

A photograph of three young men in a white, tent-like setting. The man on the left is wearing a red polo shirt and grey shorts, sitting and holding a white electric guitar. The man in the center is wearing a white shirt, sunglasses, and shorts, sitting cross-legged and holding a microphone. The man on the right is wearing a red polo shirt and grey shorts, sitting and holding a green electric guitar. In the background, there is a black amplifier with a Union Jack design on top. The floor is covered with white fabric and silver tinsel. The text "almost monday" is overlaid in the bottom left corner.

*almost  
monday*

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# THE TEAM



**YESENIA  
OCHOA**



**EVERETT  
BARTON**



**TINA  
NGUYEN**



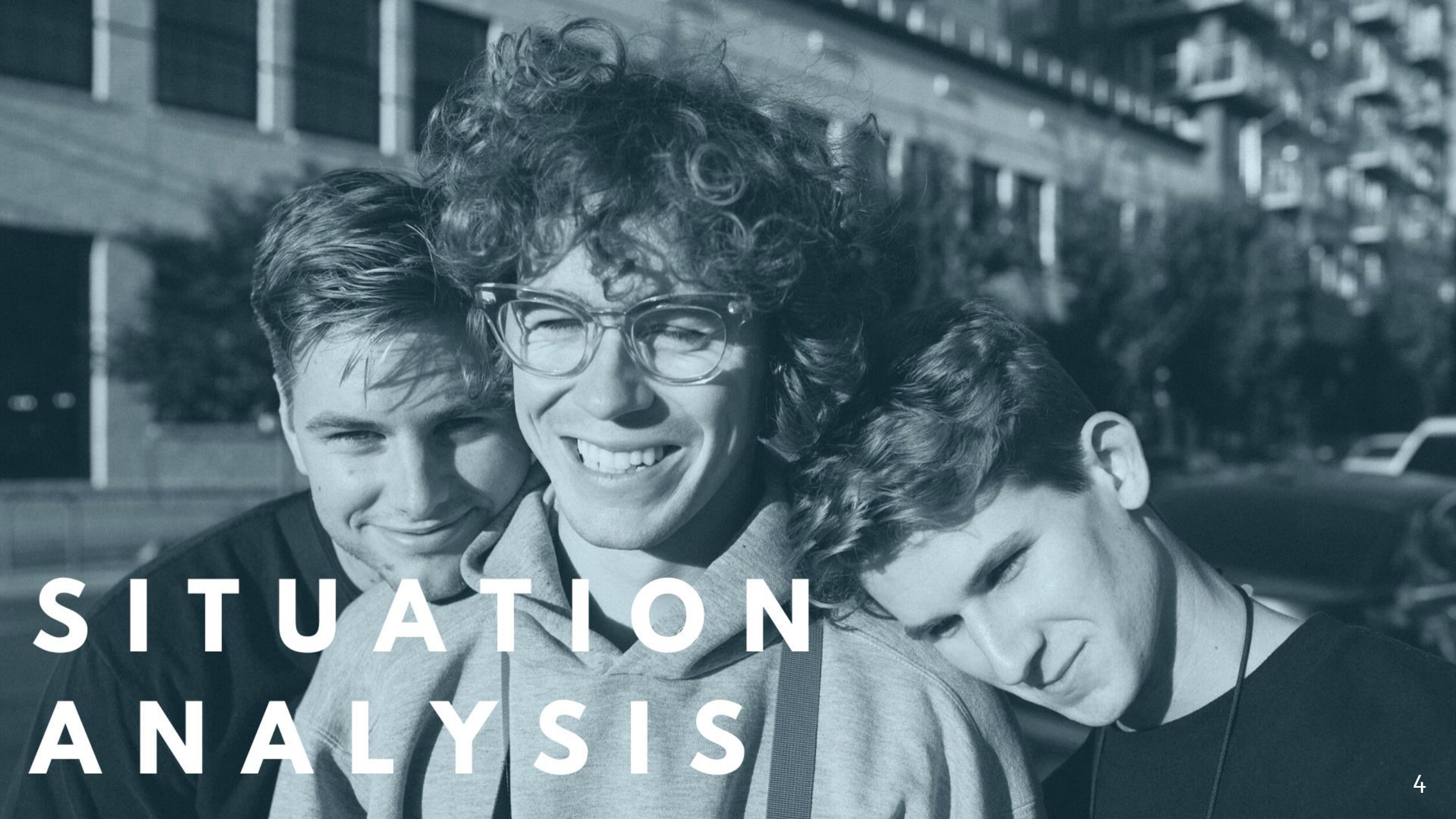
**JOHN  
ANGELO**



**MARIA  
RETAMOZA**



**LEON  
BÖHM**



# SITUATION ANALYSIS





# SWOT ANALYSIS

## STRENGTHS

- Radio/Playlist friendly songs that are catchy and easily accessible
- Dawson has a strong personality that shows through videos and music
- Backing of a strong label/partnership with experienced producers
- An inspiring story behind the band
- Band is likeable and down to earth

