

D CAPPPELLA

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Executive Summary

D Cappella is Disney's new a cappella group that will remold classic Disney songs. Our aim with this project was mainly to develop data and rationale driven brand partnerships and sponsorships that are integrative, compatible, practical and effective in order to raise brand awareness. In efforts to achieve this standard, we have created a consumer profile of the average 18-24 year old that D Cappella would attract. We accomplished this by combining Pentatonix, Disney Music Group and Walt Disney Pictures as an interest search on Facebook's Audience Insights. Our rationale is that the average consumer who is interested in Pentatonix and Disney would most likely gravitate toward D Cappella. We have also chosen some relevant sponsorships that will assist us in positioning D Cappella as a young, diverse, cool, hip, authentic, and talented group. We discovered our target market engages and resonates with brands that value simplicity, authenticity, and style. We want young millennials to have an interest, and to buy tickets through brand partnerships, sponsorships, social media platforms, and traditional media. Our marketing ideas are tied to content and the tour that will engage our millennial audience. Our second target market are mothers, families, and Disney fans. In order to cater to the secondary target market, we will associate with brands such as Olive Garden, Progressive, and Toyota. Olive Garden is a restaurant that brings families together to celebrate occasions or enjoy spending time with the family. Progressive is an insurance company that promises safety, and security for life. Toyota's Highlander is a family-sized car that moms view as a safe, stylish, and reliable.

Situational Analysis

Strengths

- Group consists of 14 talented, younger, and hip members that are relatable to the primary target market.
- The integration of classical Disney songs and a capella is creative.
- Classical Disney songs are widely known nationwide.
- Already own original music so they don't have to pay any royalty fees.

Weaknesses

- Group not yet widely known. Starting without an established fan base.
- Group needs to establish recognition before going on tour.
- Group does not have their own original album.
- Group is not well-known so people can't relate to them yet on a personal level.

Situational Analysis

Opportunities

- D Cappella is able to take control over this new, growing market of a capella by putting their own spin on it by covering Disney songs.
- Start off doing D Cappella performance in Disney theme parks. Perform in national anthem to create buzz.
- Bring Disneyland experience to them at the theater such as choreography, costumes, and experience.

Threats

- Competitors such as PAINT may already have a devoted fan base who may be biased against the new ensemble D Cappella.
- Since D Cappella is not known to the public, it might be hard to establish themselves.
- Routine performances and songs may seem repetitive at times.
- Don't have any original content uniqueness to them.

Target Market

- According to our research, young millennials care about the brands that have traits such as simplicity, accessibility, connectedness, and authenticity. For example, Netflix has a high percentage of our primary target market because the service makes it easy to consume different contents on one website/application, which makes life easier and simpler.
- Our primary target market are men and women between the ages of 18 through 24 years old. Since this main market is young millennials who are college students, college students will make up a large portion of our target market. Our audience expresses themselves through brands that they identify which creates brand loyalty. Rather than buying the product, our audience wants to experience the brand before buying it by engaging with the products or services. They would rather spend more money on experiences than products. Summer festivals and concerts are popular because they engage with their audience. Summer festivals and concerts create memories that our target market can share with others. Through summer festivals and concert attendance, millennials use these events as a way to facilitate connectedness with family and friends. Since the advancement of technology and social media, millennials are more likely to feel lonely and insecure from social isolation. Millennials attend concerts and social gatherings as a platform to interact and have face-to-face interactions. Overall, both of our target markets of millennials, moms, and Disney fans want to have the same human experience of engaging and interacting with other people.

Competitive Analysis

1. **Pentatonix** is an American pop a cappella group that consists of 5 members. Their Youtube channel, has over 14 million subscribers with over 3 billion video views. Pentatonix leverages popularity through Youtube by releasing new songs and music covers.

