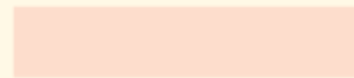


nasmak PM

sprint demo

group 2

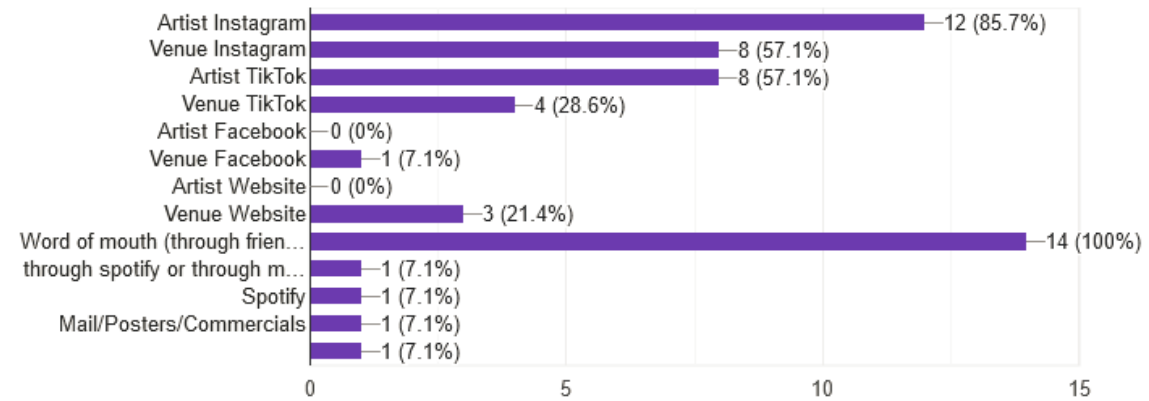
alex +- andrey +- mila +- yurick +- okan +- sem



How have you been notified of live music or music-related events in the past?

 [Copy chart](#)

14 responses



Survey

MEDIA CONSUMPTION & ENGAGEMENT

Which social media platforms are most effective for reaching younger music fans?

- Which platforms are most popular among potential young concertgoers (TikTok, Instagram, YouTube)?
- What types of content (music videos, behind-the-scenes footage, collaborations, etc.) engage younger audiences best?

TikTok:

- **Why it's effective:** TikTok is currently one of the most popular platforms for Gen Z and younger Millennials. Its algorithm excels at discovering and promoting viral music content. Bands and artists can easily reach new audiences through short, engaging videos that trend or are part of challenges.
- **Content examples:** Music snippets, short live performance clips, humorous videos, challenges using the band's music, and user-generated content (e.g., fans lip-syncing or dancing to Nasmak's tracks).

Instagram:

- **Why it's effective:** Instagram remains highly popular with both Millennials and Gen Z, offering a combination of visual and video content. Features like **Stories** and **Reels** make it an excellent platform for both short-form and longer content.
- **Content examples:** Reels (similar to TikTok videos but within Instagram), behind-the-scenes clips of band rehearsals or shows, concert footage, and Instagram Stories for exclusive live updates. Polls and interactive Q&A sessions in Stories can also engage fans directly.

YouTube:

- **Why it's effective:** YouTube is still a go-to platform for music discovery, especially for those looking for longer videos, live performances, and music videos. It's essential for music lovers of all ages, including younger fans.
- **Content examples:** Full-length music videos, live performance recordings, interviews with the band, documentaries about Nasmak's journey, and lyric videos. Collaborating with popular music YouTubers or influencers can also extend reach.

Through making videos (both short and long), Nasmak can use them across all 3 platforms and thus gain optimal engagement by using multiple platforms

Research Questions

AUDIENCE DEMOGRAPHICS & BEHAVIOR

Who is Nasmak's current audience?

- What is the demographic breakdown (age, gender, location)?
- What are their musical preferences and behaviours (e.g., how often do they attend concerts, which platforms do they use to discover new music)?
- How do they discover new music or bands (social media, streaming services, live shows)?
- What factors drive them to attend concerts (venue size, atmosphere, supporting acts)?

