

March 2015



# NEWSLETTER

An Entertainment Industry Organization

## The Evolving Love Affair Between Brand, Artist, and Consumer

by Zach Miller

### The President's Corner

Greetings and Happy Spring Everyone!

Thank you so much for spending tonight with us as we learn everything we need to know about branding!! I want to send a special thank you out to our moderator and Past President Cheryl Hodgson for putting together this awesome group of panelists for us!

Please mark your calendars for our April Meeting which will be our International panel moderated by CCC Past President Teri Nelson Carpenter! We will host this panel on April 21<sup>st</sup>. We hope to see you there!

**Anne Cecere**  
**President, California Copyright Conference**

“The shadow of crisis has passed, and the State of the Union is strong,” declared the President during his State of the Union address.

The following night, I found myself hoping for a similar promise from Next Big Sound, an online music analytics platform that tracks artists’ popularity, in its annual “State of the Industry” report for 2014.

“Brands. No longer a dirty word in the music industry,” the report begins, echoing the principles that Music Dealers has touted since its founding. Artists are leveraging brands as partners to access their resources for widespread marketing, and to earn extra revenue to finance their craft.

And the feeling is mutual. Last year, brands took to working with artists more frequently in order to build long-lasting and meaningful relationships with their consumers.

According to a March 3 report by IEG Sponsorship, brands spent around \$1.3 billion on music partnerships in 2014. More interestingly, according to Next Big Sound, brands are looking to work more with up-and-coming artists and not just “the Beyoncé’s and Lady Gagas of the world.” “Informed by data and with the right campaign,” the report continues, “brands can provide additional leverage to spread the word, entice new fans that are otherwise out of reach, and actually help break an artist. In return, the kids think they’re cool. Win; win.”

People want to know what’s hot before it’s already popular. They want to be the trendsetters, the kick-starters, the go-to authority on what’s-what.

As proof, monthly users of mobile music discovery app Shazam rose to 100 million in 2014 from 70 million in 2013, according to Shazam. Furthermore, the company recently announced that, after receiving \$30 million in new investments, Shazam is now valued at roughly \$1 billion.

So, yes – brands are smart for opting to collaborate more with emerging artists than big label stars, a trend that is rewarding those brands with greater consumer engagement and higher customer conversion.