

Face To Face With The Millennials

MusicTank is a business development network for the UK music industry, owned and operated by University of Westminster. Over the course of 5 years it has gained an enviable reputation for its seminars, conferences and occasional half-day events that put the industry's hottest topics under the spotlight. More recently it has commissioned reports and is keen to further develop its report and research capabilities.

Rewind to early 2008...Keen to replicate the success of its first inaugural report (Peter Jenner's *Beyond The Soundbytes* detailing key industry issues and suggestions for their possible resolve), MusicTank commissioned noted artist manager, Terry McBride and former Nettwerk General Manager, Brent Muhle to collaborate on an equally forward-looking follow-up.



The result - *Meet The Millennials* (May 08) - sought to lift the lid on an increasingly important Millennial demographic, providing an authoritative account of fan influence over musical creation, exploitation and consumption.

As well as providing insight into key areas of change, including social networking, mash-up culture, copyright and revenue streams, the report also included an indispensable marketing road-map for anyone hoping to succeed in tomorrow's marketplace.

Forward to July of the same year...MusicTank produced a seminal one-day conference, *Face To Face With The Millennials*, its purpose to generate a UK take on this report's conclusions, from activating p2p communities, mash-up culture and price-tipping points through to band-and-brand engagement.

In what amounted to a conference 'first', Terry McBride uniquely kicked-off a unique year-long project in which the participating audience generated from scratch a mould-breaking, 360 degree road-map for an up-and-coming British act, artist James Yuill, live onstage in front of a 200-strong audience, thus putting Terry's theory into practice.

MusicTank is delighted to provide its first project update at MidemNet 2009 (*Marketing Artists To The Millennial Generation*, 18.01.09)) and below, to share an outline of the suggestions made by Terry, audience members and James' manager, Amul Batra.

Full details about the report, the conference and indeed, MusicTank itself may be found at: <http://www.musictank.co.uk>



[L to R: Terry McBride, Amul Batra & James Yuill]

8th December 2008

MusicTank - 17 July 2008

Face To Face With The Millennials Conference

NOTES MADE DURING THE ROAD-MAPPING BRAINSTORM SESSION

Throughout this 90-minute session, all the ideas that were thrown-up were quickly projected onto a screen behind the stage, and have been reproduced below.

It is hoped this will give the reader an idea of the breadth of ideas that were very quickly produced on the day and how the process developed.

1. **About James Yuill: his music, his fans and the plot thus far:**



- James' friends are creatives, vjs, musicians, filmmakers;
- He likes French house, Warp, Justice and cited four hero-creating patterns incl. Radiohead (Hail To The Thief) / all, Nick Drake and Tasmin Archer;
- 12 track album, no video game synchs;
- James has seen his music in blogs, some requests for remixes;
- He would be happy to release stems – beats, vocals;
- Would you play just acoustically? (Yes) Would you play with other people? (Yes);
- Amul (James' manager) not yet pushed for remixes etc;
- It's all been coming from James...authentic;
- International: Interest from Japan, enquiries received over worldwide deal, some meetings in West Coast, but concentrating on European release;
- Publishing his 3 album deal;
- Happy to try new languages;
- James' Brand: Creative, geeky, hip, music supervisor, drinking Guinness while making music on computer;

2. **Scoping: Suggested Pointers and Next Steps:**

- Use Google Analytics to see who's accessing your web site - A VERY IMPORTANT TOOL;
- You have to let people know who and what you are;
- James' 3rd video carries emotional attachment. A good strong visual will be remembered. Maybe get the video out before single is released;
- Try and monitor who's liking what before deciding releases;
- Get music out there asap to establish yourself;
- Got MySpace – replies to every message - and Facebook. No Bebo, Flickr;

(cont...)

Scoping: Suggested Pointers and Next Steps

- James' laptop was stolen along with all the original song stems – audience suggestion: Have a contest to find James' lost laptop. A compelling story, though it was 18 month ago. Something for press dept to consider...
- Get a couple of new laptops? OK!
- Make a video with James being stolen.. Fans get involved with stealing James / his laptop;
- *Where are the Jones'?* – was a community-based project, needs a good community platform – was all paid for by Ford...Project was done under Creative Commons
- Would EMI go for this if it could create new copyrights down the line?
- Maybe get a WordPress site and flickr. Pull MySpace feeds into your blog;