Nasmak's Current Audience

Demographic Breakdown

- **Age:** Skewing older, with many in their 40s to 60s (based on Instagram followers and Spotify listener statistics). Nasmak is an older band, so their current audience may have followed them from earlier in their career when they were more active in the punk scene.
- **Gender:** Typically mixed, though punk often has a male-dominated fanbase which can be reflected in their Spotify listener statistics.
- **Location:** Primarily based in the Netherlands, with clusters of fans potentially in other parts of Europe that have strong punk scenes.

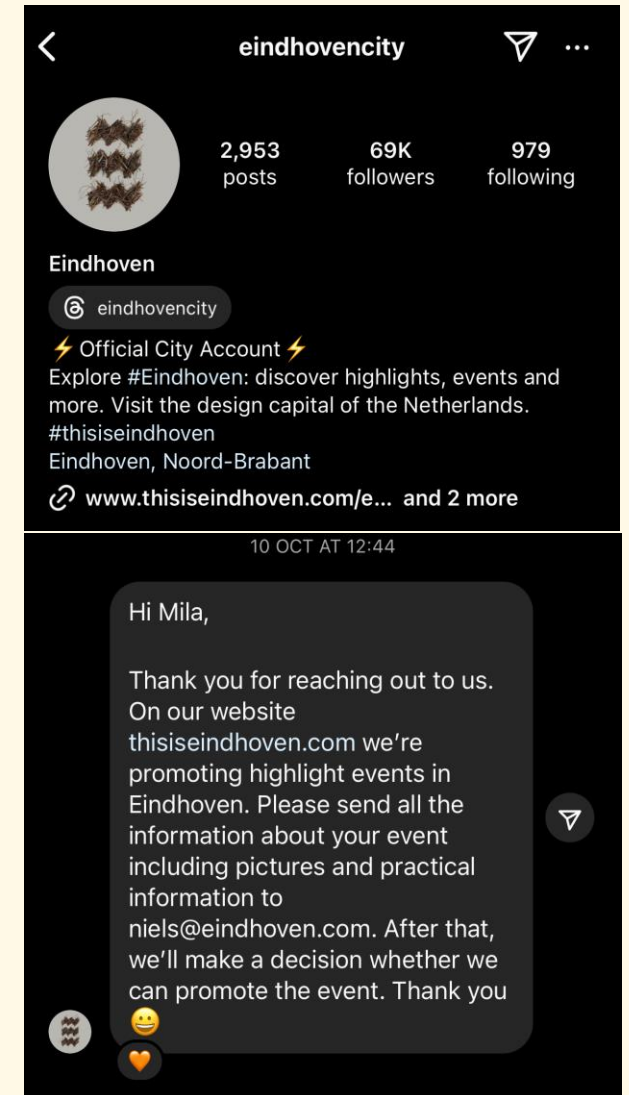
Musical Preferences & Behaviour

- **Music Preferences:** Fans are likely into punk, post-punk, and alternative rock. Nasmak's fans may also enjoy other genres with a similar attitude, like garage rock, new wave, and some experimental or indie music.
- **Concert Attendance:** Older fans may attend fewer live shows than younger audiences due to lifestyle factors (family, work commitments), but they may still attend when a band they have nostalgia for plays. They might also be more likely to attend smaller, intimate venues where they feel a deeper connection to the band.
- **Music Discovery Platforms:** The older audience likely relies more on traditional methods of discovering music, such as word of mouth, radio, music blogs, or dedicated music review sites. Social media usage may skew more towards **Facebook** than Instagram or TikTok, and YouTube might be preferred for watching live performances or older music videos.

