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HOW INFLUENTIAL ARE YOU?:

How Rights Owners Can Use Social Media and Brands to Make Money

NEWSLETTER

An Entertainment Industry Organization

How Influential Are You?: How Music Creators and Companies Can Leverage Branding and Online Influencing

By: Erin M. Jacobson, Esq.

The President's Corner

Greetings All!

Brands and Branding are two key words bandied about frequently in today's music industry. The question is how many content creators, content owners, talent managers and other industry professionals, truly understand what that can mean in terms of the current music economy? Thinking about talent and content as 'brands' is imperative as one strives to move forward as a social influencer and take advantage of economic opportunities that arise from unique business partnerships. This month's panel hopes to educate rights holders as to the ways in which brands can be viewed to develop strategic partnerships with social influencers that can lead to success for all involved. The CCC would like to thank panelists Matthew Abdo, Hunter Scott and Rob Souriall for sharing their time and expertise and CCC Board Member Erin Jacobson for organizing what will be a stimulating panel!

James R. Leach
President, California Copyright Conference

Today's music industry is no longer about income from sales. Artists, writers, and the companies that represent them need to find innovative ways to generate additional income streams. In addition to sales, many on the music side have discovered the value of getting synchronization (sync) placements in TV and film. However, this discovery has led to the sync market being oversaturated, and in many cases, reduced fees for sync placements.

Another avenue for artists and rights' owners involves the branding and influencing space. Sponsorships and endorsements, as well as social media influencing, have become different strategies brands can use to market their products via influence from traditional celebrities or "ordinary" people with a substantial online following. Celebrity endorsements tend to focus on the celebrity status boosting the brand or using the celebrity's image to make the brand relevant to a target demographic. However, the celebrity's career does not have to have anything to do with the type of product(s) they are endorsing. Influencers are more specialized—they will

promote products within certain circles and related to their expertise. For example, a fashion blogger and influencer would promote fashion-related products.

Consumers today want transparency in advertising and recommendations to come from personalities they trust. However, much of the advertising they see appears more transparent than it really is. The Federal Trade Commission (FTC) has issued guidelines for social media and other advertising. In endorsement deals I have done for my clients, there are often provisions stipulating that social media posts promoting the brand are accompanied by certain hashtags to clarify that there is an agreement between the brand and the artist to promote that brand. However, as these guidelines are just that, they don't seem to be heavily enforced and a lot of product promotions are posted without such notification leading the consumer to believe the recommendations are organic and without any connection to or financial backing from the company.

In addition to transparency in advertising, consumers and fans want personal connections to personalities they admire. They want to share in the commonalities, hobbies, and lifestyle as it makes them feel emotionally closer to the personality and feel like they are able to live a similar lifestyle to the personality. Lifestyle brands often stem from a specific image and way of life stemming from a certain individual and material they are creating, but as society moves toward touching the inner need of individuals to express themselves, artists like Lady Gaga are combining the traditional model of selling the lifestyle of the celebrity and using the celebrity's values to promote the fan's expression of individuality.

While artists can tap into commonalities in the lifestyles of fans, doing so for rights' holders like music publishers and record labels is slightly more difficult. Rights' holders can seek these opportunities for their artists or writers to involve them as the "face" of a campaign, but in the case of a writer, this plan doesn't work if the writer is not also a performer. However, in these situations, rights' holders can seek to use the music as the "soundtrack" of a particular brand by using the sound, feel, and what the music represents to showcase a brand or lifestyle that appeals to consumers. This can be a symbiotic relationship where a more established brand can help break or boost a newer musical talent, but also where more established music can help to break or boost an up-and-coming brand. In most cases, sync rights will be involved in these campaigns, but the relationship can be extended for more than just a single placement. Taking it a step further, having the music or artists involved in events, stores, and activities in which the demographic participates and then having product to monetize at these venues can help to bring the campaign full circle. Both artists and companies like labels may be able to leverage online influencers by having them attend and post about the artist's concerts or other events.

