

# Campaign Plan Book

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**Presented for Elevator A Go-Go**

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# Table of Contents

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## Campaign Plan Book

02	Introduction
05	Secondary Research
08	Primary Research
19	Action Plan
28	Timeline
29	Budget
41	Evaluation
46	Appendix
46	References
49	Survey Report
62	Moderators Guide
66	Illustrated Tactic



The music field has always been a booming yet chaotic industry, but with the rise of streaming services and social media it has changed exponentially over the last decade. There is a plethora of both new and aspiring artists trying to make their way to the stage. They're using multiple different streaming services and different social media platforms such as TikTok, Soundcloud, Spotify, etc. Many musicians have what it takes to become stars, but they just need some help and guidance. Some artists don't have the right tools to record a studio-produced song, they don't have a platform dedicated for their music, so on and so forth. It can be difficult as an artist to find someone willing to give you a helping hand, especially in this day and age.

Elevator A Go-Go is the helping hand these musicians are looking for, whose mission is to "elevate" up-and-coming artists from all over. Their elevator studio is located in the heart of Grand Rapids, an up-and-coming city in the midwest. However, bringing awareness to such a unique company such as Elevator A Go-Go can be difficult, making it necessary to come up with new ways to promote such a fresh business for these up-and-coming musicians.

### **The Client**

Elevator A Go-Go is an up-and-coming music studio posted out of Grand Rapids, MI. Kevin Menear, known professionally as Kevin Matthews, is the executive representative of Elevator A Go-Go, but is not alone. Helping alongside Kevin, founding this studio, professional photographer Bob Neumann, and audio engineer, Bob VanProyen helped in creating this one-of-a-kind elevator studio. Other contributors include: Jeremiah Johnson (cinematography and editor); Trevor Menear (theme music composer); and Derrick Philips (director of digital media). Working with Elevator A Go-Go is exclusively through invitation; however, this is due to its commitment to going above and beyond traditional norms to give unique bands with

adamant potential the chance to shine. As Elevator A Go-Go's current mission stands, it aims to elevate the way the world discovers music through its approach to visual interaction and engagement.

Kevin Matthews has a deep-rooted reputation in the radio and music industry from his humble beginnings as a performer out of Chicago. His everlasting reputation adds to his publicity in terms of credibility. Leading into their website, the current platform has a very distinct, unique stylistic approach that can resonate and connect with many publics who can appreciate the rock and soul portion of music.

There are a multitude of obstacles that Elevator A Go-Go has to overcome to begin developing brand awareness and a prominent social media presence. Currently, Elevator A Go-Go is very restricted with its overall media engagement, having little to no genuine interactivity with its current publics. There is a lack of social media presence, with limited followers, not enough recognition, and no TikTok account. Adding to lack of brand awareness, there is a lack of word-to-mouth marketing to bring up the awareness of the public, missing out on the opportunity to really connect with the community around them in an authentic, efficient way. Moreover, bands that have previously collaborated with Elevator A Go-Go and their platform do not make mention of them amongst their social media platforms, leaving Elevator A Go-Go with another missed opportunity to capitalize on their musicians working with them and begin expanding its fanbase in the way it desires.

### **The Campaign:**

The following campaign will look to elevate brand awareness for Elevator A Go-Go by constructing a series of strategically planned out objectives, strategies, and tactics. This

campaign will be developed overtime, after different forms of both primary and secondary research have been studied and completed to best help us formulate a plan helping us achieve our goals. The overall goal of this campaign will be to create a new and improved specific target audience that will help us with creating brand awareness, helping the company become involved within the community, and helping Elevator A Go-Go receive sponsorships and funds to increase revenue. This new specific target audience will consist of younger Millennials and older Gen Z. Elevator A Go-Go will remain their primary focus on the Grand Rapids area, as becoming more involved with the community is a necessary step in our overall campaign. The desired objectives are: 1. Raising awareness about the company and increasing social media presence as a collective by at least 20% within five months, 2. Engaging in the Grand Rapids community, and being associated with “Beer City USA”. Having a partnership/relationship with at least one local brewery, hopefully Founders, and one local concert venue within the next five months, and 3. Gaining more sponsors for funds, and creating another source of revenue for Elevator A Go-Go. Having at least two new sources of revenue and three sponsors within five months.

This campaign is extremely important to the future of Elevator A Go-Go considering they have no stable source of income, they’re social media presence is harming their brand awareness, and they desperately need to gain sponsors. Furthermore, if Elevator A Go-Go wants to start going national, they need to become well known here first.

The specific publics that Elevator A Go-Go wishes to target would be those between the ages of 18-30 in the Grand Rapids area, and students that are currently in college. With Grand Rapids being surrounded by colleges and universities such as Grand Valley State University, Aquinas College, Calvin College, Davenport University, and Grand Rapids being one of the best cities for young adults to live (2022), Elevator A Go-Go is at the heart of all of their publics.

## **Secondary Research**

### **Marketing Towards Gen Z and Millennials**

It's no secret that Gen Z is our most tech savvy generation yet, but how different does that make marketing towards them versus older generations? Extremely different due to TikTok. TikTok is the fastest growing social media platform out of every social platform, and it has a huge influence over Gen Z and their purchasing habits. 91% of Gen Z reported that they prefer video content over any other marketing method. 88% of Gen Z and Millennials learn about products they're interested in buying off of social media (Morning Consult, 2020). Relating this research back to the music industry, 75% of TikTok users stated that they find their new music off the platform (Morning Consult, 2020). TikTok is the perfect blend of all social media platforms when it comes to marketing, especially marketing towards Gen Z. Fifteen to thirty second videos are posted on the platform and the continuous FYP (For You Page) never ends, leaving individuals stuck watching thousands of advertisements and third-party endorsements they didn't even realize were sponsored because they trusted the influencer too much.

An additional reason TikTok is so successful when it comes to persuading these generations to fall for our marketing tactics is because it's so easy to engage with your publics and consumers. Now, it's easier than ever to engage with fans and consumers by dueting their videos, commenting back to their comments left on a video, reposting videos, live streams, and the list goes on. This is why musicians have become so successful from using TikTok. After conducting this secondary research, Elevator A Go-Go has to create a TikTok in order to spread brand awareness fast enough and stay relevant in the music industry.

## **Competitors**

Though it was difficult to decipher what kind of competitors Elevator A Go-Go has, it was concluded that Third Man Records was the primary competitor. Despite the fact that Elevator A Go-Go isn't a record label, they still promote different artists, they have recording sessions with them, and they invite them to play at their studio. Elevator A Go-Go is almost like a record label but without the contracts. Effigy Studio in Ferndale, MI, was also another key competitor we looked into. The last record label we looked into was V2 Records, located in the United Kingdom. Though this label is on the opposite side of the Atlantic Ocean, they had a lot of different details I appreciated about their website that I wanted to use as inspiration when planning Elevator A Go-Go's campaign.

Before getting into our primary competitor, and further discussing V2 Records, their website was not as visually appealing as Elevator A Go-Go's. The design was very unprofessional as opposed to Elevator A Go-Go. However, they had an extremely wide range of artists from multiple different countries. Another detail I appreciated about their website was that they had made it easy to find all of their social media platforms. Their photography style seemed relevant with a hint of grunge. I did, however, see that their social media presence isn't very strong as well. Effigy Studio, on the other hand, had the opposite problem. Rather than having an organized website with less social media presence, they didn't even have their own website. Effigy Studio was attached to INFORM, a design and architecture studio. If a customer was unaware that INFORM and effigy studio were sharing a website, that could be extremely confusing and the customer would be lost and confused. However, Effigy Studio is primarily focused on the feeling they want you to feel when recording in the studio.

Third Man Records, despite being our primary competitor, had the cleanest website, plan, information, and track record out of every company looked at. The website was beautifully designed with simple yet smooth transitions, videos, and sections within the website. Not only was the website perfect, but Third Man had the best social media presence out of everyone as well. Their Instagram had over 330K, Facebook storefront had over 211k likes, and their Twitter account had 167.9K followers. Above all else, Third Man records also happen to have a TikTok with 22.5K followers and 387.2K likes overall. Though Third Man Records had a multitude of impressive things on their website, there weren't any live performances like Elevator A Go-Go has on their website. Jack White is also the owner of Third Man Records, and despite him being from Detroit, his multiple locations might give off a “chain business” feeling and ruin the appeal of it all together. Other than those few things, Third Man Records was able to give me some insight and ideas as to how I can apply our secondary research into our objectives, strategies, and tactics.