## WEAKNESSES

- Lack of shown personality for other two members, who often fade to the background
- Videos can be seen as generic, following common pop tropes and not necessarily bringing something new or totally unique to the scene
- Lack of diversity
- Social media presence could be highly increased, and accounts should be verified
- Only 476 followers on Twitter

A photograph of three young men standing on a basketball court. The man on the left has short blonde hair and is wearing a grey polo shirt. The man in the middle has curly brown hair and glasses, wearing a white t-shirt with the text "The world belongs to me". The man on the right has short brown hair and glasses, wearing a dark blue Adidas hoodie. The background is a basketball court with green lines.

# SWOT ANALYSIS

## OPPORTUNITIES

- Target a niche alternative-pop audience before the music crosses genres to pop radio
- Can appeal to target audience that is the same age as them (but could run the risk of being seen as an “industry plant” if it doesn’t appear the creative choices are being led by them)
- Friendly and catchy songs would work well with collaborations (e.g. fashion)

## THREATS

- Close to the line of being “too pop” which could alienate alternative fans
- Pause on touring due to Covid-19, meaning they will need to gain fans primarily through social media and digital methods in the coming weeks
- Not being viewed as authentic if they come out with too many brand partnerships in rapid succession early in their career



## MISSION STATEMENT

**almost monday** is a three-piece alternative pop band, consisting of lifelong friends from San Diego with a passion to share their energy with the world and provide an outlet for listeners who just want to live in the moment and let loose through feel good songs.

*"That's what we want for our music in general:  
to give everybody that feeling of dancing alone in  
your bedroom, where you're not self-conscious at all  
- you just feel completely free to be yourself."*

***-Dawson Daugherty***





# TARGET MARKET





# GENERATION Z

# MILLENNIALS





# CONSUMER ANALYSIS

## GEN Z

- High School and College Students
- Consume and stream the most music and content
- Always seeking new music on social media and other platforms
- Open minded when it comes to music genres
- Heavily listen to alternative and pop music
- Potential to be dedicated fans

## MILLENNIALS

- College Student or Employed
- Heavy music consumers
- Loves unique experiences
  - Live music
- Value authenticity in brands
- Wants music that spreads a powerful message
- Cares about the environment and politics



# almost monday

## Fan Profile: Amanda

- Loves going on outdoor adventures
- Listens to music that makes her feel invincible
- Owns too many pairs of Vans
- Does anything she can to help the environment
- Concerts are her favorite place to meet new friends and relieve stress





# OBJECTIVES & STRATEGIES




# STRATEGIC OBJECTIVES

- Raise band's Instagram follower count to 25,000 by 2021
- Raise individual band member Instagram follower counts to 7,000 each by 2021
- Get 4,000 Facebook likes by 2021
- Raise Twitter follower count to 10,000 by 2021
- Raise and maintain a consistent monthly listener number of 100,000 after the release of the EP
- Establish and use a consistent band image and style across all content
- Work out 3 brand sponsorships that align with almost monday's values by 2021

# MARKETING STRATEGIES

- Increase awareness and attract new fans through appearances on various media outlets
  - I.e. BuzzFeed Celebs Plays With Puppies, Music magazines, Genius Lyric videos
- Have music featured in movies or continuing TV shows and web series
  - Example: *I Am Not Okay With This* (Netflix)
- Interact with fans in comments to create an active community
- Increase output of content across all social media accounts (both on the band's account and the band members' accounts) so there is daily content
- Establish the band in the alternative music scene through the playlists they're on and the bands they tour with
- Bring more focus to Luke Fabry and Cole Clisby through further inclusion in content

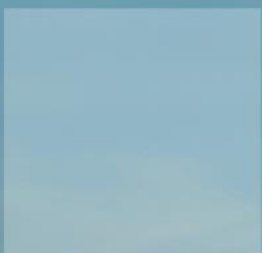




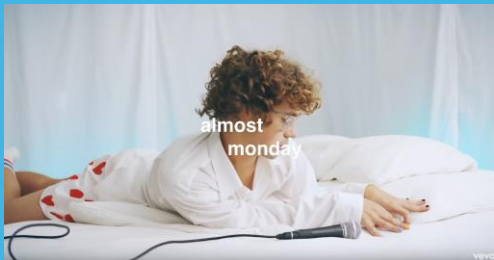
# BRAND IMAGE



# MOODBOARD



# Conflicting Brand Images



## Low Budget/Nostalgia Look

- Seen in broken people lyric video, vlogs on social media, and promo for merch collection
- Comes across as more authentic and natural
- In the broken people lyric video, this presents the band members as equal, and their friendship and personalities shine through
- Style is proven to be successful as groups such as Brockhampton (13 million monthly Spotify listeners and a similar target market) have continued to use a low budget look even after signing to RCA