Opportunities on the Internet continue to expand, as social media now incorporates music and short videos and audio clips in addition to photographs. While some of the monetization of the use of the music in these posts can be questionable, short clips of audio and video can be the gateway to monetizing other avenues with more substantial revenue like concert tickets, merchandise, sales, and other participation that leads to larger opportunities.

In summation, today's means of reaching consumers extends beyond traditional demographic analyses. Today's marketing and ancillary income relies on finding ways to emotionally connect artists and music with consumers in an authentic way and enabling consumers to feel like they are able to express themselves and their ideal lifestyle through their association with the artists and music they consume.

Erin M. Jacobson is a practicing music attorney, experienced deal negotiator, and seasoned advisor of intellectual property rights. She protects clients ranging from Grammy and Emmy Award winners to independent artists, music publishers, record labels, and production companies. For more information or to contact Ms. Jacobson, visit www.themusicindustrylawyer.com. © 2017 - Reprinted with Permission.

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PANELIST BIOS

Erin M. Jacobson, ESQ.

Erin M. Jacobson, Esq. (www.themusicindustrylawyer.com) is an experienced deal negotiator and a seasoned advisor of intellectual property rights who protects musicians, songwriters, music publishers, record labels, and a wide variety of other music and entertainment professionals. Ms. Jacobson's clients include Grammy and Emmy Award winners, legacy artists, and independent artists and companies. Ms. Jacobson regularly handles all types of agreements within the music industry, with an emphasis on music publishing and licensing.

She is a frequent author and speaker, and has been featured in publications including Forbes and Music Connection. She also is on the Board of Directors for both the California Copyright Conference (CCC) and the Association of Independent Music Publishers (AIMP). Outside of her law practice, Ms. Jacobson also owns and operates Indie Artist Resource (www.indieartistresource.com), the independent musician's resource for legal and business protection.

Hunter Scott

Hunter Scott, the founder of the Los Angeles-based public relations and branding firm, LaFamos (LAFAMOS.com) is one of the entertainment industry's most dynamic visionaries. As the Head of Marketing and Publicity, Hunter has established his company's well-deserved reputation for innovation, integrity and imagination. Established in 2008, LaFamos is a full service PR firm focusing on press outreach, lifestyle branding and tour press, while the firm's social media arm, High Q Digital (HighQDigital.com) specializes in social media marketing, customer engagement and brand awareness. An engaging panelist and speaker, Hunter shares his knowledge at conferences, seminars and panels nationwide, including SESAC's Bootcamp, SxSW, Cutting Edge Music Business Conference, Americana Music Festival and Conference, CD Baby's DIY Conference and Folk Alliance International, among others.

Rob Souriall

Rob Souriall has worked within the music, TV, film, and brand marketing world for 25 years, with 18 of those years at Disney Music Group. Rob is VP of Global Partnership Marketing and currently leads a team of six that manages all brand partnerships, sponsorships, and alliances across Disney's Hollywood Records roster of artists, Soundtracks from Studio and Television divisions of Disney, the legendary Catalog of Disney Music, and Disney Concerts. He is known as the "Music Marketing Match-

Maker & Marriage Counselor” and he specializes in identifying, concepting, pitching, negotiating and executing big-picture partnerships between brands and entertainment properties.

Matthew Abdo

Matthew Abdo is a brand strategist at the influencer marketing company theAmplify. He creates campaigns for national brands utilizing influencers on social media. Recently, theAmplify has produced major campaigns for industry leading clients including Lionsgate, COTY, Unilever, Campbell's, and Ford.

Prior to his work in advertising, Matthew was a performing and recording musician in the original pop-rock band Lynhurst. He toured nationally, opened for artists including Owl City and Hanson, released six albums/EPs, and collaborated with Grammy award winning music creators. He is a graduate of the University of Minnesota's School of Journalism & Mass Communication and currently resides in Los Angeles, CA.

SAVE THE DATE: Tuesday, April 4th

Join us at the Sportsmen's Lodge Event Center
12833 Ventura Blvd., Studio City, CA 91604

6:15 PM Check-In | 6:30 PM Cocktails

7:00 PM Dinner

Please visit our website, theccc.org, for more information soon!

