'. The Society can provide audio 'sanity' because it has a lot of scientifically minded people. He warns me of the power of the audiophile press. The magazines have tremendous influence: that's how a new company like Molybdenum Audio can do 60% of their business abroad - they got reviewed in *Stereophile*. In particular, Dan warns me against the reviews in *The Absolute Sound*: they can't be trusted, they're subjective" (7).

This notation of subjectivity is why relying on quality as motivation doesn't work. There must be narrative, something subjective and emotional, if Jack Donohue wants to sell the product.

Madden, Mary. "Older Adults and Social Media." Pew Research Center: Internet, Science & Tech. August 26, 2010. Accessed November 29, 2017. <http://www.pewinternet.org/2010/08/27/older-adults-and-social-media/>.

Basically justifies claims that Jerry will believe what he sees on social media. So if Perry spreads the word, Jerry will likely respond to it as credible.

Video Concept -- The key is **CONTRAST**

Spoof Vlog with Fake Hipster: "How to be an audiophile "

Plot: Hyperbolic hipster character wants to become an audiophile and visits Jack to learn more.

Hipster is trying to seem cool.

--Irony

Hipster asks ignorant questions.

--Irony

Hipster makes foolish comments about music.

--Irony

Jack is patient but vaguely annoyed.

--Irony & Authenticity

Jack tells stories from the old days.

-- Narrative

Jack explains why audiophilia is significant.

--Luxury

Jack tells why his amp is the best.

--Authenticity



Video Concept

The hipster asks, “Can you fix my Samsung headphones?”

[Record rip...

then crickets...

Jack gives camera a sideways glance...

Jumpcut to cat with irritated expression...

Jumpcut to one of Jack’s staff members shaking their head...]



Video Concept

Hipster asks, “Do you get your parts from Radioshack?”

Jack says, “Nah, I got a guy for that.”

[Pause]

“What, like on the black market?”

“No, in Russia.” [sideways glance at camera]



Video Concept

[Jack works on an amp, telling stories]

“Yeah, I figured this out when I was working with Aerosmith.” (Casual smirk to self-acknowledge the name drop)

“I loved the sound.. The sound will take you... somewhere else.”

“I can’t let music die. I don’t want to see it become another commercial game.”

“People who say you can’t tell the difference between tubes and digital audio--they’ve just never heard it. You have to hear it.”

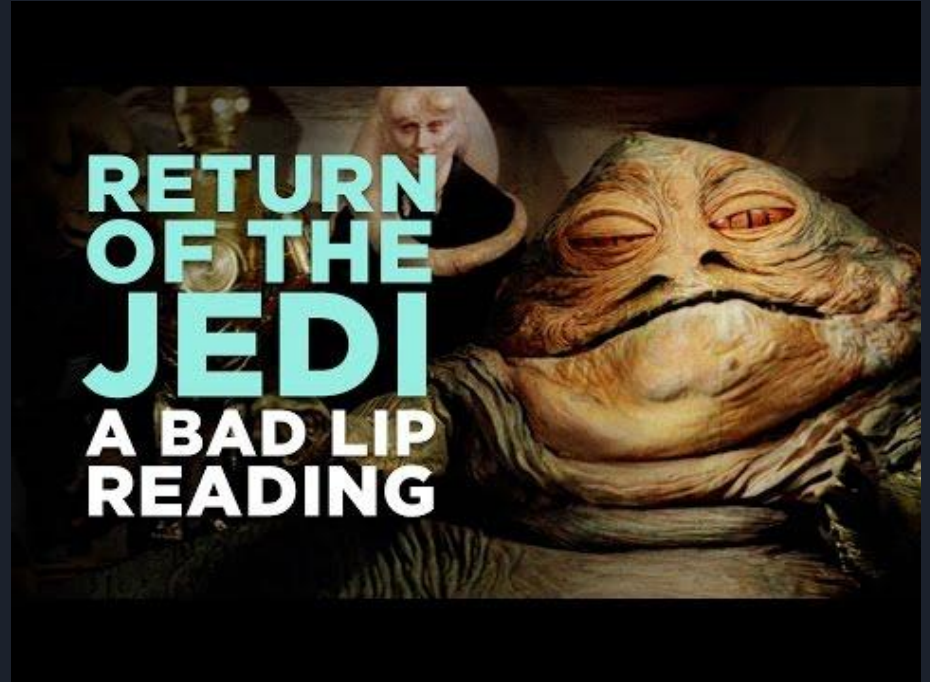


Supplemental Strategies

- new location with testing room
- expo and demo at SXSW and other **music festivals**
- visit **local record stores** and see if they'd like to buy product at discount
- online presence and distribution
- provide **financing plans** (opens a new market, but might be risky)
- develop a clear mission statement: Why Donahue Audio does what it does. (Should be oriented around bringing good sound back to life.)

Conclusion

- We suggest that Jack creates a video for a social media campaign as an affordable marketing strategy.
- We have two target audiences:
 - “Perry”: disseminator
 - “Jerry”: consumer
- “You have to hear it to believe it!”





Sources

<https://www.fender.com/articles/gear/tubes-vs-digital-whats-the-best-amp-for-you> <an article on solid state (digital) vs tube amplifiers

<https://www.seymourduncan.com/forum/showthread.php?243840-Why-buy-a-tube-amp> <a really great thread of musician nerds nerding out about why tube amps are superior (basically our target audience at work)

<https://www.reddit.com/r/audiophile/>

<http://www.istor.org.ezproxy.stedwards.edu/stable/pdf/4144361.pdf>

<https://www.forbes.com/sites/laurenfriedman/2016/12/29/4-millennial-social-media-trends-to-watch-in-2017/#4d826c8a6e69>

<https://smartasset.com/retirement/the-average-salary-of-a-millennial>

<https://www.economist.com/blogs/prospero/2016/10/new-groove>

<http://explore.sxsw.com/hubfs/Hosted%20Files/2017%20SXSW%20Conference%20Demographics.pdf?submissionGuid=47484e35-98b2-4e0e-ba63-af56611f289d>