



TIDAL

ADVERTISING

STRATEGY

TIDAL

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01. ASSESSING THE COMPETITION





THE COMPETITION

Source: GWI Q1 2022- Q4 2023

➤ TOP COMPETITORS

Looking at TIDAL's competitors and their current position, it is not as strong as it needs to be to take over such a saturated industry.

Looking at the larger competitors like **Spotify, Apple Music, and Youtube Music**, Tidal has a significantly lower number of subscribers and monthly streamers.

- Gen Y & Gen Z music fan niche audience is 54.8% more likely to engage with Tidal (45.2%, 154.8i) but are indexing the lowest compared to competitors such as Musify (53.8%, 184.2i), Indaigo (45.5%, 155.7i), and Deezer (53.4%, 182.8i)

➤ TARGET AUDIENCE SUBSCRIPTIONS

50.7% of target audience uses Spotify (50.7%, 131.3i), 24.8% use YouTube music (24.8%, 117.6i), 23.3% use Apple Music (23.3%, 136.9i)

Gen Y & Z has low engagement with Tidal

SIMILAR COMPETITORS ⬅

Within the smaller category of more 'indie' streaming platforms TIDAL is outperforming the rest but still needs to increase brand recognition to drive subscriptions.

The top two competitors include: Deezer and Musify. Less than 3% use Tidal (2.8 %, 154.8i) Tidal's lower index shows that there is still room to grow within the category of smaller platforms.

REASONS FOR LISTENING ⬅

TIDAL can target a new audience of listeners to subscribe to their platform.

Gen Y & Z have listeners that prefer to listen to music at a higher level of sound quality, have an affinity towards their favorite artists and would want to support them, and many that create and produce their own music.

02. GOAL OF ADVERTISING



TIDAL'S GOALS



GOAL: TO INCREASE AWARENESS ABOUT THE BRAND AND GROW AMONG U.S. COLLEGE STUDENTS

we believe there is an untapped market that would subscribe to TIDAL for it's unique features and added value. many college students have a strong relationship not only with music but with the creators that make it.

01.

THE LARGER PLATFORMS LIKE SPOTIFY HAVE DIFFERENT TYPES OF PLANS AND MANY ARE CHEAPER THAN TIDAL'S

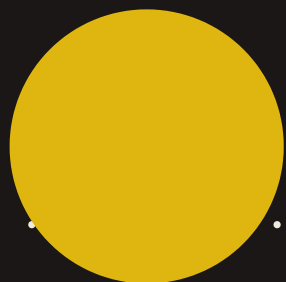
02.

TIDAL HAS A BETTER POSITIONING THAN MANY SMALLER SIMILAR COMPETITORS AND COULD POSITION THEMSELVES TO COMPLETELY TAKE OVER THAT MARKET

03.

TIDAL HAS A LOWER NUMBER OF MONTHLY STREAMERS THAN MANY OTHER PLATFORMS AND LARGE COMPETITORS

03. *CONSUMER RESEARCH*



QUALITATIVE *RESEARCH*

01

WHAT ARE THE MAIN CONTRIBUTING FACTORS TO COLLEGE STUDENTS' MUSIC STREAMING PLATFORM PURCHASE DECISIONS?

02

HOW CAN COLLEGE STUDENTS BE PERSUADED TO SWITCH THEIR EXISTING MUSIC STREAMING PLATFORMS FOR A NEW PLATFORM?

QUALITATIVE RESEARCH

To answer our RQs, we conducted interviews, a qualitative research technique. We used convenience sampling, a non-probability method that involves non-random selection.

We conducted 3 **in-person** 30 minute interviews with a member of our target audience.

Our target includes **males and females** that have **used a music streaming platform before**. In order to qualify for this study, participants must be a **college student**.

THEMES WE FOUND

➤ BUDGET

Budget is an important consideration when looking at how our Target Audience interacts with streaming platforms. We found that individuals consistently brought up budget as one of the key reasons for choosing their streaming platform over other options. Many wouldn't be willing to pay over \$10 so creating family plans or student discounts would be beneficial.

