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Research Project in Musical Entrepreneurship

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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!

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 is lead to our development of professional portfolios for two case studies. Researchers in the field such as Lennart 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. This 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.

Use what you know about branding to develop:
- persona
- public image
- target audience
- competition
- sources of possible growth
- scaling/scalability
- label
- genre
- niche
- association is key
- promotion

Faculty Sponsor: Trevor Pittman
Faculty: Faculty of Arts, Humanities and Social Sciences