## **Primary Research**

### **Abstract:**

Considering Elevator A Go-Go is a relevantly new platform and small business, despite Kevin's successful career, it was vital to gain knowledge on Elevator A Go-Go's target audience and publics. In order to create a successful and beneficial campaign that can increase brand awareness and help involve the company into the community, we focused on Gen z and younger millennials in the Grand Rapids community. This study focused on college students or individuals who were old enough to be, people in the Grand Rapids area, and individuals who were engaged in social media and current music. To answer our questions after doing our secondary research, the current study used both qualitative and quantitative means through conducting a survey and a number of personal interviews, both with multiple questions regarding the topics at hand. After gathering our information from the studies conducted, it was analyzed with the goal of finding common themes and patterns throughout the collective group. The study revealed that people didn't fully understand the concept of what Elevator A Go-Go is, our publics look for convenience and low subscription prices when it comes to music streaming platforms, brand conscientiousness is important in regard to music platforms (Spotify and Apple music specifically), and being involved in the community is important in the Grand Rapids area.

### **Intro:**

After the intensive conduction of secondary research done, based on the collected information that we needed to further our data with different structures of qualitative and quantitative research. The data created was a collection of audience behavior in relation to platform convenience influencing, involvement with the local community and their choice

options and brand awareness when it comes to music. Elevator A Go-Go's major selling points are being a unique, up-and-coming platform for music discovery of nontraditional bands, whilst also providing other forms of media engagement services such as photography and cinematography. The package they offer is a deal like no other, with thousands of dollars in production for free. It is vitally important to know if the target audience finds favor in services such as these, and if brand awareness along with social media following is more desirable. With both qualitative and quantitative research, the following questions were answered: does having a social media presence and brand awareness influence consumer behavior with music platforms; what aspects of popular-standing music platforms retain consumer loyalty; and are publics driven to discovering music more through physical engagement, such as live concerts?

The first hypothesis predicted when planning our research strategies was that considering Elevator A Go-Go has little social media presence, our interviewees and publics taking our survey wouldn't have previously known about Elevator A Go-Go, considering most of our publics use social media as a way to find new music and anything else their looking for online. Our second hypothesis was that a multitude of our participants would be brand conscious regarding music platforms. Spotify and Apple music are known to have extremely loyal streamers. Lastly, we hypothesized that our participants would be involved with local businesses and would rather listen to music live and in concert rather than just a platform. Grand Rapids has a strong sense of community and is known for their entertainment scene.

### **Quantitative Research**

In furtherance of gathering our quantitative data for our research study, a survey was conducted with the topics of music platforms, relevant music genres, live music, social media

presence, and local businesses being covered. The survey was written by a team of three individuals, all students at Grand Valley State University. This survey was created through the survey administration software, Google Forms. Most of the questions within this questionnaire were primarily qualitative, asking respondents to choose from multiple-choice options, rate their opinions, and provide short, few sentence answers for select questions. This survey, with 52 respondents, was distributed through various methods, including email distribution and social media postings such as Instagram, Facebook, and Snapchat. Participation was voluntary and all participants were able to remain anonymous.

This survey studied young adults and college students in the Grand Rapids area who were primarily between the ages of 18-25, and have at least one streaming platform for music. This was done to best align with Elevator A Go-Go's target audience. Out of the 51 participants, 44 of them were between the ages of 18-25, and the remaining seven were 25 and above. The results were analyzed using the built in analytics provided in Google Forms including pie charts, bar graphs, counting the data, and organizing the short answer responses. This program was appropriate for our method of research because it helped us divide our data in a convenient and organized manner. Our short answer method was appropriate as well due to the fact that it gave our respondents a chance to provide some feedback and answers to our questions that we may not have necessarily had answered with just multiple choice responses alone.

### **Quantitative Results**

The first section of our survey focused primarily on the music basics, such as music genre, streaming platform, and how many hours one listens to music in a day. 59.6% of respondents listened to music off of Spotify, another 21.2% use Apple Music, and 13.5% use

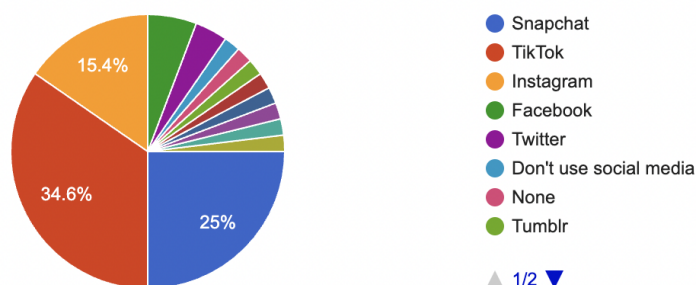
Youtube. From our previous secondary research, we predicted that these three would be the most popular considering they're the biggest three streaming platforms out of all listed. It was also observed that Indie/Indie-Pop and Hip-Hop/R&B are the most popular common genres between the responses we received. Considering that Indie-Pop has become an extremely popular genre within Gen Z, this didn't come as a surprise. Hip-Hop and R&B have always been relevant, but they're both some of the most popular genres in the country currently. Coming back to the topic of streaming services, 61.5% of respondents said that the reason they love their platform is because of how convenient it is. Another 25% stated that they liked the generated playlists the app makes them. This helped answer our research question regarding brand loyalty and what keeps a customer loyal to a specific platform. People appreciate the convenience of quick and easy platforms, which is one of the reasons for our tactic regarding designing an app for Elevator A Go-Go. An app is extremely more convenient than logging into a website repeatedly.

The second half of our survey was primarily focused on the social media presence of the company and participants' involvement with local businesses and live events. Answering our questions and backing up our hypothesis regarding Elevator a Go-Go's social media presence, 94.2% of respondents stated that they have never seen anything about the company online. Out of the seven respondents who have heard about the company online, only 57.2% of them had heard about Elevator A Go-Go through social media. 34.6% of our respondents stated that they're on TikTok more than any other platform, and another 25% stated that they're on Snapchat the most. Despite those respondents taking up 59.6% of the question's responses, Elevator A Go-Go doesn't have TikTok or Snapchat. Snapchat isn't necessarily a good social media platform for businesses, but TikTok is currently the fastest growing social media platform and a great platform for marketing.

What is the most frequented social media platform that you use?



52 responses



From our survey questions regarding locally owned businesses and live concerts, 77% of our respondents were on the higher end of the scale (1 to 5, 5 caring a lot) when it came to supporting local businesses. Community is a big part of what makes Grand Rapids so special, which is why we hypothesized that respondents would care about helping local businesses. As for our hypothesis on live entertainment, we were surprised to see that though 39.2% of respondents stated that they liked live concerts more, 37.3% of respondents said they liked all of the above (live concerts and streaming videos), and 13.7% would prefer to just stream videos. Our hypothesis was expecting more respondents to choose live concerts, but this showed us that there isn't too much of a difference on what the publics prefer.

Lastly, from the pattern of our respondents' answers, it didn't seem as if they were sold on the idea of Elevator A Go-Go, and that they were still confused as to what the company was. After the respondents looked over the website and found out what Elevator A Go-Go was if they previously didn't know, we asked if they would consider listening to music off of their platform. 56.9% said that they weren't sure, while another 29.4% said no. When asking if participants would recommend Elevator A Go-Go to a friend,

67.3% said maybe, and another 26.5% said they would not. From gathering the other responses from the survey, it seems as if the participants weren't confident in knowing exactly what Elevator A Go-Go is. This could partially be due to only finding out about the company via survey, or that they're confused about its services.

### **Qualitative Research**

In order to gain qualitative data for our primary research, we held seven different in-depth interviews either face to face or over the phone. The interviews were both written and conducted by a team of three individuals, all students at Grand Valley State University. Each team member had at least one person to interview, so that there was a wide variety of individuals that met our target audience.

Between the seven participants, two of which were women and five were men, the ages ranged between 18-28. All participants had at least one platform of social media, and all had at least one streaming service they used to listen to music. All participants are also currently staying in the Grand Rapids area. The results and outcomes of these interviews were measured by gathering our data as a collective as comparing answers, patterns and themes within responses. The primary method that was used to get structured and thought-out answers from our participants was with structural coding. This included focusing on the questions one by one by using smaller increments allowing our seven respondents to answer one question at a time while being able to expand off of the set questions asked. This method was appropriate for this research due to the fact that it allowed our interviews to flow a lot easier and continue to stay organized.

## Interview Results

Towards the beginning of our interview, we asked our participants where they typically find new music. Our most popular responses included both TikTok and whatever streaming platform our participants usually use. This information leads us back to our hypothesis regarding social media, and again, proving that being relevant on TikTok is crucial when it comes to the music industry. Since Elevator A Go-Go's mission is to "Elevate up-and-coming artists and music", TikTok is the perfect platform to promote that. We asked another set of questions regarding streaming platforms and brand consciousness. Proving our hypothesis on brand consciousness correct, the majority of our participants stated that they do care what streaming platforms they use and remain brand conscious. Some stated that since they have Apple iPhones and Macbooks and already have Apple Music installed on their devices, it's more convenient for them. Other participants genuinely prefer their streaming service because it's what they know and like.