## Polished/Professional Look

- Seen in official broken people music video and official parking lot view video
- Well-made videos, but use common trends and aren't completely original
- Makes the group come across as pop rather than alternative
- If the videos do not do something "new" or "shareworthy", they run the risk of being forgotten
- Similar style to other videos in the alternative pop genre, making it harder to stand out

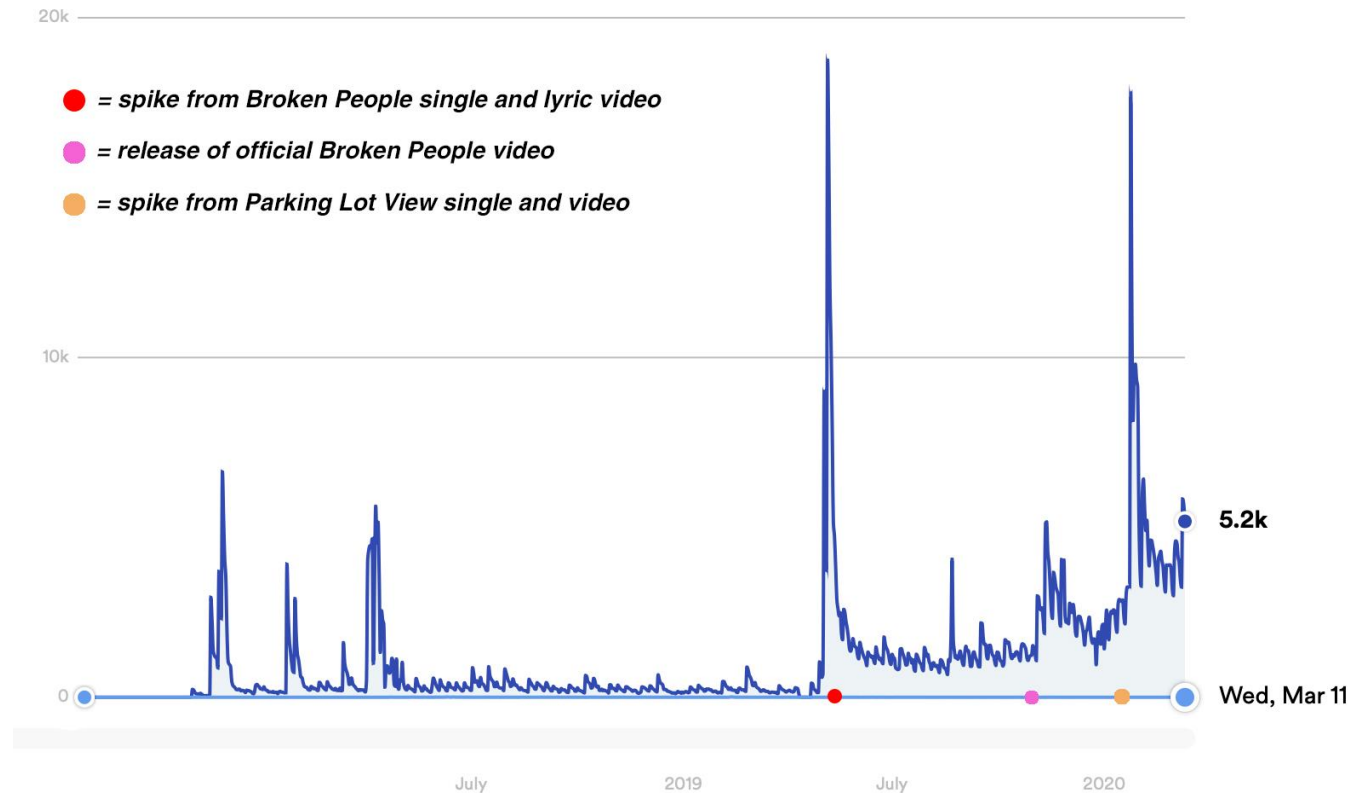


# Proposed Brand Image

- Lean more into the low budget style in terms of creativity and making the most with limitations, while taking elements from the polished style to keep videos engaging
- Incorporate their passions and hobbies into their content to show more of who they are
- Videos should be fresh ideas that encourage people to share
  - Example: OK Go and their highly planned and creative music videos that go viral
- Work on making Luke and Cole as equals to Dawson rather than letting them fade to the back
- Maintain this style across all content (Social Media and Music Videos) to give the band a consistent style that is uniquely theirs, and that can grow and evolve over time