Research Questions

Advertising

- Eindhoven City Instagram
- Posters at Strijp-S



Campaign Timeline

MEDIA CAMPAIGN TIMELINE

GOAL: EDUCATE VENUES AND
TARGET AUDIENCE ON THE
UNIQUE DENSE NIGHT
CONCEPT, GENERATE
INTRIGUE

PHASE 1

BUILD AUDIENCE EXCITEMENT AND INTRODUCE CONCEPT

OCT 15-OCT 22

OCT 22 - NOV 5

NOV 5 - NOV 18

WEBSITE UPDATE &
LAUNCH OF DENSE
NIGHT PAGE

EXPLAIN ON
SOCIALS WHAT IS
DENSE NIGHT

ENGAGE WITH
VENUE AUDIENCES

POST REHEARSAL
CLIPS AND LIVE
SESSIONS ON SM

Campaign Timeline

GOAL: BUILD URGENCY AND
DRIVE LOCAL AWARENESS
AND ATTENDANCE FOR THE
NOVEMBER 23 PERFORMANCE
AT POM EINDHOVEN.

PHASE 2

CONCERT WEEK — AMPLIFY THE BUZZ & DRIVE ATTENDANCE

NOV 18 – NOV 22

NOV22 – NOV 23

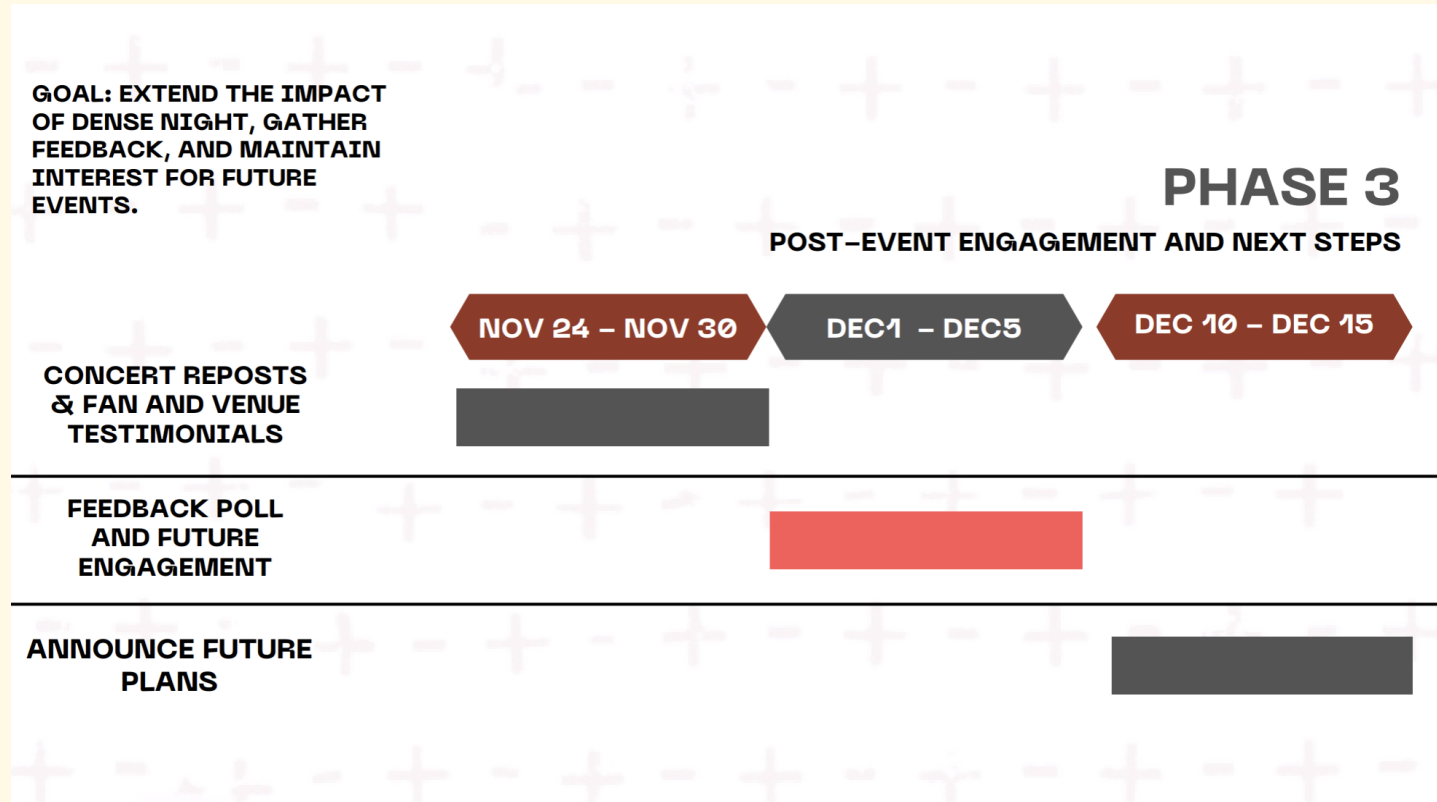
NOV 20 – NOV 22

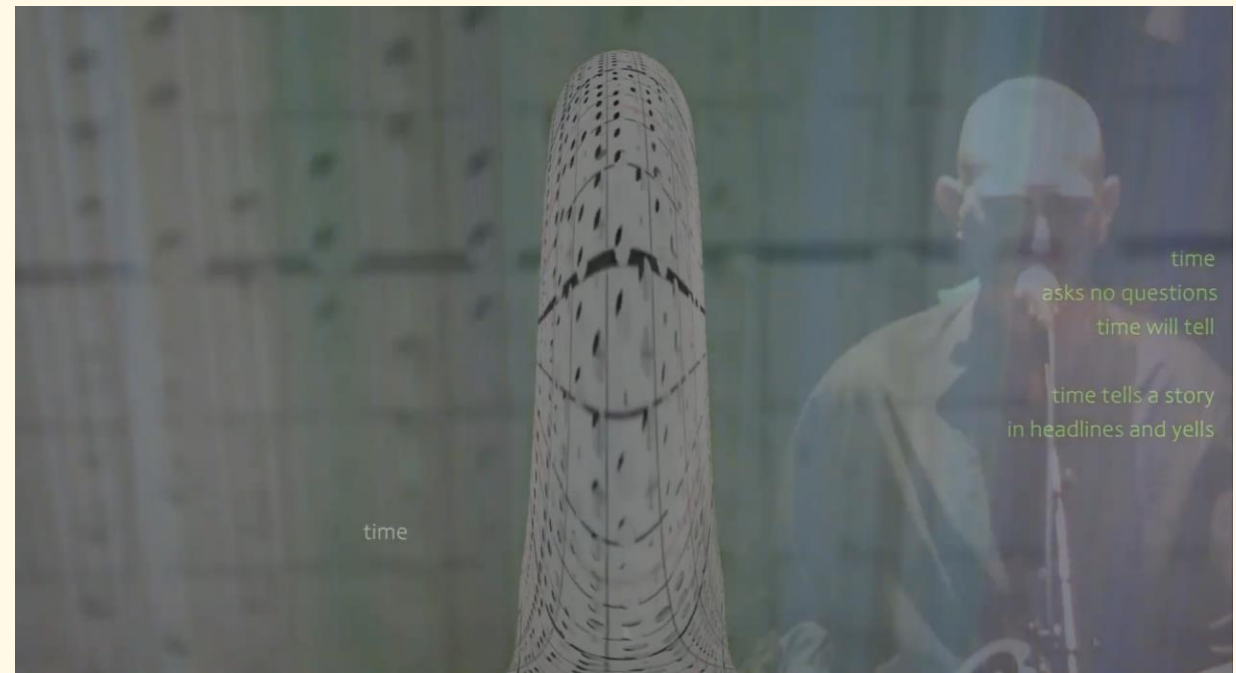
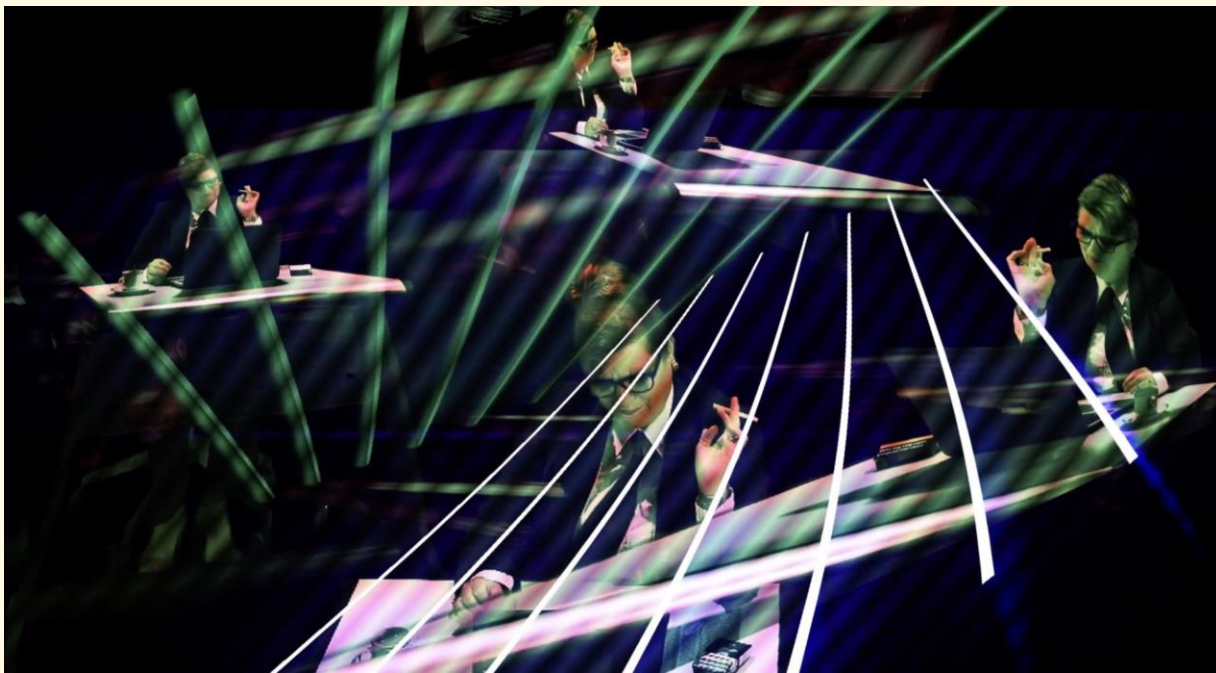
DAILY COUNTDOWN
POSTS