Further into the interview process, we ask how our participants prefer to listen to music, and how involved they are in the Grand Rapids community. Five out of our seven participants stated that they do try to stay involved in the community. One participant went into detail explaining how Grand Rapids as a collective will choose local over chain businesses time and time again, but sometimes it's difficult to find the local businesses. One participant explained how she had grown up here and felt close with Grand Rapids as a whole. Community has always been important to Grand Rapids, which helps us prove our hypothesis on local involvement.

For the final section of the interview, questions regarding target audience and thoughts on Elevator A Go-Go are being asked in heavier detail. After showing our participants Elevator A Go-Go's website and educating them on the company, we asked who they thought our target

audience was, what were some key things that stood out to them, and one thing they did and did not like about the company and website. All seven participants thought that the target audience was for older people, more specifically, older white men. Not a single one of the seven participants believed that they were a part of the target audience, which presented a problem. With the objectives and goals planned for Elevator A Go-Go, they need to grasp the attention of our planned target audience and publics in order to succeed. Moving onto the following related questions, one of the participants explained how he felt very connected to the artists through the website and appreciated that. In that same session, that same participant along with another being interviewed at the same time agreed that Elevator A Go-Go was lacking music diversity. They wanted to see more up-to-date music such as Indie Rock and Pop, Hip-Hop, and other relevant genres to late Gen Z. On that same note, two other participants from two different interview groups both stated that it didn't seem like it would appeal to everyone, which goes with what the previous two participants stated. These responses help answer the question as to why people are loyal to their streaming services. On Apple Music, Spotify, and Youtube, there is a multitude of music diversity. Competitor Third Man Records also has a fair amount of music diversity. Applying tactics to help Elevator A Go-Go adjust to their target audience will be crucial for their business.

### **Discussion**

The present study attempted to educate us on the importance of social media presence within companies, what makes up a great streaming service through a customer's perspective and why they're so loyal to their brands, and how our publics are driven when it comes to both finding new music and listening to music as a whole. This study also educated us on community involvement within the Grand Rapids area.



Starting with the social media aspect of our studies, it was determined through both quantitative and qualitative data that a lot of our target audience is influenced by social media when looking for new music and seeing music advertisements. In a recent analysis by Morning Consultant, 88% of Gen Z and Millennials (our target audience) learn about products they're interested in via social media (2020), with 91% of Gen Z preferring video content to any other marketing method (Team, 2022). Further proving our primary research to be parallel with our statistical findings, we can concur this applies in the Grand Rapids area as well. Both Gen Z and Millennials are easier to influence and gain access to through social media. Social media is the most preferred channel to engage with a brand when it comes to Gen Z (Chang, 2022). This primary research study has not only proven our previous research to be correct, but also proven how crucial it is to be relevant on social media as a company, especially TikTok. Recent studies have found that 75% of TikTok users find new music through the app (Team, 2022).

Focusing on the brand conscious aspect of our study, conducted with both quantitative and qualitative research, our studies presented us with the following: individuals who are brand conscious in regards to streaming services are loyal due to convenience, simplicity, and the brand itself. Apple users are especially brand conscious not only to their streaming services, but to the Apple Brand as a collective. Those who use Apple products only have Apple products. They use their Apple Music on their Apple iPhones, iPads, Macbooks, Apple TV's and watches. This plays into the convenience factor. Since Apple Music is already installed onto their phones with their Apple ID, they don't need another streaming service. Spotify is another streaming service with over 188 million subscribers (Ruby, 2022). Not only was Spotify one of the first streaming services to let subscribers listen for free with ads, but it was also extremely simple, convenient and easy to use (Ugarte, 2021). Applying this knowledge back into our primary research, our

survey respondents and our interviewees as a collective both stated that their favorite things about their streaming services were how easy and convenient they were. The concern some individuals from our primary research had were how inconvenient the website was compared to having a streaming app. Another was though it was nice that the website had links to YouTube, it was moving the audience to a different platform, rather than Elevator A Go-Go having their own videos. Future research could explore further into what individuals want to see more of from new streaming platforms and how Elevator A Go-Go could apply that to their company.

As we move on to the importance of supporting local businesses and the strength behind a loving community, it was clear to see that Grand Rapids is dear to many. Through our quantitative and qualitative research, it was a prevalent theme that our participants stated that they were involved within the Grand Rapids community, and they support the local businesses in the area. Winning the “Beer City USA” Poll every year since 2012, the community has been showing their love and support for the locally owned breweries more than any other city in America. Created by Charlie Papazian over 13 years ago, the Beer City USA poll was designed to compare community spirit and support for beer businesses all over America (2022). The craft beer boom is what has helped Grand Rapids make a name for itself and helped create new businesses, tourism, and so much more. Founders, Atwater, New Holland, Grand Rapids Brewing Co., and City Built Brewing are some of the many local breweries within Grand Rapids. The previous research and statistics align with our respondents' support of local businesses from our primary research.

The conclusions being drawn from our primary studies are parallel to past research and statistics while focusing principally on a specific geographic region. Additionally, this study focused on the target audience we are trying to acquire, that being older Gen Z and younger

Millennials. The intention of this audience was to gather information on how our publics gain knowledge of new music and how social media plays into that as well, what services are our publics using when listening to music, and how live performances and local businesses play into their preferences. The study's biggest strength was the application of both quantitative and qualitative research methods. An ample amount of research was able to be derived from both our surveys and our personal interviews. The surveys provided general and generic responses to our questions, while our interviews provided us with a deeper understanding of the following responses. The information gathered from our primary studies will be extremely beneficial to Elevator A Go-Go's campaign while creating our strategies and tactics. Per contra, the study has its shortcomings, due to only having a few over fifty survey respondents and only seven interviewees. This smaller pool of individuals makes it difficult to generalize these results, though a lot of the respondents had similar answers.

## **Action Plan**

### **Situation Analysis:**

Elevator A Go-Go is looking to raise and enhance brand awareness in not just the Grand Rapids community, but with hopes of gaining brand recognition nationally eventually. In preparation for trying to be nationally recognized one day, it is vital that Elevator A Go-Go boost brand awareness exponentially within the Grand Rapids area first. Elevator A Go-Go's target audience is anyone who loves music, because music lovers are all different in their own way. Using this same thinking in a more strategic way, we've decided to target adults falling into the young Millennials and older Gen Z categories, considering they are the future in revenue. A total of \$600 Billion is spent due to Gen Z influencing their families, along with making up 40% of US consumers (Chang, 2022). Millennials, with more than 90% of them employed, have the spending power of \$2.5 trillion, with self-care driving their spending habits (Molenaar, 2022). With these statistics in mind, Elevator A Go-Go can focus on many different approaches regarding social media and live events to intrigue and engage their target audience. Both Generations Gen Z and Millennials focus their spending habits more on things they want and are interested in more than anything else, such as concerts and live events.

Elevator A Go-Go also wants to raise their funds and gain different sponsorships for the company. Luckily, Grand Rapids is a very supportive community that involves all of its local businesses. Multiple companies in Grand Rapids that have higher revenues or have gained popularity through tourism have a record of sponsoring new businesses. Once Elevator A Go-Go

is able to gain more brand awareness, sponsors will be even more willing to donate for events, recognition within the studio, and other forms of sponsorship.

**Goal:** Our goal is to raise brand awareness within the Grand Rapids area with the purpose of creating revenue from our target audience and receiving more brand recognition because of it.

### **Objectives, Strategies, and Tactics:**

**Objective 1: Raising awareness about the company and increasing social media presence as a collective by at least 20% within five months.**

Strategy 1- Accumulate more followers on all social media platforms and gain attention in regard to not just social media, but the company as a whole. Our target audience feels a deeper connection to a company when they engage with their followers online and continue to stay relevant. This will be done by increasing follower engagement. Elevator A Go-Go will be focusing on the social media platforms Instagram, Facebook, and TikTok.

- **Tactic 1:** Creating a TikTok account is one of the best ways one can gain attention on social media. This new platform has changed the way we advertise as a marketing whole. TikTok content will need to be posted at least three times a week at the peak times people are using the app.
- **Tactic 2:** Boosting social media posts on Instagram, Facebook, and TikTok using paid promotional features through the platforms. Creating a specific target

audience for these paid promotional ads will be key for finding followers who will want to engage in the website.

