

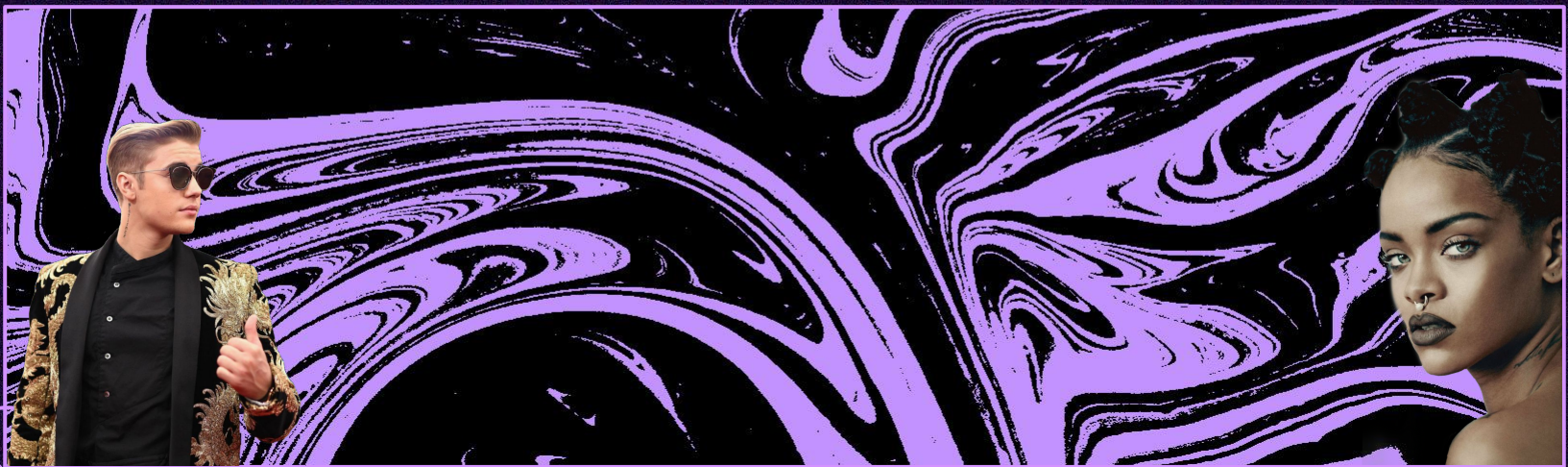
THE ISLAND

DEF JAM

# MARKETING PLAN

DEF JAM RECORDING

DEF JAM RECORDING





# History and Legacy

- Def Jam recordings was founded by Rick Rubin and Russell Simmons (Run DMC) in 1983
  - Had a history of financial troubles and change of leadership
  - Jay-Z was the president till '07
  - Paul Rosenberg is president (2017- present)
- 
- The Island Def Jam Music Group was the main Parent company, and under it they had multiple subsidiaries that make up the major label
    - Def Jam Recordings, GOOD Music, Mercury Records Limited, Russell Simmons Music Group and many others





# Notable artists

Justin Bieber



Rihanna



Ye (Kanye West)