# Spotify Streams



- Strong spikes when the two singles were released
- Both had videos attached (broken people lyric video on May 20th and parking lot view official video on January 23rd)
- While the broken people official video had strong numbers on YouTube, it only caused a slight bump in Spotify listeners
- Goal to bring more people to their Spotify page in order to get their songs added to playlists for repeat listens
- Shows a low budget video accompanying a single release can be as effective if produced and marketed correctly



# MERCHANDISE SAMPLES

## SHIRTS



## GUITAR PICKS



## DAD HAT



## POSTER



## BOTTLES



BROKEN PEOPLE MERCH

BROKEN PEOPLE MERCH



BROKEN PEOPLE MERCH





# BRAND SPONSORSHIPS



# POPULAR SURFING BRANDS







**patagonia<sup>®</sup>**

**BILLABONG.**

X

*almost  
monday*

- Patagonia is an apparel company that produces no unnecessary environmental harm and has a positive impact on the people and communities associated with its activities. This aligns with almost monday's core values and active promotion of keeping the environment clean.
- Billabong would also be a good brand sponsor because they support artists and musicians and would integrate almost monday's brand image on their clothing and swimwear. The Billabong LAB has worked with artists and musicians of this style in the past to promote clothing and accessories. In addition, this also aligns with almost monday's surfing background.
- The Billabong LAB has very skilled designers and photographers that would tie everything together to support and reflect the brand image of almost monday.

# POPULAR SKATING BRANDS







## **sector9** x *almost monday*

- Similar to almost monday, the story of Sector 9 started in the backyard of La Jolla, San Diego in 1993. The idea consisted of a bunch of good friends, a halfpipe, pool table, ping pong table, and shaping room all just across the street from some nice smooth hills down to the reefs.
- While making their products, and living the Sector 9 lifestyle, they constantly do their best to be a friend and advocate of the environment. For years, they've been producing great looking skateboards made from 100% sustainably harvested Bamboo and always try to pair the beautiful shades of the veneers with artists that match their natural feel.



# POPULAR SHOE BRANDS





# VANS x *almost monday*

- Vans sponsors musicians, athletes, and artists to publicize their personal stories in their own style. This shoe brand would be perfect to network with because almost monday's story of how they became a band would be a great start in increasing their exposure worldwide.
- Almost monday can take group pictures of hangouts and tell a story of what is happening behind the scenes when they are not performing at events. Their California spirit and fashion taste can send a unique message to consumers and gain new followers.
- Their audience will be looking at two focal points when they see their pictures:
  - Which style of vans is almost monday wearing?
  - What activity is almost monday doing?
- Overall, Vans partnered with almost monday will deliver fun in style photographs.





# POPULAR TEEN/ADULT CLOTHING BRANDS

PAC SUN

HOT TOPIC®

  
HOLLISTER

*H&M*



zumiez





X

*almost  
monday*

- Hollister is focused on sponsoring Gen Z because they are more likely to participate in activities than other generations. This brand represents SoCal inspired clothing. That being said, almost monday started their band in San Diego which is all about sunny SoCal weather. Musicians in their early 20's who wear CA's laidback apparel will inspire an endless summer vibe and attract fans with the same taste.
- When consumers enter the Hollister store and see the flat screen TV, there will be a 10 second music clip of almost monday performing at the beach while wearing Hollister's merchandise. When the music clip is over, almost monday's social media platforms will be promoted and encourage consumers to follow.
- Hollister is for "wherever life takes you," so let's get our consumers to experience new adventures and getaways by having these 3 best friends live life to the fullest while playing music and sporting a SoCal style.



# COLLABORATIONS



# WHY COLLABORATE WITH THESE BANDS?

half•alive | Foster The People | COIN | Grouplove | Night Riots | Glass Animals

- These bands are specifically in the alternative rock and indie rock genre.
- Their genre and aesthetics align with almost monday.
- Collaborating with them will help almost monday be associated with the alternative scene rather than pop.
- Fans of these bands would likely show interest in almost monday.
- almost monday includes pop elements in their music that will allow them to stand out but still have great synergy with these bands.



