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UWill Discover Student Research Conference

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Mar 29th, 1:00 PM - 2:20 PM

### Research Project in Musical Entrepreneurship

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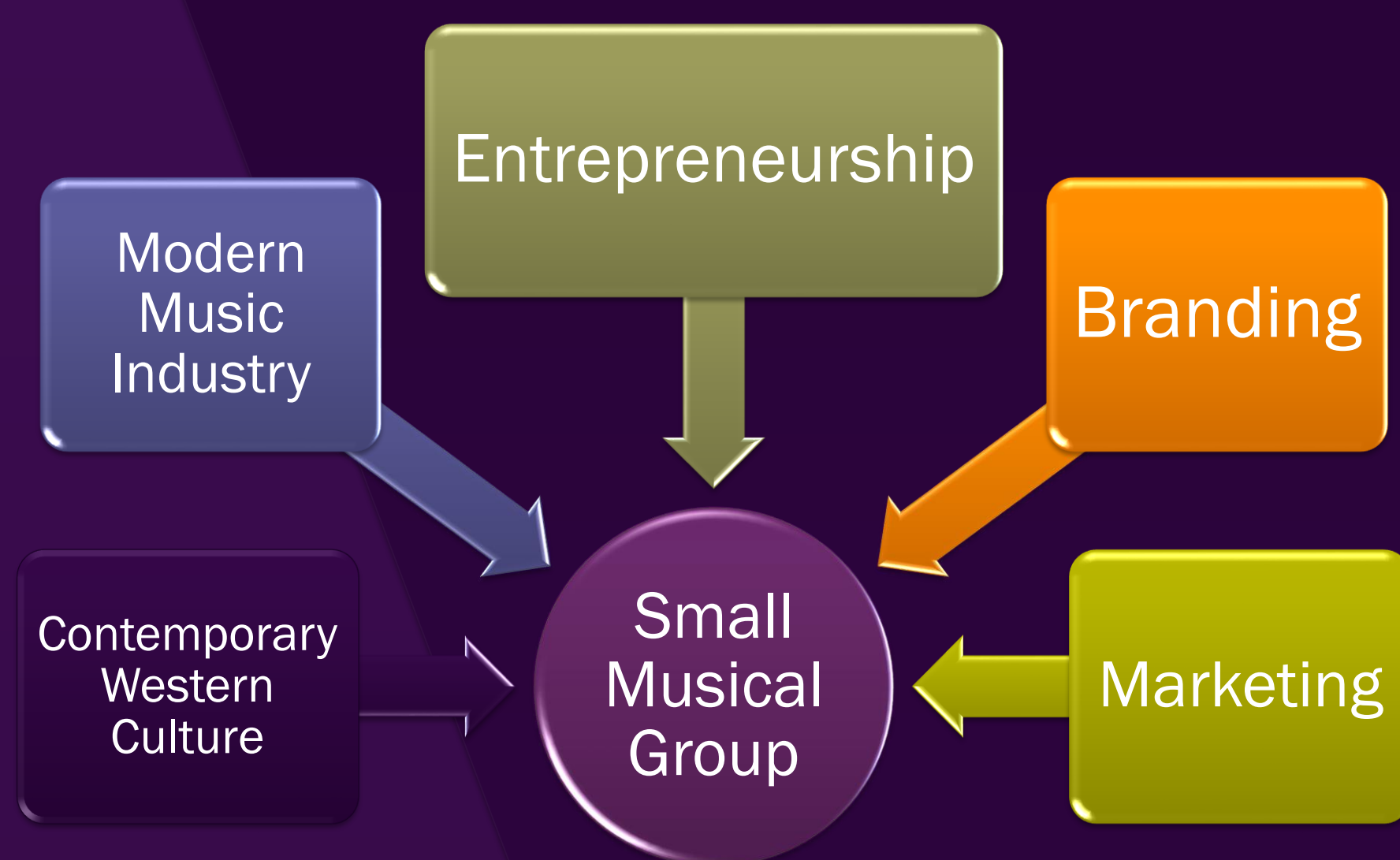
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# ABOUT THE PROJECT!