Pentatonix started on NBC'S third season of the Sing Off in 2011 and won 20,000 dollars and a record label. Unfortunately, the label dropped them fairly quickly and the group turned to YouTube and created pop-rock covers earning themselves over one billion views. In 2014, their Christmas album sold over 1 million copies and only 1 of 3 acts were able to accomplish that feature that year. In 2015, Pentatonix took home their first Grammy and self-titled debut which placed them on top of the Billboard charts. Pentatonix frequently uses apps such as Twitter and Instagram.

2. **Paint** is an American Youtuber, musician, and comedian. He is most famous for his Disney a cappella parody videos. His content Cozart has over 4 million subscribers with over 4 million video views. He utilizes Youtube as his primary platform.

Brand Partnerships

From the top brands that our consumer profile like, we chose IKEA, Olive Garden and Progressive Insurance because we can integrate them very well into the D Cappella show.

IKEA: We will integrate IKEA's bedroom furniture into the concert.

Storyline: As D Cappella is performing "An Unusual Prince/Once Upon a Dream" from Sleeping Beauty, there will be a princess asleep on a bed on stage. Toward the end of the performance, a prince walks onto the stage and toward the princess. When he wakes up the "sleeping beauty" with a kiss, [storyline continues in the Progressive partnership].

This collaboration would be valuable to IKEA because their brand and products will be displayed to a large audience that have an affinity toward them. The value that IKEA can offer to D Cappella is stage design for this particular performance. IKEA can also be one of the ticket hubs for D Cappella concerts.



Brand Partnerships

PROGRESSIVE CORPORATION: Our collaboration with Progressive will take form of a skit about burglary, following the performance of “An Unusual Prince/Once Upon a Dream.”

Storyline: Actors dressed up as thieves will flood the stage and “steal” all the IKEA furnitures while the D Cappella singers are singing “Welcome to the Forty Thieves” from Aladdin and the King of Thieves. At the end of the performance when all of the items are taken, Flo from Progressive will appear on stage.

Similar to IKEA, this collaboration would be valuable to Progressive because the skit conveys Progressive’s service in front of a large audience that statistically shows interest in Flo. Likewise, this collaboration will benefit Disney because Flo, who is liked by our consumer profile, would be an additional asset of entertainment to the tour.

PROGRESSIVE®



Brand Partnerships

Olive Garden: We will incorporate Olive Garden coupons onto the D Cappella concert tickets, which will drive the audience at the D Cappella concerts to Olive Garden restaurants. Olive Garden's brand will also be displayed during the performance of "Be Our Guest" from *Beauty and the Beast*. Olive Garden can create value to Disney by featuring D Cappella on their tabletop tablets; they can advertise D Cappella, and also provide a way to purchase the concert tickets directly from their tabletop tablets.



Brand Sponsorships

Adidas

After Adidas suffered for many years, falling behind its rival Nike, Adidas is now one of the top millennial brands. Ranked as the top 5 “casual footwear” brand in 2017, Adidas strives to be attractive yet very utilitarian. Adidas offers active wear for the gym and offers a classic street style for everyday wear. Adidas has been putting pressure on their competitors with their ongoing partnership with Kanye West, and by collaborating with many pop artists, Adidas has positioned itself as a “cool” brand among millennials.

In efforts to position D Cappella as a trendy brand, the D Cappella members will be sponsored by Adidas and provided with Adidas clothing and footwear, including the Originals Line and Yeezys. They will wear this Adidas merchandise during the D Cappella shows and tour. By virtue of this sponsorship, D Cappella will be come across as a “cool” or “hip” brand that resonates with young millennials. Adidas will also be integrated into one video spot offered by Sponsorship Package B.



Brand Sponsorships

Beats

Beats Electronics is a subsidiary of Apple Inc. that is well-known for its product line of headphones and speakers. According to Facebook Audience Insights, Beats is now one of the top millennial brands. Beats Electronics focuses on the sound quality by bringing back premium quality headphones. With its endorsements and partnerships with many famous artists, Beats Electronics was able to build relationships with top celebrities, most of which young millennials are familiar with. The wireless headphones and earphones embodies the concept of making life more simple with no cords involved, which resonates with our target audience. Young millennials value products that will make life easier and simpler.

