



**Media Brief, March 30<sup>th</sup>, 2021**

From: Kiki.D

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To: The Future of Entertainment

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## **Project Overview**

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According to an article written by Taylor Ysteboe titled *For college-educated musicians, student debt is more than a burden — it's a career life sentence*, “Although college degrees are not necessary to become a musician, some chose to pursue the security of a degree as a Plan B. However, the debts incurred along the way can prevent some musicians from ever being able to carry out their Plan A,” (Ysteboe, 2019). **The Future of Entertainment** campaign aims to support music professionals and their wellbeing so that high equipment costs no longer prohibit them from pursuing their full-time careers. Support includes free mental health services, rent vouchers and scholarships for the cancellation of student debt. Some people have generational wealth and privilege while others just have a dollar and passion, and **The Future of Entertainment** campaign is an opportunity to bridge the gap.

## **Campaign Objectives**

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The goal of this campaign is to increase **The Future of Entertainment's** brand visibility and gain donors. This task will require a team of digital marketing and social media managers to create deliverables and analyze data. Measurable goals include:

1. Partner with the music department of 10 colleges/universities, every six months
2. Gain and maintain 10 donors and collect a minimum of \$400,000 annually to distribute to **The Future of Entertainment** applicants that are approved
3. Increase brand exposure and engagement by 15% on all social media platforms
4. Increase average visits to website by 20% by optimizing for local SEO
5. Reduce student debt amongst post grad students (who studied music) by 15%

## Campaign Key Performance Indicators

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Through funding (financial assistance), **The Future of Entertainment** provides critical help for music people in times of need, and this campaign is successful if **T.F.O.E** cancels debt for a minimum of five students, yearly. Treating each case with integrity, attention and care, **The Future of Entertainment** wants to establish credibility long term as a brand that cares about music and wellness. The campaign is successful if there's a 10% increase in music professionals who couldn't afford mental health services on their own and instead were provided financial help by **T.F.O.E**.

By creating a safety net supporting the health and welfare of the music community, more people of color can afford to enter and diversify the future of entertainment. A key performance indicator of this goal is to yearly retain 100 approved applicants of people of color, showing that **The Future of Entertainment** is a known, visible and impactful resource in the music industry.

## Competitors

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Music professionals have other options for financial assistance from organizations such as Musicares, Sweet Relief and the Arts and Culture Leaders of Color Emergency Fund. Musicares is affiliated with the GRAMMYS, a popular and well-respected platform, so it's important for **The Future of Entertainment** to partner and affiliate with other relevant music ceremonies and shows. This will help them to establish credibility and impact over their competitors and make donors want to proudly invest with **T.F.O.E** instead.

## Influencers

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Tik Tok is an app and popular place to consume music. In addition to Spotify being one of the main music streaming platforms, these are both great places to meet people where they're at. Because this campaign is targeted towards students who

graduated from college and consume most of their content digitally, (ages 22-30) it makes sense to connect with influencers on these apps who can attract attention and increase engagement for **The Future of Entertainment**. This is where social media managers play a role, creating deliverables such as live videos and promotional graphics to post on story/feed.

## **Geography**

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This campaign is focused on the United States of America. Since people of color typically live in urban cities, **T.F.O.E** targets major music cities like New York, Atlanta, Los Angeles, and Nashville. To optimize local SEO, buying online ads will help generate brand awareness. Trains and busses are popular modes of transportation for people of lower income, so these places and billboards are nice product placements. This campaign will target college grads, people of color and low-income families who lack funding for their career and wellbeing. According to an article by Kery Murakami titled *Would Cancelling Student Debt Promote Racial Equity?*, “four years after getting their bachelor’s degrees, Black graduates had on average nearly \$25,000 more student loan debt than white graduates, \$52,726 compared to \$28,006...,” (Murakami, 2021). Because Black people are more likely to have to borrow for college and borrow more money overall, this puts them at a disadvantage when entering the music industry. This is why **The Future of Entertainment** campaign targets urban cities and marginalized people as they commonly struggle with poverty, crime and civil rights issues. These are just a few of the disadvantages that music professionals are up against while establishing their careers.

## **Key Dates**

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Launch **The Future of Entertainment** campaign – January 3<sup>rd</sup>

March – South by South West festival, May – Graduation for college grads,  
June – [Guild of Music Supervisors Awards](#), August – Music Biz conference,  
December – Graduation for college grads. Response deadline for applicants – June 2<sup>nd</sup>, approval date for applicants – September 2<sup>nd</sup>.

## **Further Information**

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There is a connection between student debt and the entertainment industry's lack of diversity. The purpose of the insights I included on the previous briefs was to show how important and healing music is, therefore making it a great industry to support. I was trying to connect three ideas: mental health issues in America, music's scientifically proven positive effects and **The Future of Entertainment's** desire to support music professionals' wellbeing so that they can continue to work in music and live healthy lives.

Massachusetts' Congresswoman Ayanna Pressley said, "[Student debt] is keeping Black families from buying a home or saving for retirement. It is exacerbating the mental health crisis in our country," she said. "I know people who have worked themselves into an early grave because no matter how hard they worked, they owed someone." **The Future of Entertainment** helps the humans behind music because music gives so much to the world on the forefront. More specifically, people of color from low-income families are faced with disadvantages that make it difficult for them to survive in music, an expensive industry. Whether it's the cost of travel, equipment or the degree itself, **The Future of Entertainment** aims to protect the people who are often forgotten. Everyone deserves the equal opportunity to work and maintain in the industry they love.