➤ PEER INFLUENCE

When analyzing our Target Audience's engagement with streaming platforms, peer influence shows up as a significant factor. Our research highlights that many college students prioritize platforms based on the preferences of their friends and the sense of community they find within these platforms. Understanding and leveraging this social aspect can be crucial in attracting and retaining users within this demographic.

PERSONALIZED RECOMMENDATIONS ⬅

When examining how our Target Audience interacts with streaming platforms, personalized recommendations emerge as a pivotal aspect. Our research indicates that users highly value curated playlists and artist promotions tailored to their tastes. Implementing features such as customized playlists and artist spotlights can significantly enhance user engagement and satisfaction.

BRAND LOYALTY ⬅

Brand loyalty stands as a large barrier when considering college students' transitions to new music streaming platforms. Insights from our research underscore the significant role of brand allegiance, with students citing familiarity, preferred content, and affordability as key factors influencing their platform choices. Overcoming this brand loyalty presents a challenge, and Tidal needs to find ways to entice students to make the switch.

INSIGHTS + MAJOR THEMES FROM OUR INTERVIEWS

> CONNECTION

College students use music streaming platforms to connect with friends and family.

> DISCOVERY

They want music streaming platforms to help them discover music they wouldn't find otherwise.

> BUDGETS

They are on a budget. They favor music streaming platforms with wallet-friendly subscription costs.

> BRAND LOYALTY

Users may have minor complaints about their platform, but are generally content and unwilling to switch music streaming services.



OUR TARGET AUDIENCE

MEET JUNE!

Age: 20

Gender: Female

Major:

Photography/
Graphic Design

Passions: Creating
and Producing
Music with her
friends

Income: Minimum
Wage from an on-
campus job

Preferred Brands:

- Thrift stores and vintage boutiques for clothing and accessories
- Sustainable and eco-friendly brands for essentials like skincare and household items

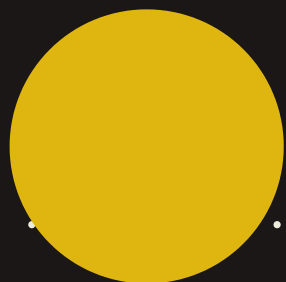
Interests: Loves discovering artists before her friends and introducing people to new music, curating and building Spotify playlists, Staying on top of trends. Budget sensitive but loves thrifting and sustainably shopping with friends!

Media Consumption:

- Actively follows music blogs, Instagram accounts, and YouTube channels dedicated to emerging artists and trends
- Engages with online communities and forums to discuss music, fashion, and art
- Listens to podcasts on photography, graphic design, and music production for inspiration and tips



04. CREATIVE DEVELOPMENT



QUANTITATIVE PROCESS

01

**Nomadic Message
Testing Survey**

02

Random Sampling

292 qualified respondents after data quality check

03

Question Categories

Consent, Qualification, Demographics, Lifestyle, Message Effectiveness

AD A




Main message: Tidal is the platform backed by famous musicians

AD B



Main message: Tidal is the platform for creators/artists who care about sound quality



RESEARCH QUESTIONS

➤ 1

Which ad is most effective to attract new consumers among college students in the U.S. to the platform?

Gauge whether ad A or ad B is more effective at attracting college students in the U.S. to join the Tidal platform.

2 ⬅

What are the areas of improvement recommended for each ad?

Seeks to identify areas for enhancing the effectiveness of ad A and ad B.