# HALF • ALIVE

**Half Alive** is an American band from Long Beach, California. The band was formed in 2016 and consists of lead singer Josh Taylor, drummer Brett Kramer, and bassist J Tyler Johnson.

**Genres:** Indie pop, Pop music, Alternative rock, Dance-pop, Electronic rock, Electropop

**Spotify monthly listeners:** 1,668,328

**Instagram (@halfaliveco):** 117k followers

**Foster The People** is an American indie pop band formed in Los Angeles, California, in 2009. It currently consists of lead vocalist Mark Foster, lead guitarist Sean Cimino, keyboardist Isom Innis, and drummer Mark Pontius.

**Genres:** Indie pop, Indie rock, Indietronica, Alternative dance, Neo-psychedelia, Dance-pop, Alternative rock

**Spotify monthly listeners:** 11,202,373

**Instagram (@fosterthepeople):** 526k followers

# FOSTER THE PEOPLE







# COIN

**Coin** are an American indie pop band formed in 2012 in Nashville, Tennessee. It currently consists of Chase Lawrence, Ryan Winnen, and Joe Memmel.

**Genres:** Indie pop, Pop rock, Alternative rock, New wave

**Spotify monthly listeners:** 3,186,616

**Instagram (@coin):** 102k followers

**Grouplove** is an American alternative rock band that was formed in 2009 by Hannah Hooper, Christian Zucconi, Sean Gadd, Andrew Wessen, and Benjamin Homola.

**Genres:** Alternative rock, indie pop, electropop, alternative dance

**Spotify monthly listeners:** 5,511,823

**Instagram (@grouplove):** 147k followers

# GROUPLOVE





# NIGHT RIOTS

**Night Riots** is an American alternative rock band from San Luis Obispo, California. Formed in 2010, the band consists of Travis Hawley, Nick Fotinakes, Matt DePauw, Mikel Van Kranenburg, and Rico Rodriguez.

**Genres:** Alternative rock, Pop rock, Power pop

**Spotify monthly listeners:** 430,861

**Instagram (@nightriots):** 21.9k followers

**Glass Animals** is a British four-piece psychedelic music project led by singer, songwriter, and producer Dave Bayley with his bandmates and childhood friends Joe Seaward, Ed Irwin-Singer, and Drew MacFarlane.

**Genres:** Psychedelic pop, Art Pop, Trip hop, Indie rock






**Spotify monthly listeners:** 4,706,298

**Instagram (@glassanimals):** 250k followers

# GLASS ANIMALS





CITY/COUNTRY	
	Chicago United States
	Los Angeles United States
	New York City United States
	Dallas United States
	Atlanta United States



# Spotify Stats

- The graph above shows the number of listeners per day from May 2019
- When the new songs are released, a peak can be seen
- Most listeners of almost Monday are from Chicago, LA and NY, which provides a basis for the selection of radio stations in these cities and event planning



## Mood Booster



- Pick-me-up playlist full of current feel-good songs
- Similar bands: The Killers, Coldplay, One Republic, Maroon 5
- Followers: 4,781,937



## It's ALT Good!



- Alternative good vibes
- Similar Bands: Night Riots, Group Love, Passion Pit, Sleeper Agent
- Followers: 430,734



## Happy Hits!



- Hits to boost your mood and fill you with happiness
- Similar Bands: Alesso, Jonas Blue, Shawn Mendez, The Chainsmokers
- Followers: 5,247,200



# Radio Channels

- **Alternative radio channels**
  - 98.7 (Los Angeles)
  - Q101 (Chicago)
  - 92.3 (New York)
  - WLIR.FM (New York)
- **Student radio channels**
  - 89.1 fm wnyu (New York)
  - WCRX FM (Chicago)
  - KXSC Radio (Los Angeles)
  - KCR SDSU (San Diego)



## Why almost monday should pair with these radio stations and Spotify playlists:

- For the Spotify playlists, Mood Booster, Its Alt Good, and Happy Hits are the best Spotify playlists to pair almost monday with because these playlists feature similar bands.
  - Pairing similar bands that also have similar fans is the fastest way to generate interest and increase followers.
  - These playlists also align with almost monday's goal to make feel good music in the Alternative/indie genre.
- 
- For the radio stations, we chose alternative radio stations that play similar music as almost monday.
  - We chose 3 major cities that would represent a broader audience that is spread throughout the country.
  - We also included in the list of radio stations, a few popular college radio stations in those 3 major cities.
  - This will help increase almost monday's followers in their target age group.