Beats Electronics will be integrated into the D Cappella music videos or other promotional videos by providing their products. Examples of equipments to use are Beats headphones. Beats will be promoted through the music and promotional videos. It is best for Beats to do Sponsorship Package A because there are 3 video spots Beats can promote through.



Traditional Media

Although traditional media marketing is being slowly replaced by more modern forms of marketing, it has proven numerous times to work well for large companies in the past. In addition to current marketing strategies, D Cappella should also incorporate some traditional media marketing activities such as commercials, billboards, and radio.

Toyota Commercial

There will be multiple Toyota commercials promoting D Cappella for two of Toyota's cars: Toyota Highlander and Toyota Corolla. The Toyota Corolla will be suited for the primary target market of young adults ages 18-24, and it is widely known for being among the most purchased cars for/by college students. In addition, the Toyota Highlander will fit in with the secondary target market of "moms" because its 7 seats, among other great features, makes it a great family car. These commercials will be placed on commercials during American Idol as well as Disney Night, which is held in April.



Toyota Commercial

The Toyota sponsorship will fall under the sponsorship package A. We will be using the 3 video slots through traditional marketing media (commercials) to promote Toyota and D Cappella. The sponsorship will use local tv to show these commercials.

Storyline (Corolla): Four members of the cast of D Cappella are going to be shown in the Corolla. The singers are going to be shown singing the popular Disney Moana song (“How Far I’ll Go”) a cappella style. The reason behind this choice of Disney song is because the lyrics represent the journey of the main character Moana and her determination to get to her destination. In this case, Toyota’s Corolla will be symbolized as the vehicle for young millennials to purchase to get to their destination.



Toyota Commercial

Storyline (Highlander): There is a family of six sitting in the Highlander. Four children (two per row) and the two parents are sitting in the front row. The ages of the children range from 8 to 13 years old. The youngest of the children is dressed as “Anna” from Frozen and the family is on their way to see D Cappella perform. The story continues by having the same child who is dressed as Anna go into a zone where she is daydreaming. In the daydream, the child dressed as Anna, pictures herself and her family on the red carpet at the D Cappella show being photographed by paparazzi. The family is performing themselves singing “Let It Go” acapella-style and the crowd is cheering them on. The little girl returns from the daydream and the commercial goes back to showing the family in their Highlander. The little girl returns from the daydream and says “dad, I didn’t know you can sing!”.



Brand Activations

The Big Purple Gramophone

Considering that Disney songs are very nostalgic, we are placing giant purple vintage gramophones around the cities that D Cappella will be visiting during their tour. We chose purple because blue and pink are socially associated with gender, red is on the edgy side, green is automatically associated to sustainability efforts, and nickelodeon owns the color orange. Out of yellow and purple, we think purple is more fitting because it is perfect balance between the calmness of blue and the fierce of red. Gold or silver, which is the colors of real vintage phonographs, is a little bit dull for our target market and people may associate them with the Grammy's. The gramophones are going to play a capella Disney songs. Considering that millennials like to take and share pictures of unique and aesthetically pleasing things, these activation items will make for great shareable moments on social media.



Brand Activations

VidCon

VidCon is an annual event hosted at the Anaheim Convention Center that gathers online video influencers. With over 30,000 attendees, VidCon continues to successfully attract influential YouTubers who have a major impact on young millennials. VidCon will be used as a platform for D Cappella to perform and gain exposure to our primary target audience. D Capella will perform at this year's VidCon between June 20th and 23rd at The Anaheim Convention Center.