- **Tactic 3:** Having bands and artists that Elevator A Go-Go collaborates with sign a social media agreement, including posting about the company with the hashtag #Elevatoragogo , tagging Elevator A Go-Go's social media platforms on all of the bands posts with Elevator A Go-Go.
- **Tactic 4:** Create an internship position for Grand Valley students as a social media manager. Help create posts for each platform and posts at least three times a week on each platform. Not only does Elevator A Go-Go receive help regarding their social media, but a student can also gain experience and build a profile.

Strategy 2- Increasing awareness about the brand with products and flyers to engage consumers interests. People have always been interested in a company when they have merchandise to wear, or see posters about them in locations related to the business or places where that target audience will be. Placing advertisements inside of establishments such as the local breweries and bars along with local concert venues will help spark interest in the company and draw attention to Elevator A Go-Go.

- **Tactic 1:** Promoting business downtown via flyers, pop ups, tours etc. Some key locations will include music venues such as The Intersection, 20 Monroe, The Listening Room, and VanAndel Arena.
- **Tactic 2:** Create Elevator A Go-Go merchandise (shirts, hoodies, stickers), and give them away at different breweries, campus events at Grand Valley, and wherever Elevator A Go-Go's artists perform in Michigan. Having people wear

our brand will peak interests in others, leading them to look Elevator A Go-Go up and draw them to our socials and website.

- **Tactic 3:** Creating a QR code to put around downtown that when you scan it, it will take you to the Elevator A Go-Go app (in Strategy 3, Tactic 2).

Strategy 3- Bringing engagement back to the original Elevator A Go-Go website and social media platforms from the artists platforms and personal posts. From our primary research, this was a problem some of our respondents pointed out. The company needs to retain their consumers on their platform, rather than guiding them to a different one such as YouTube.

- **Tactic 1:** Having bands and artists that Elevator A Go-Go collaborates with sign a social media agreement, including posting about the company with the hashtag #Elevatoragogo, tagging Elevator A Go-Go's social media platforms on all of the bands posts with Elevator A Go-Go.
- **Tactic 2:** Create an app for Elevator A Go-Go (such as Spotify, Apple Music, etc) for fans to listen to the artists music on, see their videos, etc. Since more people visit apps than websites.
- **Tactic 3:** Creating a members only club for Elevator A Go-Go. This will include exclusive interviews with the bands, videos only members can see, occasionally free items, etc. This will be between \$10-\$15 a month, through the app, and all the customers have to do is fill out their email, name, number and birthday.

**Objective 2: Engaging in the Grand Rapids community, being associated with “Beer City USA”. Having a partnership/relationship with at least one local brewery, hopefully Founders, and one local concert venue within the next five months.**

Strategy 1- Involving Elevator A Go-Go into the Grand Rapids community by becoming involved with the things that make this city so special: brewing companies, food, and the arts. Grand Rapids makes a majority of its revenue from the previous things stated, and music belongs in all three of those categories. Getting Elevator A Go-Go involved will not only help with brand awareness, but it will help bring in revenue as well.

- **Tactic 1:** Getting involved with the local breweries around Grand Rapids, considering GR is known as “Beer City USA”. For example, collaborating with Founders Brewing Company since it’s across the street from Elevator A Go-Go.
- **Tactic 2:** Create an Art piece for Art Prize representing Elevator A Go-Go. The idea in mind is to create a pop-up elevator to put somewhere downtown as the art piece, then have bands perform in this pop-up. Elevator A Go-Go would post a list of artists with the dates and times they would perform. A great location for this would be by Rosa Parks Circle, or outside the back of the B.O.B in front of Van Andel Arena
- **Tactic 3:** Hosting Elevator A Go-Go tours to make the community feel invited into the studio, and they get to know the people running the business.



Strategy 2- Creating music events and projects downtown. Building off of our first strategy, Elevator A Go-Go hosting their own events downtown will help tremendously with building a name for themselves. Most bars, breweries, and nightlife are constantly looking for entertainment to hire, so not only could Elevator A Go-Go hold their own event in a facility, but they may be paid for it.

- **Tactic 1:** Hosting music events downtown such as live performances at Rosa Parks, music events at the B.O.B, 20 Monroe, etc.
- **Tactic 2:** Open mic nights at the local bars and breweries hosted by Elevator A Go-Go would also be a huge hit within the community.
- **Tactic 3:** Host an Elevator A Go-Go Festival once a year, with tons of the artists who have played for Elevator A Go-Go. Not only is this good for the business but also gives the bands another platform to play on.

Strategy 3- Encouraging others in the community to be involved with Elevator A Go-Go. After building a reputation around the bar and entertainment industry in Grand Rapids, start encouraging people in the community to take part in it as well. If Elevator A Go-Go shows that they're "on the scene" in Downtown Grand Rapids, it's going to motivate consumers to want to take part in whatever Elevator A Go-Go plans. The company showing that they hear their consumers' suggestions and truly listen to them will give them a positive reputation and create trust between company and consumer.

- **Tactic 1:** Reaching out to the college communities about mini packages for recording sessions. Have a smaller recording package for college students for they can start their EP's, albums and singles. They can record in the studio, receive help with editing and

producing, and have help uploading their music onto Spotify, Apple Music and other platforms for as low as \$35.

- **Tactic 2:** Hiring a talent scout to look for new artists to bring onto the platform.
- **Tactic 3:** Send out surveys for recommendations of artists to have on Elevator A Go-Go. This survey can be sent out to students at GVSU, sent out to people who have used the app, etc.

**Objective 3: Gaining more sponsors for funds, and creating another source of revenue for Elevator A Go-Go. Having at least two new sources of revenue and three sponsors within five months.**

Strategy 1- Collaborating with local companies in Grand Rapids such as Founders, VanAndel Arena, and The Listening room to not only receive sponsorships from these companies but to also promote the Grand Rapids community as well. These companies are widely known throughout the community, and well respected. If consumers see that Elevator A Go-Go is sponsored by popular companies in the community, Elevator A Go-Go will be put into a higher category due to its popular sponsors.

- **Tactic 1:** Host a sponsorship event at Founders Brewing company. Have one of the Elevator A Go-Go artists perform at Founders, host events promoting the brewery and their beverages, and Founders can help promote and sponsor the studio as well. They can also receive representation in videos by hanging up founders merchandise in the videos, and thanking them online.

- **Tactic 2:** Partnering with The Listening Room in downtown Grand Rapids. Elevator A Go-Go would have their artists they host on their website perform at The Listening Room, and Elevator A Go-Go would have a booth with information on the company, t-shirts and other merchandise for Elevator A Go-Go, and The Listening Room could have visible recognition for Elevator A Go-Go such as a Listening Room poster hung in the background of their videos.
- **Tactic 3:** Since Kevin has connections with the owner of VanAndel Arena, gaining a sponsorship from the arena shouldn't be a problem. The company could hang a VanAndel sign in the background of the recording studio to promote them through their videos.

Strategy 2- Hosting Events specifically to raise funds for Elevator A Go-Go in the studio. Not only will this bring in revenue but also give the community a chance to come visit the studio. When the public is invited in and can come visit the studio, it creates a sense of trust between consumer and company, while also making the consumer feel a part of something by coming down to the studio and showing support.

**Tactic 1:** Host an auction meet and greet event where the bands in relation to Elevator A Go-Go can auction off free tickets to shows, band merchandise, set items, etc. The bands can have introductions before each auction set. Elevator A Go-Go can also auction off studio time, merch, etc.

- **Tactic 2:** Local Chamber of Commerce events to raise funds. The Chamber of Commerce can help fund an event that would be hosted at Elevator A Go-Go, and help raise awareness for the company.

- **Tactic 3:** Allowing private listening sessions. Small crowds can come to watch recording sessions for the bands. Make it very limited, only 20-30 people. These tickets can be as low as \$20 and help give the bands some motivation while playing.

Strategy 3- Using Zoom and other online platforms to host events to raise funds for the company while highlighting the Elevator A Go-Go space. Ever since the pandemic, online events have never been easier to set up. Not only are they free and easy to set up, but it's a lot less stressful than hosting a physical event. This can be a quick and easy way for Elevator A Go-Go to bring in some extra revenue while not having to apply too much time and effort into an event.

- **Tactic 1:** Hosting pay-per-view events for in-studio performances with various artists. This can be promoted via social media and YouTube.
- **Tactic 2:** Hosting various artists Q&A events via zoom. Have a \$10 charge for fans to join a zoom with the artists featured at Elevator A Go-Go and the fans are able to ask questions and get to know the artists.
- **Tactic 3:** Host online contest for people to pay for entries to win a seat at an in studio performance. They can answer as many times as they want, but pay for each entry.



