

SUBCULTURE SOUNDS ON THE ROAD

FRED PERRY SUBCULTURE
X
SCRUFF OF THE NECK



“CEMENTING THE CONNECTION BETWEEN MUSIC, STYLE AND SUBCULTURE”

BEHIND THE SCENES V FINAL IMAGES



COLLABORATION CONCEPT

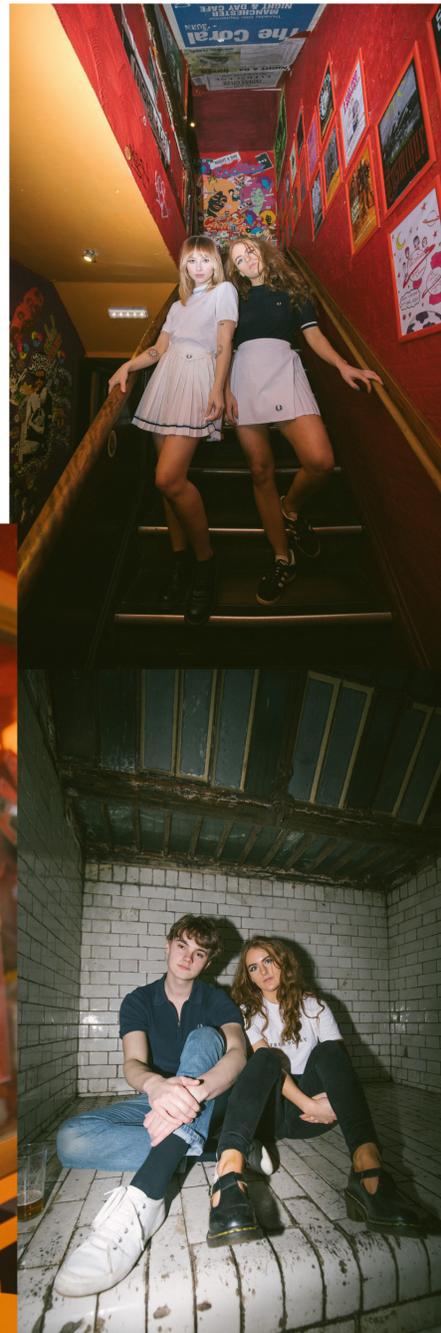
Subculture Sounds - On The Road begins with a collaboration between Fred Perry Subculture and the independent, Manchester based, record label 'Scruff Of The Neck'. It aims to celebrate the best up-coming artists on the scene, and inspire collaborative brand stories through heritage, contemporary relevance, music and style dovetailed. The collaboration was announced on the @subculturesounds_otr Instagram page on the 1st April 2020, with various promotional strategies explained below following in the months to come.

BACKGROUND

In a survey 54% of participants responded that they were not already aware of Fred Perry Subculture. Therefore, this collaboration aims to raise awareness of both Fred Perry Subculture and Scruff of the Neck to the targeted 20-30 audience. In addition to this 93% of participants said that they would be more likely to invest in Fred Perry pieces or attend one of their organised gigs if it was part of a collaboration with a record label/musician that they want to support. This validates the concept of this collaboration, and differentiates it from other marketing campaigns currently on the market.

STAY CONNECTED - LISTEN TOGETHER

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- 1 PROMOTIONAL ZINE
- 2 SOCIAL MEDIA CAMPAIGN
- 3 COLLABORATIVE GIGS
- 4 MARKETING REPORT

A promotional zine will be made in both digital and physical formats. This was created using Adobe InDesign to lay it out in a professional format. It utilises imagery from the photoshoot that I completed in Manchester to promote the collaboration. The zine will help the target consumer to understand the collaboration both visually and informatively. It aims to emotionally resonate with the reader, through involving locations and artists from across Manchester that they may already recognise and love. In addition to this, it will demonstrate that the brands aim seek to focus not only on the products and outcomes of the collaboration, but also on creating an emotional relationship and sense of community.

A social media campaign was created, mainly using the Instagram account @subculturesounds_otr, to promote the collaboration to a wider audience. The social media campaign promotes the launch of the collaboration, as well as limited edition pieces, and the live gigs that will be taking place. It creates a visual outlet for followers to engage in the collaboration and interact with the brands to win competitions and discounts, whilst building an emotional relationship, ultimately making them more loyal to the brands.

The event plan outlines the gigs that will take place across Manchester city centre as a key part of the promotion for the collaboration. The plan was created on Adobe InDesign and the posters to promote the events were created using Adobe Photoshop software, to ensure that they were to industry standard. The events involve a selection of the leading acts emerging within the bustling Manchester music scene, and take place across some of the city's finest independent venues. By making the gigs free of charge it gives fans the opportunity to engage, interact with and support the collaboration campaign, whilst discovering new, exciting music.

The marketing report outlines the concept behind the collaboration, as well as the target consumer, and how it will be carried out effectively through the use of the promotional strategies outlined above, in order to engage the target consumer and meet the main objectives that have been set for the campaign. This involved a depth of research that had been carried out into both brands in order to target the specific targeted consumer. This was created utilising Adobe InDesign in order to create a professional looking layout and clearly explain the collaboration.