# SOCIAL MEDIA STRATEGIES

# Social Media Strategies

---

Increase engagement with giveaways of VIP tickets for their tours, merchandise and products of cooperation partners

---

Interact with fans (comment, “like” other posts, interact with other social media profiles which are similar)

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Different content on social media channels, partly exclusive posts on Facebook, Instagram or Twitter

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Use paid ads on social media (short video clips) of their songs to attract attention

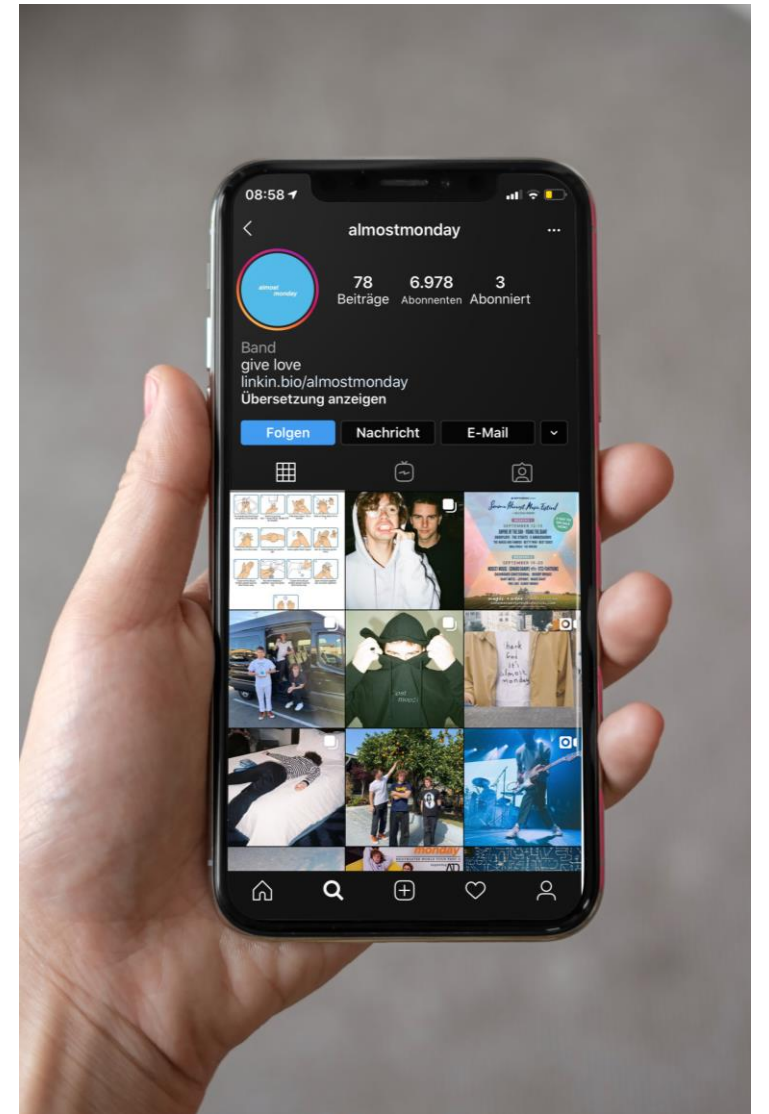
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Establish the hashtag #TGIAM (*Thank God It's Almost Monday*) on Twitter and Instagram

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Get verified on Instagram and Twitter, claim the name @almostmonday on Twitter

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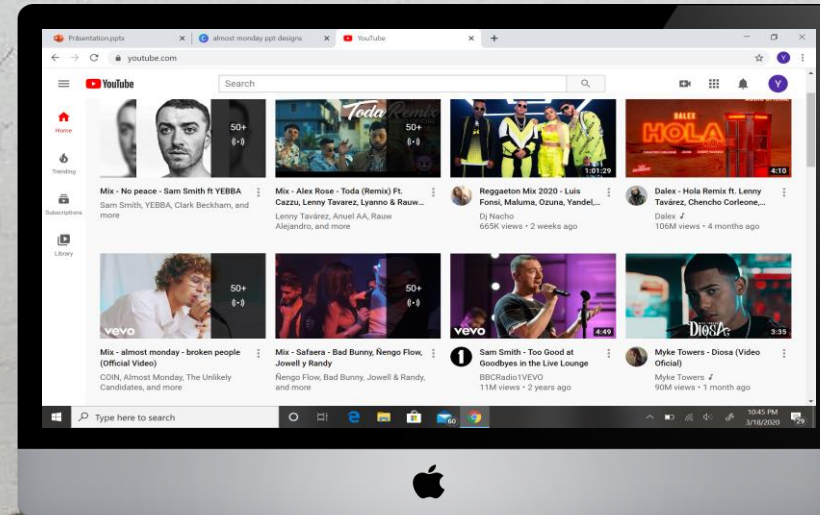