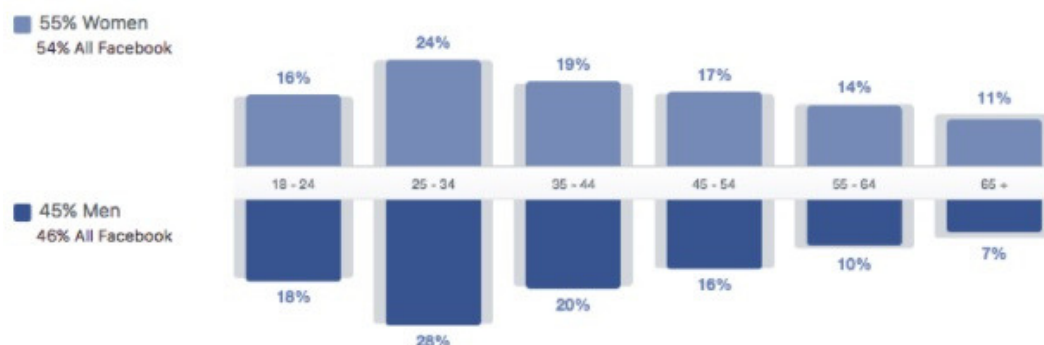
Social Media

Facebook, Instagram, Snapchat, Twitter, and Youtube will be used to deliver a uniform message, and create enthusiasm about D Cappella. These social media platforms allow D Cappella to share their story and take control. Social media is an interactive medium where D Cappella can directly engage with the primary and secondary market. We should use all of the following platforms: Facebook, Instagram, Snapchat, Twitter, Youtube.

Facebook

A Facebook page will be created to inform the audience about who D Cappella is, and notify them about upcoming shows and tour dates. The Facebook page will include a direct link to where tickets can be purchased.

Although Facebook is not the most used social media platform among our primary target (18-24) market, it is overall a consistently used platform among our primary and especially secondary market. Facebook is a great way to drive awareness and share information.



Social Media

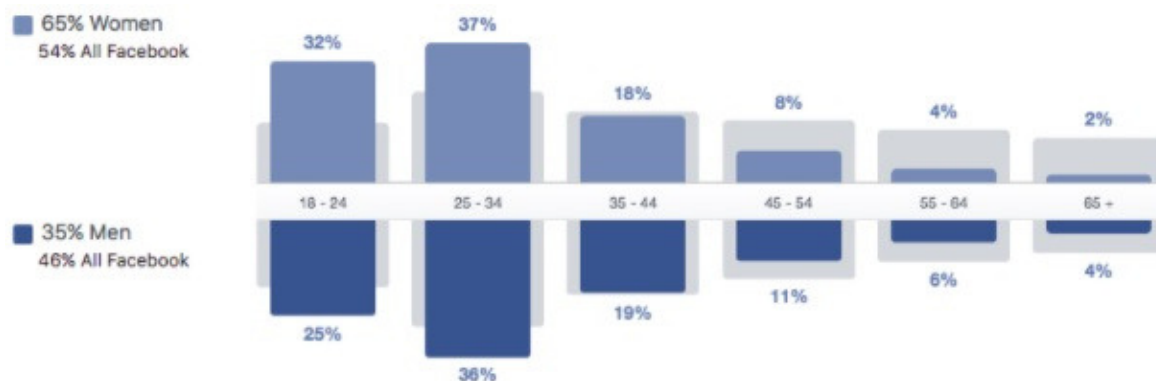
What's the innovative way to use Facebook?

Facebook's going live, creating events, and posting video features are innovative ways to use this platform. The going live feature allows D Cappella to share behind the scene moments with the audience in real time. The creating events feature allows the audience to invite other people to upcoming D Cappella shows. The posting of music videos and video blogs of D Cappella will captivate the primary markets attention and enable them to share D Cappella onto their timeline.