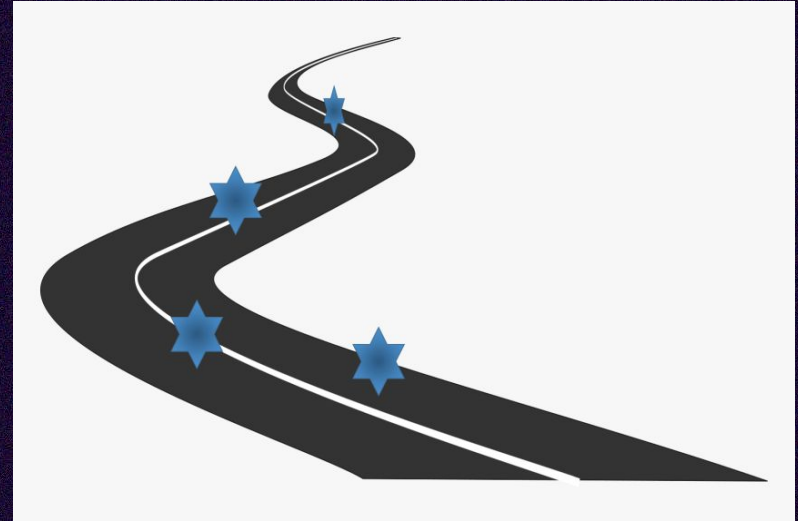
Pusha T





# Roadmap

- Elevator Pitch
- Desired End State and Goals
- SWOT Analysis
- Marketing Mix
- Buyer Personas
- Key Findings
- International Scope
- Creative and Strategic Solutions





For Old and New Hip Hop Fans who are dissatisfied with confusing streaming services like iTunes, and poor quality pirated songs, our Product is Def Jam Recordings. We provide an easy to use service, accesses to physical music and streaming, and all of the artist you love. Unlike Napster or Spotify we have assembled a direct way to support your favorite artists, as well downloading your favorite songs with zero risk to express your creativity.

## **Elevator pitch**



# Desired End State

Maximize profits of each artist

Find ways to avoid losing money to CD's, Piracy, bootlegging, and Itunes.

Expand into the Digital music space

Become the most profitable label





# SWOT ANALYSIS



OUR COMPANY

## STRENGTHS

- Founded by popular rap group, Run DMC. (Rick Rubin and Russell Simmons)
- Already having established artists signed to our label (Justin Bieber, Rihanna, Kanye West, Etc..)
- Being one of the biggest labels under The Island Def Jam Music group

## WEAKNESSES

- Minimal fanbase interaction
- Limited Monetization
- Very expensive to promote Artists







# SWOT ANALYSIS



## OPPORTUNITIES

- Our own streaming service
- Exclusive Vinyl Records
- Bring our music into the ever growing digital space
- Attract younger artists
- Concerts
- Curate a stronger fanbase community
- Other forms of monetization

## THREATS

- CD Sales have dramatically decreased
- Itunes
- Other label competition





# BUILDING MARKETING MIX

PRODUCT PLACE PROMOTION

## Product:

- Logo Products (Hoodie or Sweatshirt)
- Music CD

## Place - Online stage

- Facebook, Twitter, Instagram, Google and Yahoo banners
- Universal Music Group website, Def Jam Records Website and the artist website.
- The launch party—— a virtual reality concert release party
- Lack of traditional physical shop



# BUILDING MARKETING MIX

PRODUCT PLACE PROMOTION

## Promotion:

- NO.1 highest engagement rate
- Instagram, Twitter, Facebook and YouTube
- With an impressive roster of artists at the label's disposal — Kanye West, Justin Bieber, Big Sean...
- Take material like clips of interviews or music videos and edits them to fit a timely trend or zeitgeist moment
- Viral Communication—encouraged fans on TikTok to learn the dance themselves
- Interactivity—Dance Challenges on Tiktok
- Black Lives Matter movement



# PERSONA 1

Name: Crystal

Lifestyle: Irregular work and rest, Flexible

Age: 25-35

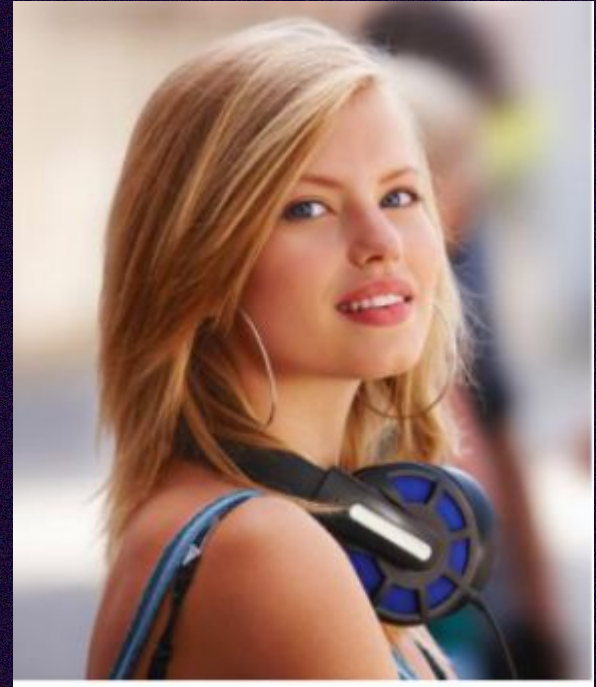
Occupation: Blogger/Influencer

Interests: Exploring, Socializing, Crazy about fashion and music, Always discover something niche and share with her fans, Like to go to various concerts, music festivals, live music shows/Niche music lovers, who will go to the store on time to grab limited albums