### Budget

<b>Objective 1</b>	<b>Cost</b>	<b>Overview</b>	<b>Timeline/Frame</b>
<b>TikTok Account</b>	<b>Free</b>	<b>Creating a TikTok account for the company where they can post 30 second video clips of artists. Post 3 days a week at peak times</b>	<b>Three months</b>
<b>Social Media Promotions</b>	<b>\$800</b>	<b>Using the paid promotional features on Instagram, Facebook, and TikTok to gain more followers on social media platforms</b>	<b>Three Months</b>
<b>Internship as Social Media Manager</b>	<b>\$20/hr, 3 days a week</b>	<b>Creating an internship position</b>	<b>Hire first month, work for at least</b>

	<b>(\$2,880 over 3 months)</b>	<b>for a college student to gain experience, and helps the company with social media presence without taking time away from the business.</b>	<b>three Months</b>
<b>Flyer Promotions</b>	<b>(Printing 1,000 Flyers) \$159.00</b>	<b>Hanging flyers around downtown in the breweries, concert venues, and other popular spots to spread awareness of the brand</b>	<b>1 month to design, continue to hang up and promote over three months</b>
<b>Making Merchandise</b>	<b>200 shirts- \$1,938.50 (9.70 each) 100 Hoodies- \$2,486.00 (\$24.86 each) 25 hats- \$497.00 (\$19.88 Each)</b>	<b>These items will be sold at events, at the business, and at the concerts Elevator A Go-Go hosts. They will be sold for more than they were paid</b>	<b>Three months</b>

		for, resulting in the company profiting.	
<b>Creating Social Media Agreement</b>	<b>Free</b>	<b>Elevator A Go-Go will create an agreement that bands have to sign saying that the bands will tag their socials on every post related to the company, and promote them as well.</b>	<b>Three months</b>
<b>Elevator A Go-Go App</b>	<b>\$100</b>	<b>Reach out to willing college students. They will help create and design the app, and be able to use it for their portfolio</b>	<b>Three months</b>
<b>Members Club</b>	<b>Free</b>	<b>This will be free to</b>	<b>Three Months</b>



		create, and put in the app. If anything, this will be bringing in revenue.	
<b>Total</b>	<b>\$8,860.50</b>		
<b>Objective 2</b>			
<b>Hosting an event at Founders</b>	<b>\$500 (pay for everyone's tab)</b>	<b>Make this event open to all between a specific time, pay for everyone's drinks, and then take them across the street to see the studio for themselves.</b>	<b>Three Months</b>
<b>Creating Art Prize Piece</b>	<b>\$1,000</b>	<b>Designing and building an art piece where the artists can</b>	<b>Seven months</b>

		<p>perform inside during art prize.</p> <p>This will get the community excited about the business.</p>	
Hosting Tours	Free	<p>Hosting tours of the studio will not only help the community feel welcome in the studio, but also help the business gain more attention</p>	Three Months
<p>Hosting Concerts at the B.O.B, 20 Monroe</p>	\$800	<p>Renting out the live music space at the BOB or 20 Monroe, and having bands that have performed at Elevator A Go-Go will bring a ton of attention to the company and involve the</p>	Three Months

		<b>community</b>	
<b>Open Mic Nights at Local pubs, breweries</b>	<b>None (May even profit)</b>	<b>Most pubs will actually pay for the company to host entertainment. Not only does this help Elevator A Go-Go with attention and community involvement, it also helps the pubs and breweries bring in customers</b>	<b>Three Months</b>
<b>Mini Festival</b>	<b>\$1,000</b>	<b>Asking the bands to come back and play for the community not only helps the company, but gives the bands another platform to perform on in front of a crowd</b>	<b>Seven Months</b>

<b>Recording Packages</b>	<b>Free (Charge even as little as \$20)</b>	<b>Charging only a small sum for a starter package for new musicians</b>	<b>Three Months</b>
<b>Hire Talent Scout</b>	<b>\$20/hr 2 days a week (\$1440 total)</b>	<b>Hiring a talent scout to find new bands and artists to bring onto the platform, adapt to trending music as well.</b>	<b>Three Months</b>
<b>Surveys to see what the community wants to see from the company</b>	<b>Free</b>	<b>Sending out surveys to college students, people with the app downloaded, and members to see what artists they want brought onto the platform, etc.</b>	<b>Three Months</b>
<b>Total</b>	<b>\$4,740</b>		

<b>Objective 3</b>			
<b>Receiving Sponsorship from Founders</b>	<b>Free (gaining money)</b>	<b>Having sponsorships from Founders will not only help financially, but will help us be more engaged with the community.</b>	<b>Three Months</b>
<b>Listening Room Partnership</b>	<b>Free</b>	<b>Having Elevator A Go-Go artists perform small concerts at The Listening room. Promoting them in the recording videos as well.</b>	<b>Three Months</b>
<b>Sponsorship from VanAndel Arena</b>	<b>Free</b>	<b>VanAndel is one of the biggest arenas in Michigan, and is known to hold</b>	<b>Three Months</b>

		concerts by big artists such as Justin Bieber and Keith Urban. They would be a perfect sponsor.	
Hosting auction at Elevator A Go-Go	Free (gaining funds)	Auction meet and greet event where the bands in relation to Elevator A Go-Go can auction off free tickets to shows, band merchandise, set items, etc. The bands can have introductions before each auction set. Elevator A Go-Go can also auction off studio time, merch, etc.	Three Months

<p><b>Having Chamber of Commerce help sponsor an event</b></p>	<p><b>Free</b></p>	<p><b>Local Chamber of Commerce is supposed to help fund local businesses and bring awareness to them as well. This could be applied to any previous tactic event planned</b></p>	<p><b>Three months</b></p>
<p><b>“Private Listening Sessions”</b></p>	<p><b>Free (Gaining Funds)</b></p>	<p><b>Having crowds of 20-30 people during studio sessions.</b>  <b>Charge tickets for as low as \$20</b></p>	<p><b>Three months</b></p>

<b>Pay-Per-View Events</b>	<b>Free (Gaining Funds)</b>	<b>Hosting pay-per-view events for in-studio performances with various artists. This can be promoted via social media and YouTube.</b>	<b>Three months</b>
<b>Artists Q&amp;A events via zoom.</b>	<b>Free (Gaining Funds)</b>	<b>Artists Q&amp;A events via zoom. Have a \$10 charge for fans to join a zoom with the artists featured at Elevator A Go-Go and the fans are able to ask questions and get to know the artists.</b>	<b>Three Months</b>
<b>Online Contest</b>	<b>Free (Gaining Funds)</b>	<b>Host online contest for people to pay for entries to win a seat</b>	<b>Three months</b>



		at an in studio performance. They can answer as many times as they want, but pay for each entry.	
<b>Total:</b>	<b>\$0.00</b>		
<b>Total Budget:</b>	<b>\$13,600.50</b>	Though this is \$3,600 over budget, a lot of these tactics will be bringing in funds, canceling out what we went over	

		<b>budget.</b>	
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## Evaluation

In order to meticulously evaluate this campaign, a multitude of different steps will need to be taken to decipher which objectives, strategies and tactics will be successful or fail. With the plan created, there are many different tools and tactics that we will use to our advantage, which this evaluation will break down into step by step guidelines that will lead us to the completion of this campaign. There will also be recommendations for if an objective, strategy, or tactic is not as successful as we had planned.

**Objective 1: Raising awareness about the company and increasing social media presence as a collective by at least 20% within five months.**

From the combination of both our own secondary research and responses from our primary research, we found that the company's social media presence was little to none. The purpose of this first objective is to increase social media presence significantly, but also bring more awareness to the company. Our studies have shown that 94.2% of survey respondents had never heard of Elevator A Go-Go. Our most crucial tactic to increase awareness and social media presence is for the company to create a TikTok account. TikTok is the fastest growing social media platform, and one of the best platforms for music both and videos. Posting at least three times a week at peak times would help bring more attention to the company, and help generate more followers. Once Elevator A Go-Go gains more followers on TikTok, since the TikTok account will have their Instagram and Facebook attached, those socials will also gain more followers and attention. To help increase engagement and a wider audience, the company will

also be using the paid promotional features on Instagram, TikTok, and Facebook. When making your social media profiles on these platforms, turning them into business profiles will give us access to using their statistics to see how well followers are engaging. We can see growth of followers, the dynamic of followers we have, measure views, likes, and more. While taking advantage of the promotional features built into business social media platforms, Elevator A Go-Go will also be using Google Analytics to measure social media statistics. Since Kevin and his team have a lot on their plate, and Elevator A Go-Go isn't everyone's main job, it'd be best to hire some help in the social media department. Having an intern that can manage posts and help keep up with content will allow Elevator A Go-Go to grow their social media presence without having to take away from the focus of the company. The Evaluation for these tactics would take place in June and July of 2023.