Social Media

Snapchat

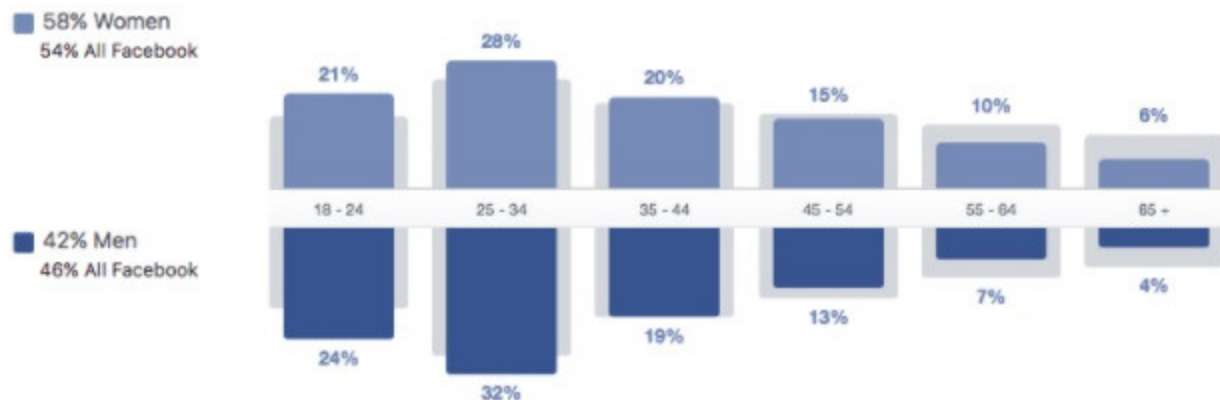
Snapchat is the most popular social media platform among the primary target market, and it will be used to communicate information about the tour through D Cappella's Snapchat story. An innovative way Snapchat will be used is to create a Question and Answer platform where the D Cappella group can directly answer to audience's questions via picture or video as well as to release "sneak peaks" of D Cappella's performances and rehearsals. Another unique feature about Snapchat is the lens tool. D Cappella has the opportunity to create a Snapchat lens that engages the target market.



Social Media

Instagram

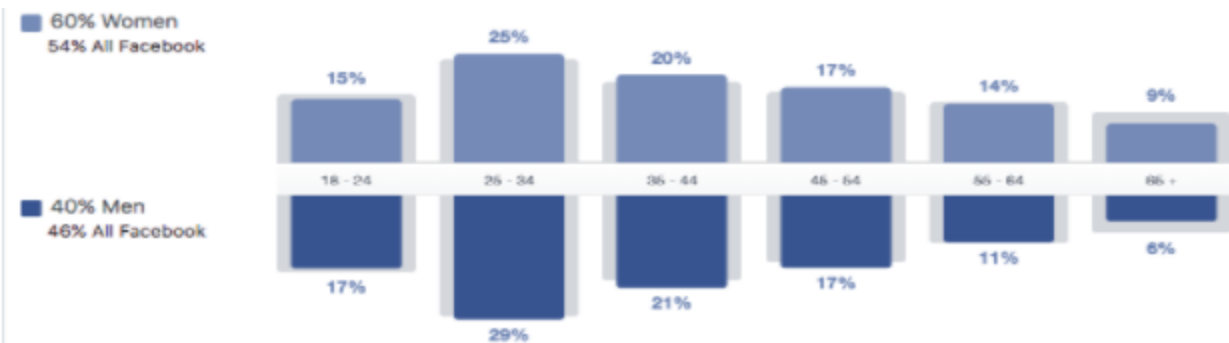
Instagram users are more music-oriented than the general population and spend 30% more time listening to music each week. They are also twice as likely to pay for streaming services. Instagram is a good platform for D Cappella to post their day to day activities in order to engage the primary target as Instagram is "younger" than Facebook.



Social Media

Twitter

D Cappella is a new market for Disney, so using Twitter would be a great way to create buzz. Twitter users can easily retweet tweets posted by D Cappella, which is the strongest form of “word of mouth” out of any platform. Therefore, Twitter is great for posting news/updates.



Social Media

YouTube

Youtube is the second most used social media platform among the target market. Youtube is a great platform to share videos of D Cappella performing. In this platform the audience will be able to always go back and revisit and share a D Cappella video. D Cappella will set up a Youtube channel prior to the tour. The first youtube video will give the audience an insight about who D Cappella is. The goal on youtube is to appear on the trending page. The video can appear on the trending page by generating views and impressions in a timely matter.

The chances of the channel succeeding is also based upon driving external users to your channel. The way we will drive external users to the D Cappella youtube channel is through the D Cappella official website.