Social Media Habits: Very likely to use social media, predominantly Instagram, Twitter, Tik Tok, Youtube, Membership in Apple Music and Spotify/ Every year, she will share her own song list and her feelings about each music, and will introduce and promote music with videos.

Income: \$60 (per year)

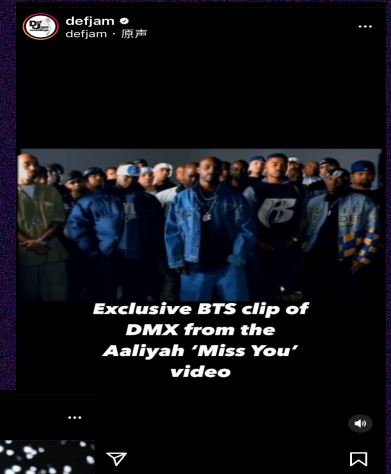
Quote: "I want to be the first one to discover the treasure music!"





# Strategy

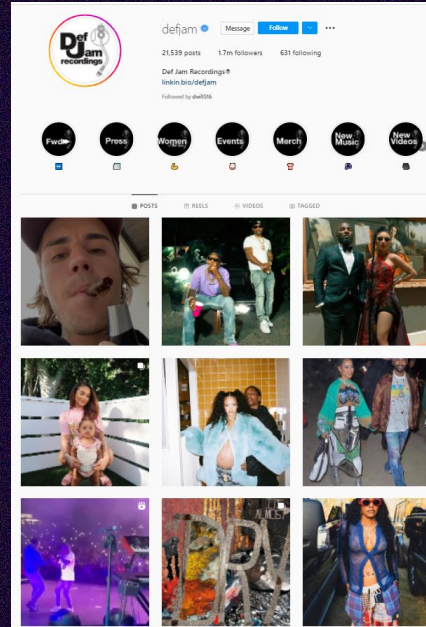
- Partnership with other labels
  - Collab with other artists
- Endorsement with different brands
- Holding Island Def Jam private concert for label fans
- Release exclusive final records
- Online streaming for Island Def Jam
  - Interactions with the audiences
- Peripheral products related to the label
  - T-shirt, tote bags, key rings, etc





# Key Findings

- Their revenue stream averages 1 Billion dollars
- Has 1.7 Million followers on instagram, and similar numbers on other social media platforms
- Pays their artist an advance of 3 Million dollars
- Still struggles financially despite apparent growth
- Just opened up Def Jam India, and continues to expand globally
- Survives off of well known artists and not new ones





# The Artist is EVERYTHING



## “The Women of Def Jam”

- Celebrates its diverse female staff.
- Recognizes the success and impact that women have had in the music industry, which is overlooked sometimes.



## “It’s Almost Dry”

- Latest album from Def Jam artist, Pusha T, which received massive rollout from Def Jam to help its success.
- Fulfills Pusha T’s Def Jam contract, with Def Jam granting him his masters.



To make the brand international is one of the best way to spread the brand to more and more places...

- Unique selling power
  - Stars from different countries
- Get to know all the international audiences
- Live streaming for concerts on different platforms
- Get social with the audiences and fans!

# International Scope





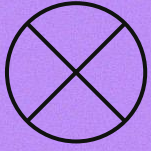
# Creative and Strategic Solution

- Advertisement
  - Social Media
- Aim the target
  - Young people who love music
  - Back to personas
- Branding
  - Collab with different companies
- More connections with fans audiences





Marketing plan



**THANK  
YOU**



Marketing plan