**Objective 2: Engaging in the Grand Rapids community, being associated with “Beer City USA”. Having a partnership/relationship with at least one local brewery, hopefully Founders, and one local concert venue within the next five months.**

This objective is one of the most crucial parts of Elevator A Go-Go's campaign. The goal of this objective is to truly make this company a part of the Grand Rapids community. Grand Rapids is known as “Beer City USA” due to its many widely known breweries, Founders being the most popular one. Grand Rapids has held this title since 2012 (2022). By tapping into this part of the community, Elevator A Go-Go would be involved with the biggest money-maker and the product that brings in the most tourism. At every concert venue downtown, they serve local beer. Along with the sporting events as well. Our target audience, primarily older Gen Z and

young Millennials, are very involved with the Downtown Grand Rapids' beer and entertainment community. Our primary research results showed us how much our target audience appreciates local businesses and loves Grand Rapids for being so locally-oriented. To accurately evaluate this objective, Elevator A Go-Go will create a chart with the names of successful partnerships, events held, money spent versus revenue generated for each event, by the end of this campaign and measure the success of each partnership.

**Objective 3: Gaining more sponsors for funds, and creating another source of revenue for Elevator A Go-Go. Having at least two new sources of revenue and three sponsors within three months.**

This objective was created with the intent of simply increasing revenue and forms of income for Elevator A Go-Go. In July of 2023, the company will have to reassess the tactics made for this objective and how much revenue they brought in over the three months. They will need to examine how much each sponsor has given them, along with how much revenue they brought in by using both the online and in studio events. They will compare their profits from the end of March to the end of June from 2023 versus March to June from 2022. They will also see which tactics brought in the most revenue, which brought in the least, and the next way to reapproach what didn't make as much or go as well.

**Budget: \$13,600**

Though the budget is \$3,600 over, it truly isn't going to average out to be over-budget. The entire third objective of this campaign didn't cost a single dollar, but will bring in revenue for the company. The tactic for creating merchandise for Elevator A Go-Go totaled to \$4,921.50.

Each shirt averaged \$9.70 each, the hoodies were \$24.86 each, and the hats were \$19.88 each. If the company added an additional \$10.00 to each item and sold every single item, they would have \$8,173.00, which is all of the money made back plus \$3,251.50 profit. This is just an example of how sometimes you have to spend money to make more money. Elevator A Go-Go could price the merchandise at whatever they wanted, the \$10.00 was just an example to show that even charging at such a low price can still bring in almost double of what was spent to make the products. With that tactic alone and only a \$10.00 upcharge on merchandise, that leaves us with only a \$5,427.00 budget. Despite this example, the budget does remain flexible and is open to change.

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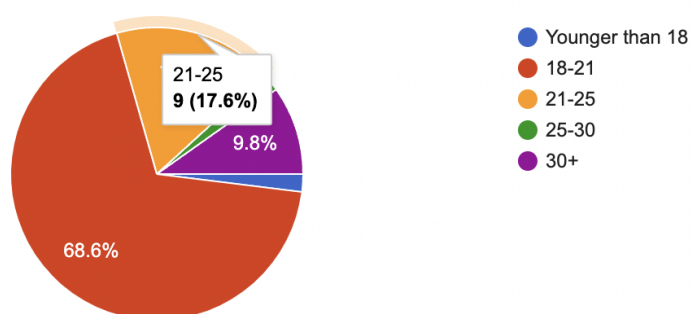
## Survey Report

Allow us to begin by thanking you for taking the time to review our survey. It is approximately 15 questions long, and should only take you approximately 5-10 minutes at most to complete! Please note that any and all responses you provide will remain anonymous in the conduction of our research, and once again, we appreciate the full honesty of your opinion. Enjoy!

How old are you?

51 responses

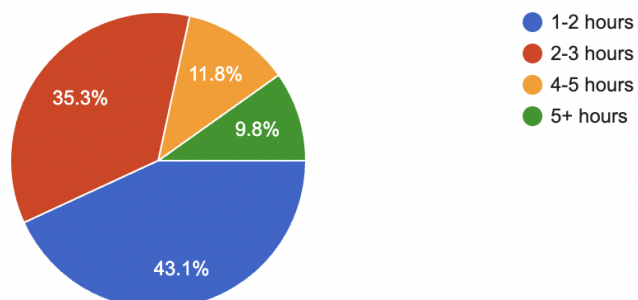
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How long do you typically spend listening to music online a day?

51 responses

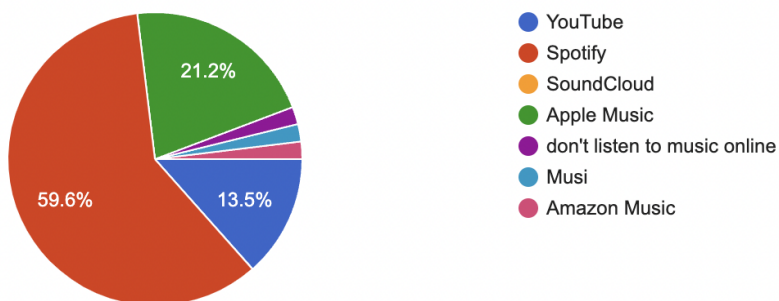
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From the options below, what is your favorite platform to use when listening to music?



52 responses



What are your top 3 genres of music?

50 responses

Indie, pop, pop punk

Pop, Rock, Singer-Songwriter

Rock, Pop, Country

Alternative, acoustic, rock

Folk, Broadway, and rock

Indie, Alternative, Rock

pop, rap, indie

Indie pop, soundtrack, and modern rock

Pop, dance/electronic, hip hop

### What are your top 3 genres of music?

50 responses

indie pop, hyperpop, alt R & B (its so hard to pick just 3!)

Pop, Classical, Acapella

Pop county dance

Pop, country, oldies

Country, Rap, Pop

Pop, RNB, Soul

Hip hop, rock, top 40

1) OSTs/instrumental/video game music 2) Lofi 3) Broadway or theater music

1. Indie 2. alternative 3. pop

Folk, Metal, and Alternative/Indie

Rock, Country, Rap

Alternative, Rock, Pop

Jazz, progressive rock, metal

Classic rock, pop, praise and worship center

Pop, HipHop, R&B

Metal, EDM, Drum and Bass

Indie, rock. R&B

Metal, JPop/JFunk, and Musicals/Soundtracks

Rap, country, classic Rock

Indie, Rock, Alternative

pop, country, r&b

Pop, Indie folk, Indie pop

Rap, Country, Hip-Hop

Pop, soundtrack, indie

Pop, rap, r&b

Pop punk, rock, hip hop

Pop, Workout Rap, classic rock

Country, pop, Latin

Pop, Country, Alternative Rock

Pop, and punk, and indie

pop, rock, and musical theater

Rock, punk, folk

Hip hop, Rap, Rock

Rock, Blues, Jazz

Alternative, pop, Indie

Pop, Rock, Rap

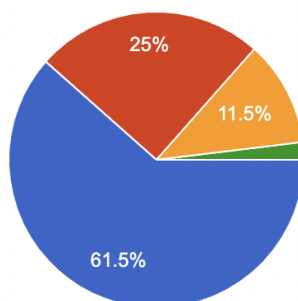
Classic Rock, Pop, RnB

Pop, Chill, and Hip Hop

### What is your favorite thing about the music platform you use?



52 responses

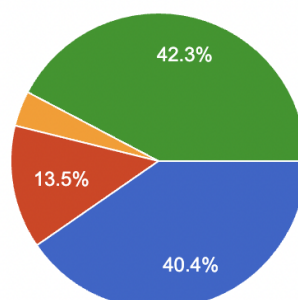


- It's convenient
- I enjoy the options that are generated based on what I listen to
- I discover new artists that I enjoy listening to
- My platforms are radio and CDs. I like them because they're easy to use.