- Think of useful tags – like Sufjan Stevens. All about the language behind the web site – to move James up the Google rankings;
- How about each of your friends creates a piece of your video – unfinished pieces of content that can be mashed up. More assets;
- Fan-sourcing: He had a fan do a graphic – after looking at some 3'000 MySpace pages (press angle);
- T- shirt design – how about using the same mechanic i.e. MySpace – first artist to get fans to do all packaging;
- Contest between fan version of album and James' version (another asset);
- As yet, no 5.1 mixes - this will make it more convenient for someone to use;
- Have 5 stem packages for MySpace (and 24 for others). Maybe put 5 stems up for next release;
- USB stick? Another format to get the media and as many people talking about it as possible. Designed like a Guinness tap (James' preferred drink), also the domain: wheresmyfuckingcomputer.co.uk – register it;
- James was sourcing music-for-ads day job, while making music – of interest to the ad-industry (he escaped!);
- Has a good ear for music – trusted and respected as a music researcher;
- James' causes – recycling, Guinness(!);
- James willing to push local government for more recycling, increase recycling depots. Do a recycling depot of your own;
- Or get an ad done for recycling. Maybe get Chris Cunningham on board (one of James' videos was inspired by this director). And one more visual artist, and you're tapping into a wider fanbase;
- Recycle a Chris Cunningham video?
- Create your own ads for Guinness, recycling (30-second widget with link back to James' web page), wine, the cloud;

(cont...)

Scoping: Suggested Pointers and Next Steps

- Competition for fan who finds the lost lap top – gets year's supply of Guinness;
- Or James creates a treasure hunt for stems for the track. Person who gets most stems / points get to put their mix on the site;
- Japanese equivalent of Guinness? (give them the ad if Guinness doesn't want it);
- Do video blogs of taking the ads into Guinness;
- Fans to recycle Guinness?! Guinness is a major polluter...
- Nothing is too big, impossible;
- Do 6 ads with friends, offer it to ad agencies. Another press story;
- Music will work with brands – low-fi edge;
- If 5 brands in the UK, will be 60 brands around the world that James aligns with. Could be a new revenue source;
- An expert was cynical about power of ads to launch music, or how brave they are;
- Ads will lead to downloads when they run;
- Terry says YouTube is a new revenue source... (not for all yet);
- Amul needs to build a team around James' creative output – to increase the creativity;
- James' record co. is his fans and his friends;
- James can become a sort of Andy Warhol if he wants – a collective that people buy into, are proud about and want to be involved in – über fans;
- Asset List: 12 songs. Got Instrumentals. Terry says do instrumentals for all tracks. Mash-up with an established band inside Japan? Acappella versions;
- Try for at least 100 assets, all authentic – you. Get library album in marketplace ahead of man album. Create a T shirt line;
- Ask your fans what they think. Take brainstorm out of this room to 5,000 fans;
- Have alter-egos – tall man slim. James is pursuing this. Thinking of re-doing the Grey album;
- Try to have the world's biggest cake fight (idea came from his video footage for one of his releases) – but would this be authentic to James?
- If you do enough online you can get loads of different hits on Google;
- Remix contest...
- Explore the man behind the lyrics...?
- Terry wouldn't recommend looking at what James might hate. Is a tack that's likely to make enemies, keep it positive - don't focus on negative things;
- Register a trademark. A pain in the arse but necessary. Also consider reg. in non-music classifications...e.g. Drinks, or other relevant ones. Will cost a bit more, but will prevent others cashing in on your ideas;

(cont...)

Scoping: Suggested Pointers and Next Steps



- Barenaked Ladies Boat Cruise...those fans are their record company – they take feedback from their fans;
- A myriad of small things create a successful artist. No band has come out of 'nowhere'. It's always the result of an awful lot of work;
- Favourite computer game – a SIMS recycling programme, or Recycling Avatar?;
- James not concerned about possibility of negative mash-ups..
- Wants to release a song every time he writes it;
- Mr Scruff's Tea.. Is there something similar James could do? Pasta? Splash proof computer?;
- Extremely important to build on the artist's enthusiasm. From this you create the contact and the assets, the roadmap;
- Don't chase the \$, just try and put his authentic personality into the plan;
- Will connect his music to fans with the same social tribalism as him;
- These assets will create a brand that will ultimately benefit James more than record sales.

About MusicTank...

MusicTank is a business development network for the UK music industry - a neutral body set up to encourage increased innovation across the UK music business, and is owned and operated by University of Westminster.



Over the past five years, MusicTank has gained a reputation for providing quality events with key speakers from across the music industry. It aims to foster new collaborations and circulate innovative ideas, best practice and cutting-edge strategies to increase innovation and productivity across the industry. Regular think tanks bring hot topics into sharp focus and help pinpoint the opportunities created by disruptive technologies.

The web site contains a wealth of information incl. links to industry news and features and MusicTank event audio (mp3) and written transcripts, through to thoughts on new business models, useful reports and comprehensive resources.

www.musictank.co.uk

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