## RESEARCH PROCESS...

### Collaboration

- Google Docs
- members of small musical groups

### Inquiry

- research questions
- find answers
- questions about research

### Group discussion

- weekly meetings
- answer questions
- discuss research
- brainstorming

### Case Studies

- apply findings to creative work

# RESEARCH PROJECT IN MUSICAL ENTREPRENEURSHIP

CLAIRE ZIMMERMAN & LISETTE GAGNON

## Case Study 1: Claire Zimmerman - University of Windsor: Chamber Choir

### Creative Discussions About Brand/E-Portfolio:

- dress code / photo shoot
- artistic influences
- name / font
- Facebook page (facilitator)
- bio/artist statement

### Things Learned:

- how to engage a large group – collaboration and how to mediate decisions
- challenges/restrictions working within the University framework

### Further Study/Exploration:

- Social Media Pages
- Marketing

## Case Study 2: Lisette Gagnon - Acoustic Duo: Lisette & Tyler (L&T)

### Presentable Information to Future Employers:

- E-Portfolio
  - all components
- Show Reel
- Active Social Media presence
- Knowledge\*

### Things Learned:

- Importance of regular/constant documentation of professional activities
- About ourselves – looking inward for branding answers and persona/image qualities

### Further Study/Exploration:

- Website development.
- Professional photo shoot
- Always more content development!

*How do musicians develop and maintain a successful brand?*

Branding & Marketing Strategies

- persona
- public image
- target audience
- competition
- sources of possible growth
- scaling/scalability
- label
- genre
- niche
- association is key
- promotion

## SCHOLARLY REFERENCES

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## Abstract

Working within the context of contemporary Western culture and the modern music industry, research in both branding and marketing strategies for small musical groups has lead to our development of professional portfolios for two case studies. Researchers in the field such as Leanne Perice, who conducted a case study on the career of Jay-Z, and explained how entrepreneurship positively correlates with success in the music business; Jeremy Wade Morris, who wrote "Artists as entrepreneurs, fans as workers;" and Steve Jones, who understands the important connection between music and the internet; all advocate for the importance and relevance of entrepreneurship in the career of any twenty first century musician. In order to "practice" entrepreneurship however, through online research, collaboration, inquiry, and group discussion, we concluded that the key "physical" or "digital" components of a brand can be combined to create a press kit or E-Portfolio. The following two case studies will offer valuable entrepreneurial insight for professional musicians, or aspiring small business owners, who wish to learn how to develop and maintain a successful brand. Case Study 1: Claire Zimmerman - University of Windsor: Chamber Choir. Collaboration with choristers and the choir director have lead to creative discussions regarding marketing, dress code, social media, and photo shoots along with the ongoing development of the E-Portfolio. Discussions often offered many different ideas and challenges including coming to collective agreements. Case Study 2: Lisette Gagnon - Acoustic Duo: Lisette & Tyler. To meet professional expectations for work in the field, an E-Portfolio was completed and a show-reel was created to compile performances and showcase a desirable brand. The process of completing the E-Portfolio has lead to understanding the critical importance of documentation, with regards to all our professional activities. Future challenges include research on website development. Both studies continue through the Winter semester. A SoCA Friday presentation has been completed to present the findings to the general SoCA student body. Type of Proposal: A Performance component (by one or both of the Case Study Groups) will accompany the Digital Poster presentation.

Faculty Sponsor: Trevor Pittman

Faculty: Faculty of Arts, Humanities and Social Sciences

## Use what you know about branding to develop:

- Bios / Artist Statement
- Business Cards
  - Social Media Links
  - Contact Info
  - Logo
  - Catchphrase or Slogan
  - Font
- UGC (User Generated Content)
  - Recordings
  - Videos
  - Photos
  - Posts
  - References (if applicable)
  - Website