COLLABORATE
WITH LOCAL
INFLUENCERS

FINAL PROMO
VIDEO &
LIVESTREAM A
SNEAK PEEK

Campaign Timeline

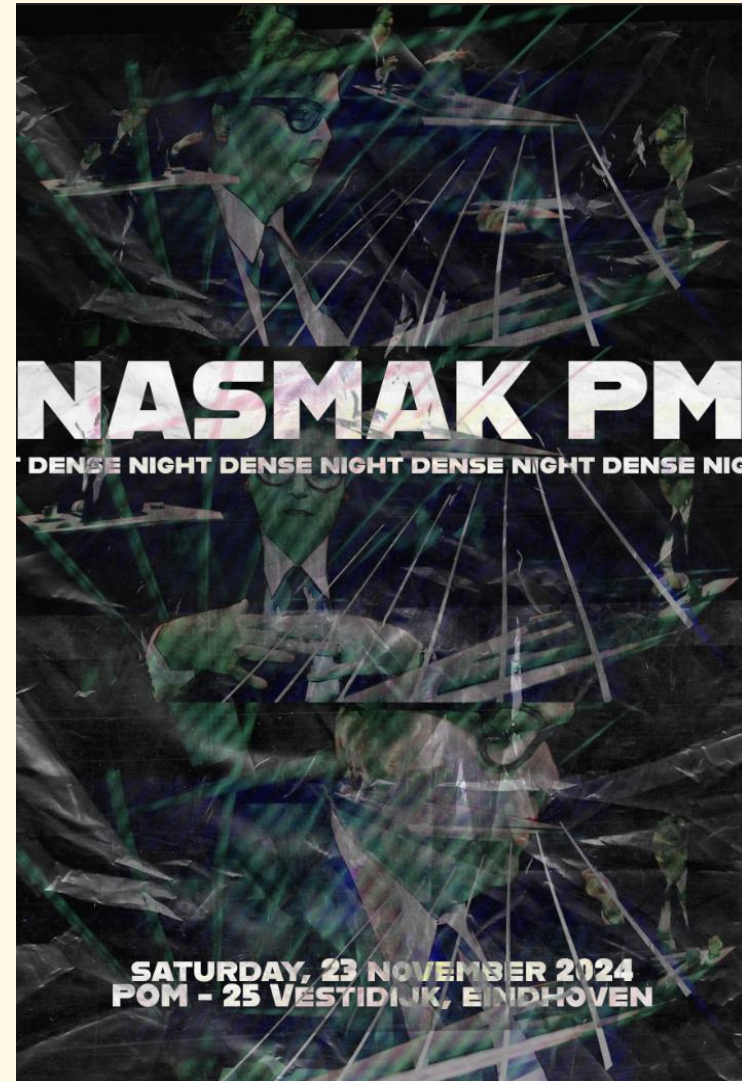
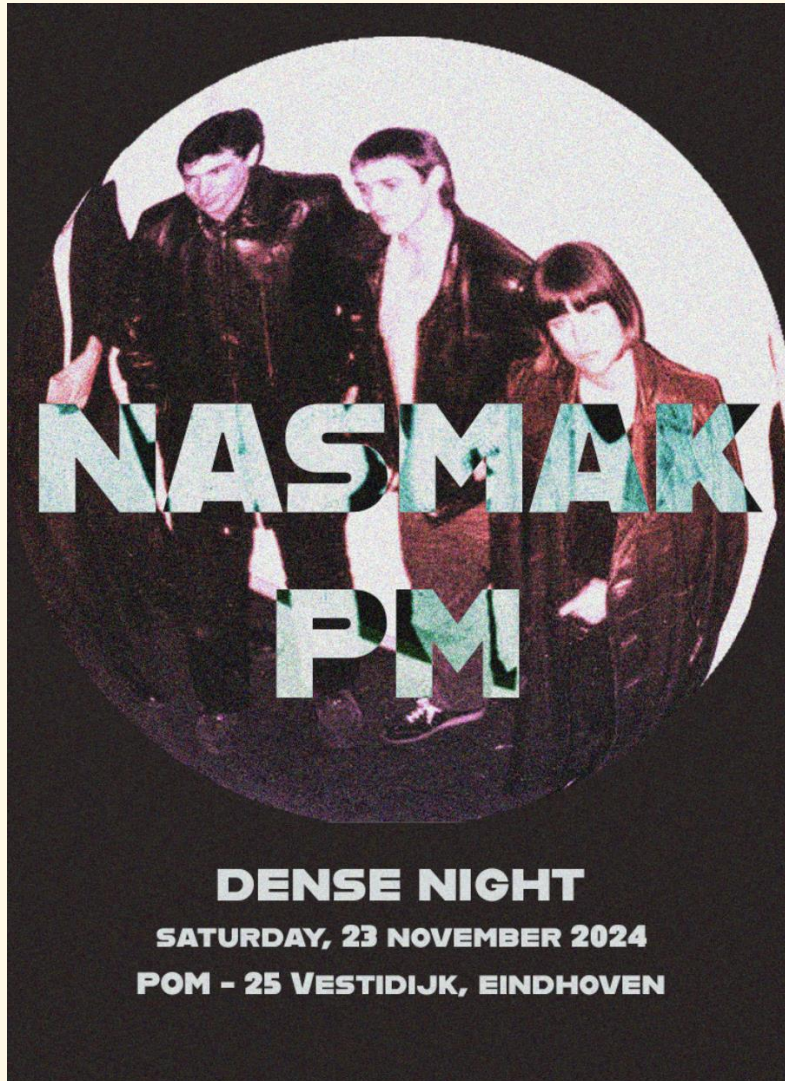




Figma Mood Board

- [Figma](#)





Future Plans

- Meet up with the band for more material (pictures and videos)
- Create variations of content for different platforms
- Create digital posters for social media and physical posters to hang up around the city.

Thank You!