- Mostly focused on music videos
- Entertainment or tutorial videos
- VLOG series
- Post at least 1 video per week



- Consists mostly of pictures, texts, & links
- Excerpts from YouTube videos or trailers from upcoming events
- Post 4-5 times per week



## Instagram

- More focused on quality over the quantity of pictures
- Number of followers
- Amount of likes per picture/ video post
- Consumers' timeline
- Post 6-7 times per week

# Social Media Content

# Successful Example to Follow

## Nasty Cherry

- A four-piece alternative pop band formed in 2019
- Have released several singles and an EP and currently have 152,000 monthly listeners on Spotify
- Their main push for the initial singles relied heavily on social media to build up hype for the band
- The band's Instagram posts almost daily, with individual band members posting consistently every few days
- Band's Instagram has 63k followers with the band member's Instagram profiles ranging from 15k to 81k followers

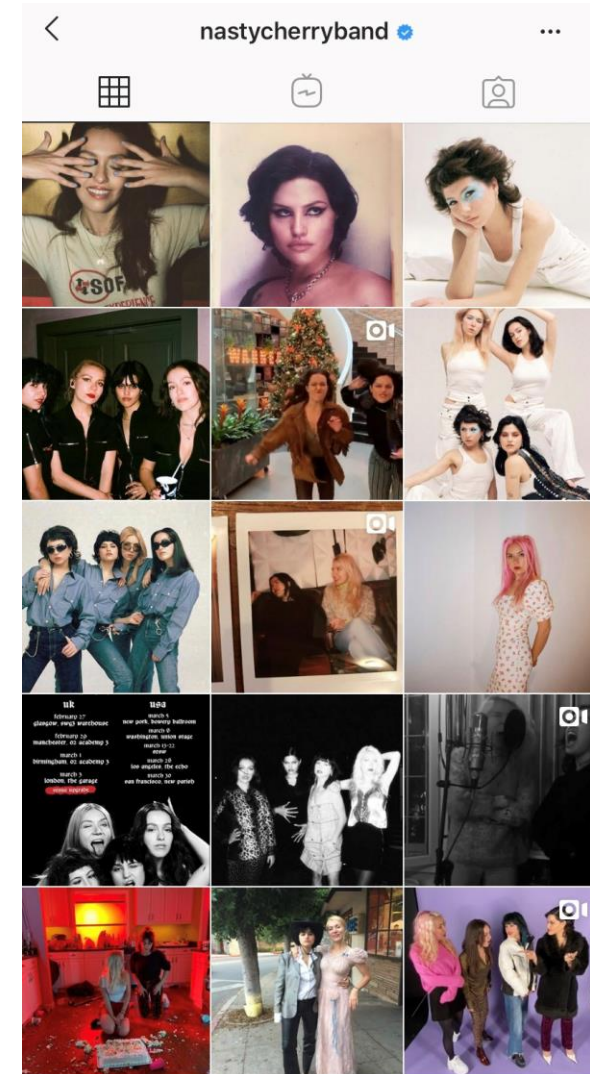
## What almost monday can adopt

- Use Instagram to help build and show Cole and Luke's personalities
  - Show more of their daily life and interests outside of music as well
- Increase activity on both main Instagram as well as personal accounts
- Aim to follow proposed social media calendar in hopes to reach a similar follower count by 2021
- Use social media to sell them as a group of best friends from San Diego who love surfing a music



# Nasty Cherry Instagram Strengths

- Variety of posts
  - Solos of band members
  - Group photoshoots
  - Videos of them together
  - Inform fans of events and new music, but doesn't overwhelm
- Frequency of posts (6-7 times a week)
- Mix of video content and photos
- Consistent brand image with individual members each having their own personal style for their pages



# Social Media Calendar

## **What are the benefits?**

- By being more consistent in posting on Instagram or Twitter, it will allow engagement to build.
- Since the band is growing, they need to remain active on social media where their target audience can interact with them.
- Planning out a calendar full of events and activities allows a visualization and organization of the weeks ahead, which can therefore help almost monday be more consistent in posting times.
- They will also be able to see which days gather the most engagement and plan accordingly.

## **What should be posted?**

- Personalized videos of the members, live recording sessions, clips of concerts, merchandise promotions, pictures with fans, etc.
- almost monday should generally try to post 4 to 6 times a week.
- The next page contains an example of what a social media calendar for Instagram and Twitter looks like and ideas of what can be posted.