### How much would you say you spend on monthly music subscriptions?



52 responses

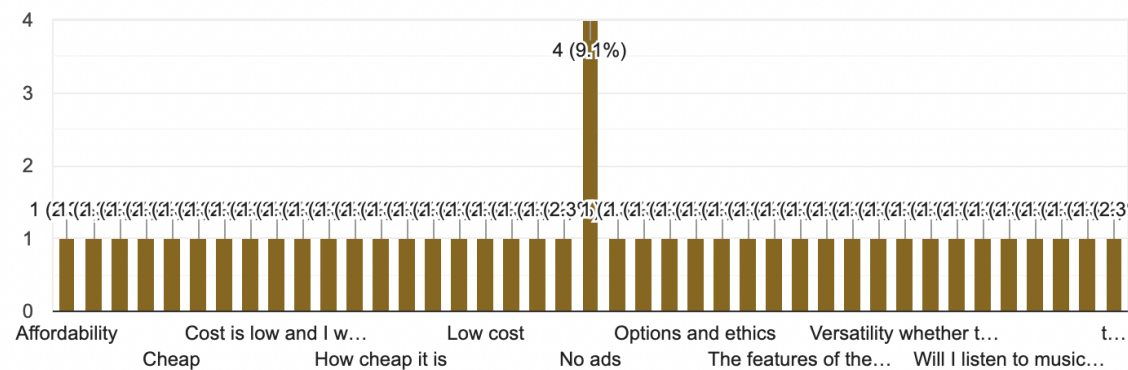


- Less than 10\$
- 10-15\$
- More than 15\$
- I don't pay for monthly subscriptions

What do you believe is the most important thing you're looking for when you pay for a monthly subscription?

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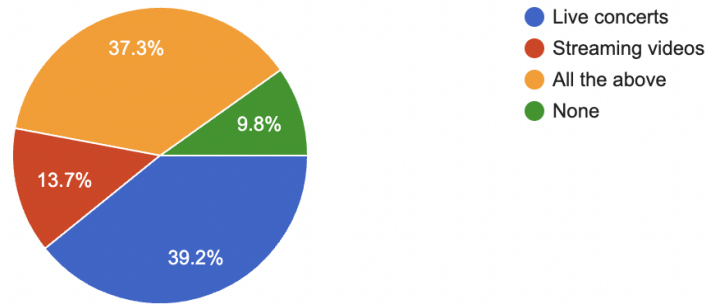
44 responses



Do you prefer live concerts, streaming videos, records, or all the above?

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51 responses

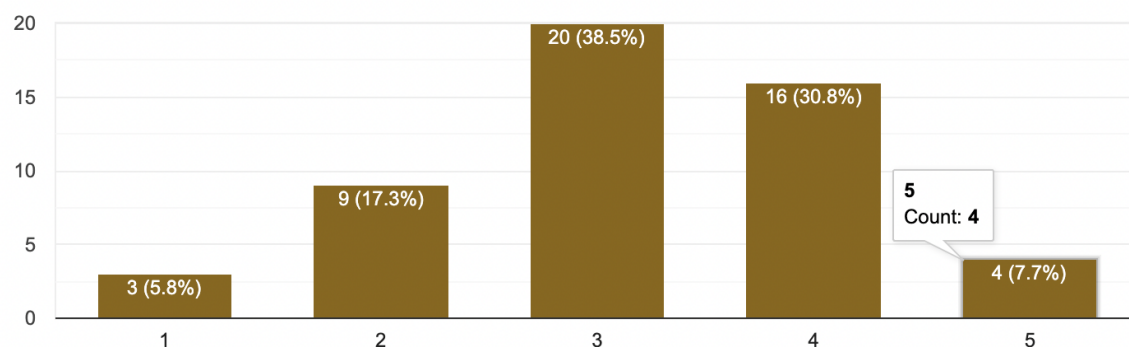




On a scale of 1 to 5, how much do you support local businesses?

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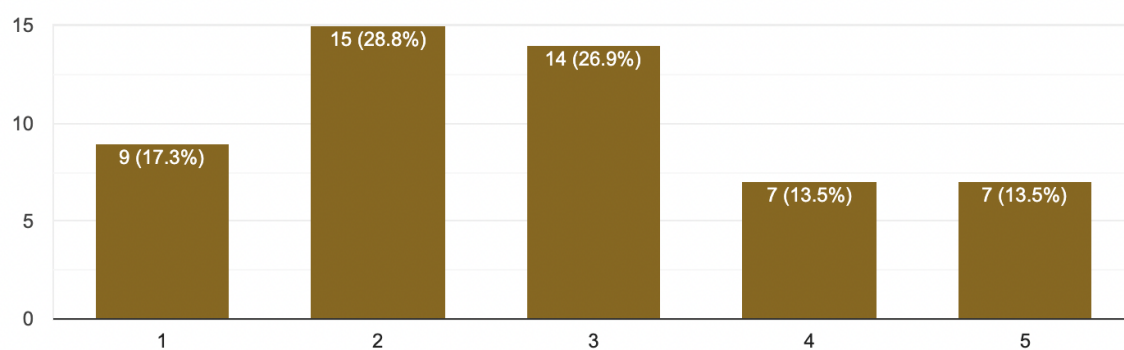
52 responses



On a scale of 1 to 5, how often do you see pop-up music advertisements?

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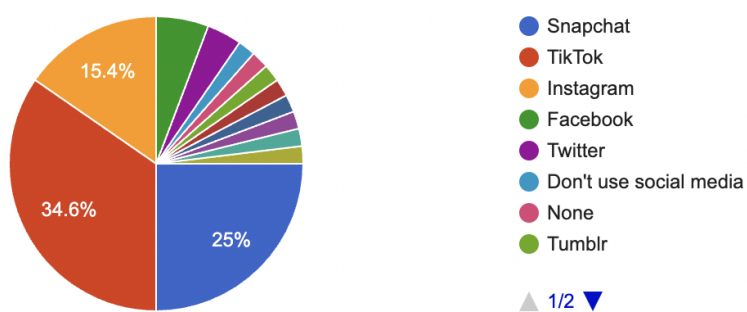
52 responses



What is the most frequented social media platform that you use?

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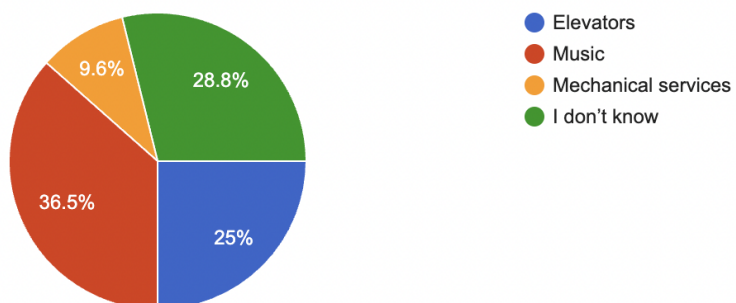
52 responses



Without looking it up, what do you think Elevator A Go-Go is about?

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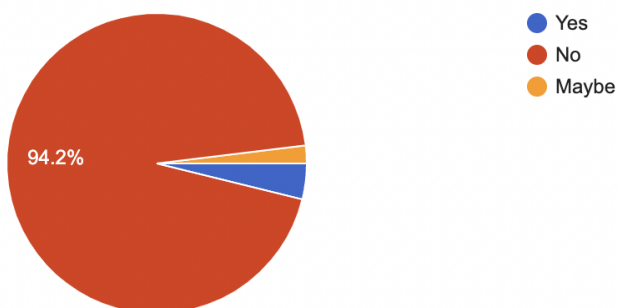
52 responses



Have you ever seen anything on social media about Elevator A Go-Go?

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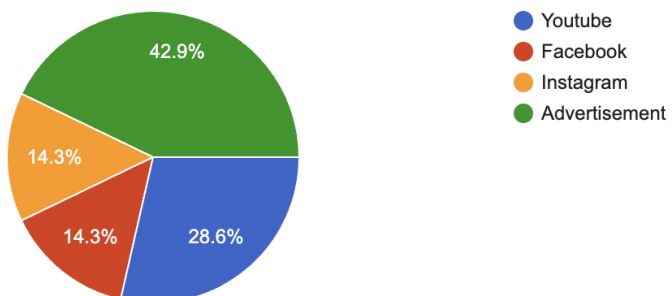
52 responses



If yes or maybe, where have you heard about it?

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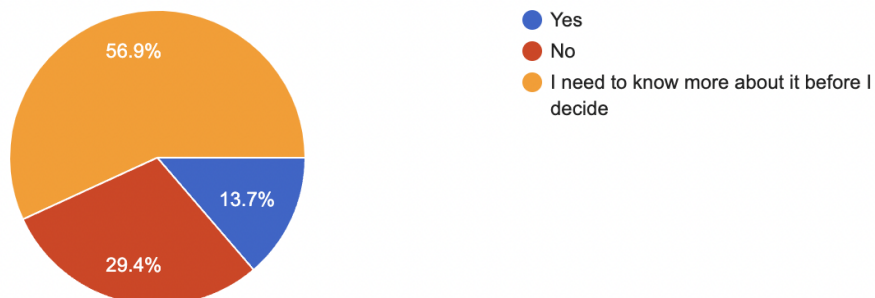
7 responses



Please follow the provided link: <https://www.elevatoragogo.com/>. Now that you've seen what Elevator A Go-Go is, would you consider using this platform?



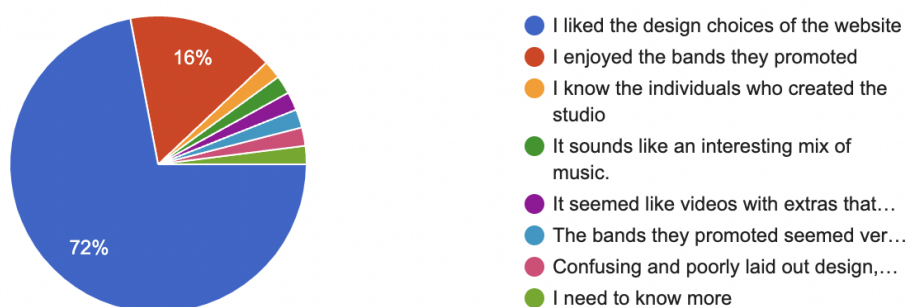
51 responses



What was something that stood out to you about Elevator A Go-Go?



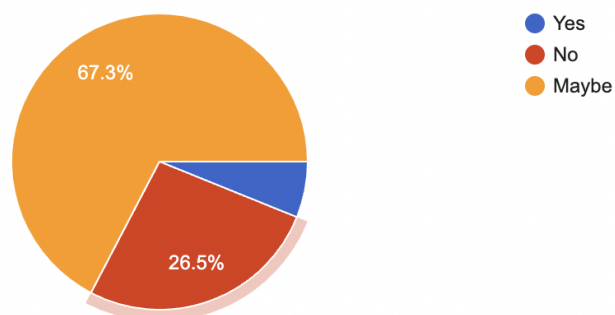
50 responses



Would you recommend Elevator A Go-Go to a friend?



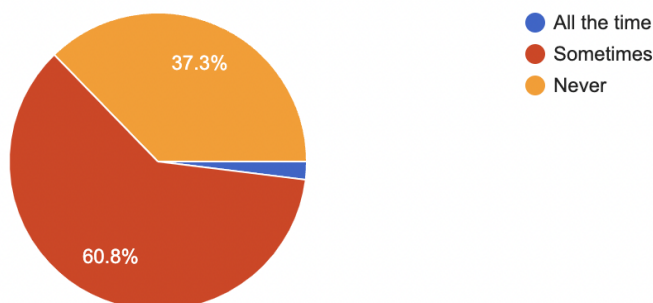
49 responses



How often do you watch street performers, such as live concerts in the park?



51 responses



Based on your previous answer, why?

44 responses

Never really caught my eye unless it was right in front of me

I only make an effort to see people I know perform or big artists.

Usually when I'm out I have somewhere to be, so I don't have time to stop and watch

They're really talented and entertaining

I have specific music tastes that don't really get fulfilled by the previous options

I just don't get around to it often and it's hard to find artists that I will enjoy or are worth the money in the area

sometimes im in a hurry and don't want to stop, but when im not running late i enjoy listening.

I might stay and watch if I'm out and I pass by someone performing, I don't search out performances like this

I'm not out in downtown areas often but when i am I like to listen to music

Based on your previous answer, why?

44 responses

I'm rarely in a place where there are street performers, but if I am, then I watch them for a few minutes if I have time. I usually donate to their efforts, because I think street performance adds a lot to the urban experience.

If I'm walking by I'll watch

It's exciting to see new things

No need for it, I've got all the music I need on my phone

I don't rarely see live concerts.

It depends on interest level of performance and time available.

I don't often go places with street performers

I think it has a lot of potential but could definitely use a little more sprucing-up

### Based on your previous answer, why?

44 responses

I don't normally come across street performers or go to concerts.

Just depends on availability at the time of the event

Not many performers I enjoy are in the area

I love live concerts but I don't usually know when they are.

I would watch more, but I have limited time and I have other things I enjoy in my free time as well.

I usually not just loitering around places where street performers would be so I only pass by on my way to do other things.

I'm too busy to go out and about often

Don't see them very often, but when I do I stay and listen

Limited access based on where I live



Based on your previous answer, why?

44 responses

I just don't get out much to watch those types of things, they aren't close enough

I only watch if I am passing by

I am lazy and don't go out much

I just never come across it.

I don't typically like live music or go to those kinds of events

If I like something they're paying, I'd definitely stand there and listen, even if it is for a while.

I grew up watching street performers so it has always been fun for me

I don't really go out as much.

I love hearing it live because of the different way they sing it then normal

**End of Survey Report**

## **Moderator's Guide**

### Research Objectives

- 1.) What genres of music our target audience is listening to.
- 2.) What our audience is listening to their music on and how much they're paying for monthly subscriptions.
- 3.) How much of our audience is aware of Elevator A Go-Go and their knowledge on the company.
- 4.) Understanding how involved our audience is with the Grand Rapids community, and how affected they are by shopping local.

Brief respondent profile: College students or college graduates who listen to music frequently, are active on social media, and currently live around the Grand Rapids area.

Who the interviews took place with:

1. Alfonso, sophomore in college.
2. Trista, sophomore in college.
3. Sam, graduated from college.
4. Brian, not enrolled in college.
5. Jennifer, enrolled in college.
6. Jacob, freshman in college.
7. William, sophomore in college.



**Introduction:**

- Thank you for coming – we are grateful for your time. We are really excited to be here with you and talk to you about your life as a college student.

· We would like to record these discussions to help us remember them and so that we do not miss any of the ideas you give us. The details of these discussions will not be shared with anyone else; your names will be kept confidential and no one else will know who said what during our conversation. So please feel free to express your opinions openly. If you are not comfortable with this arrangement you do not have to participate. Would you still like to participate in this discussion?

**Introduction Questions:**

1. How's everyone doing today?
2. First Name?
3. Year? (If in college)
4. Major and/or Occupation?
5. Age?

**General Questions:**

1. What genres of music do you typically listen to?

2. How do you discover new music? (Social media, Tik-Tok, “For You” sections of music platforms, etc.)
3. How do you prefer to listen to music? (Electronically, through Vinyls/record players, live, radio, etc.)
4. Do you prefer live recordings of music (such as tiny desk concerts or LIVE: albums), or pre-recorded and edited songs and albums made in the studio?
5. What streaming platforms do you use to listen to music electronically?
6. Do you prefer certain streaming services over others? Why or why not?
7. Expanding on the previous question, are you brand conscious? Why or why not?
8. How much are you willing to pay for music subscriptions?

**Specific Questions:**

1. Being a part of the Grand Rapids community, do you try to participate in local events and pay attention to local companies?
2. Have you ever heard of Elevator a Go-Go?
3. \*Explain company, show website, let them browse\*
4. What are some key things that stand out to you about Elevator A Go-Go? Can you give one thing you like about their website, and one thing you think can be improved?
5. Who do you believe the target audience is for Elevator A Go-Go?
6. Would you use Elevator A Go-Go, based on what you’ve seen? Why or why not?

**Concluding Statement:**

We thank you for your time. This information was extremely helpful and will be used to plan our campaign accordingly.

**Illustrated Tactics:**

Tactic 1: Live Event post and/or poster for promotional concerts at The B.O.B

Tactic 2: Advertisement for Elevator A Go-Go Ad

Tactic 3: Example of an Instagram story posted by a band for their social media agreement



A promotional poster for live music events. The background is black. At the top left, the words "LIVE MUSIC" are written in large, bold, blue capital letters. Below this, in smaller red capital letters, is "NEW ARTISTS EVERY WEEK". In the top right corner is a red and yellow logo for "Elevator a Go Go" with the text "A Bay Area Studio Production" below it. The center of the poster features three vertical panels of black and white photographs: a guitarist on the left, a bassist in the middle, and a singer on the right. Below the photos, the text "THE B.O.B AT 10:00" is written in bold red capital letters. Underneath that, in yellow text, is "The B.O.B and Elevator A Go-Go are bringing new up-and-coming artists to you EVERY WEEK! Roster and tickets are available now at [www.elevatoragogo.com](http://www.elevatoragogo.com)." In the bottom right corner, there is a yellow grid pattern.

**LIVE MUSIC**

**NEW ARTISTS EVERY WEEK**

**Elevator a Go Go**  
A Bay Area Studio Production

**THE B.O.B AT 10:00**

The B.O.B and Elevator A Go-Go are bringing new up-and-coming artists to you EVERY WEEK! Roster and tickets are available now at [www.elevatoragogo.com](http://www.elevatoragogo.com).

Elevator A Go-Go



## Discovering New Music

Discover up and coming  
artists from all over!  
Recorded live right from the  
elevator.

**Download Now!**

@elevatoragogo

[www.elevatoragogo.com](http://www.elevatoragogo.com)



Big thanks to  
@elevatoragogo for  
sitting down with us



Link in bio for full  
video 