# APRIL 2020

S	M	T	W	TH	F	S
			<b>1</b> Group picture of almost monday with tour dates for upcoming events	<b>2</b> Dawson Daugherty about me bio + individual pictures	<b>3</b> Cole Clisby about me bio + individual pictures	<b>4</b> Luke Fabry about me bio + individual pictures
<b>5</b> Pictures of all the members #TGIAM #almostmonday	<b>6</b> #askmonday Do a mini Q&A session in the comments with fans	<b>7</b> Merchandise promos + link to the shop	<b>8</b> Behind the scenes video before their performance	<b>9</b> Promo of the album cover art or merchandise	<b>10</b> Clips of concerts with #TGIAM #almostmonday	<b>11</b> Practice rehearsal videos or pictures
<b>12</b> Pictures with the crowd and fans #TGIAM #almostmonday	<b>13</b> Dawson's mini video interview of what inspires him	<b>14</b> Cole's mini video interview of what inspires him	<b>15</b> Luke's mini video interview of what inspires him	<b>16</b> Merch giveaway (follow account, like post, tag friends, share post)	<b>17</b> Picture of song lyrics and a description of what it was inspired by	<b>18</b> Clips of bloopers from music video recordings
<b>19</b> Pictures with the crowd and fans #TGIAM #almostmonday	<b>20</b> #askmonday Do a mini Q&A session in the comments with fans	<b>21</b> 30 second trailer for their next event	<b>22</b> Short video clip of a live session	<b>23</b> Short clips of MV + links to streaming services to listen to the full song	<b>24</b> Teaser for their next event #TGIAM #almostmonday	<b>25</b> Tour tickets giveaway (post a Spotify screenshot from broken people in your IG story + tag us)
<b>26</b> Pictures from a photoshoot of the band #TGIAM #almostmonday	<b>27</b> Pictures from a photoshoot of the band #TGIAM #almostmonday	<b>28</b> Pictures from a photoshoot of the band #TGIAM #almostmonday	<b>29</b> 10% discount in the merch shop with the discount code #TGIAM	<b>30</b> Announcement of the winners of the merchandise giveaway		



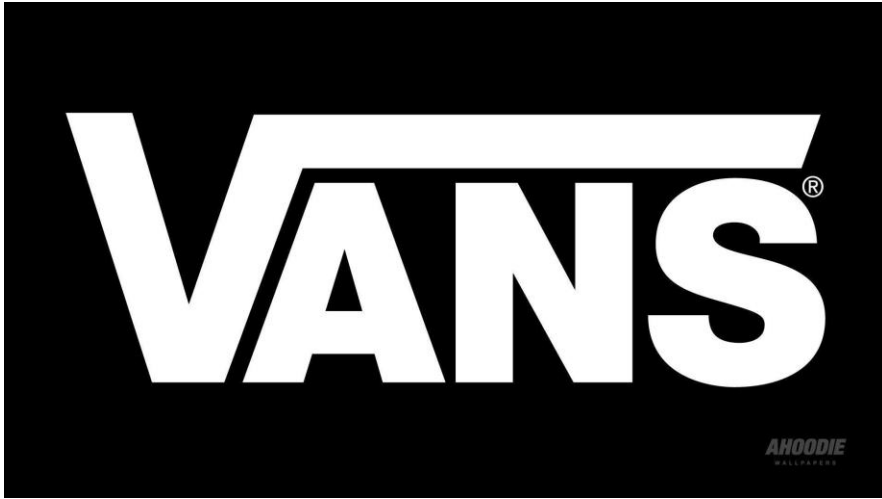
# EVENTS





## San Diego Days

- A series of meet and greets in five cities that have the most almost monday streams
- Takes place during the lead up to their EP release in June (or after Covid-19 is no longer a threat)
- Bring fake palm trees, surf boards and sand to cities that haven't experienced San Diego culture
- Encourages fans to take photos and post on social media
- Each event will feature unique flyers and limited merch for the specific city



## Partners

- **Vans** – a big name brand that can help attract new fans through giveaways and limited merch
- **Patagonia** – an environmental brand that will help make the event eco friendly
  - To combat carbon emissions caused by the event, this brand will work with the city to plant trees, organize clean ups, and more to leave the venues better than they were before

## Potential Venues

- Millennium Park (Chicago), Levitt Pavilion (Los Angeles), Prospect Park (New York City), The Rustic (Dallas), Piedmont Park (Atlanta)



## Activities

- almost monday performs a small set of songs from the project
- Various places set up for photos with a San Diego backdrop
- Fan Signing: almost monday signs t-shirts, posters, etc.
- Booths will be set up and will be selling almost monday guitar picks, exclusive t-shirts, surfboard stickers, etc.
- Surf shop style booths that will be playing music