RQ1 FINDINGS

AD A

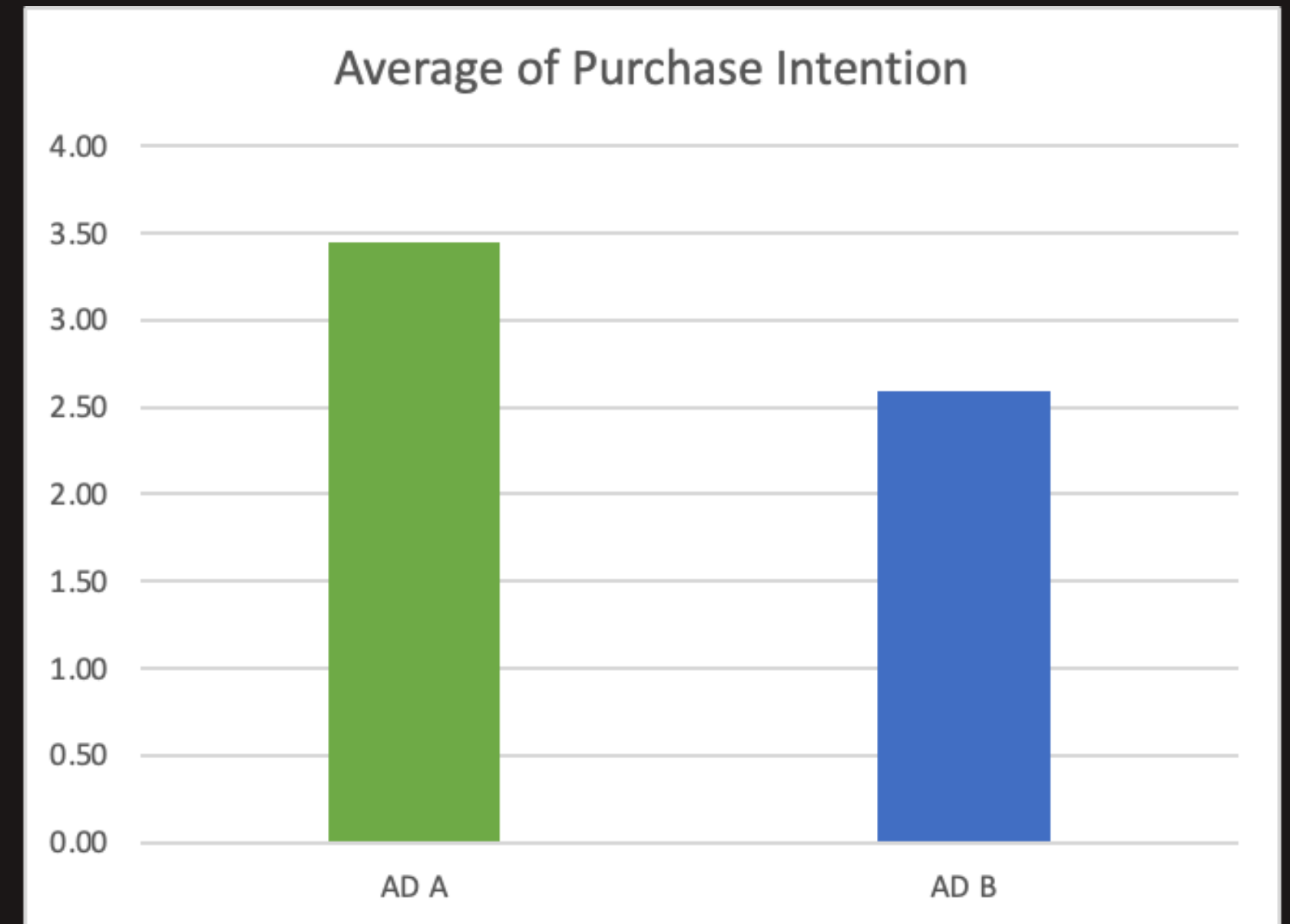
More effective at attracting new consumers among college students to the platform.

- Purchase Intention
 - Higher average purchase intention (intention to join Tidal) among U.S. college students (3.44)
 - Message is more effective because more people describe the ad as positive

AD B

Less effective overall at attracting college students to the platform than Ad A.

- Purchase Intention
 - Lower average purchase intention (2.59)



RQ2 FINDINGS

AD A

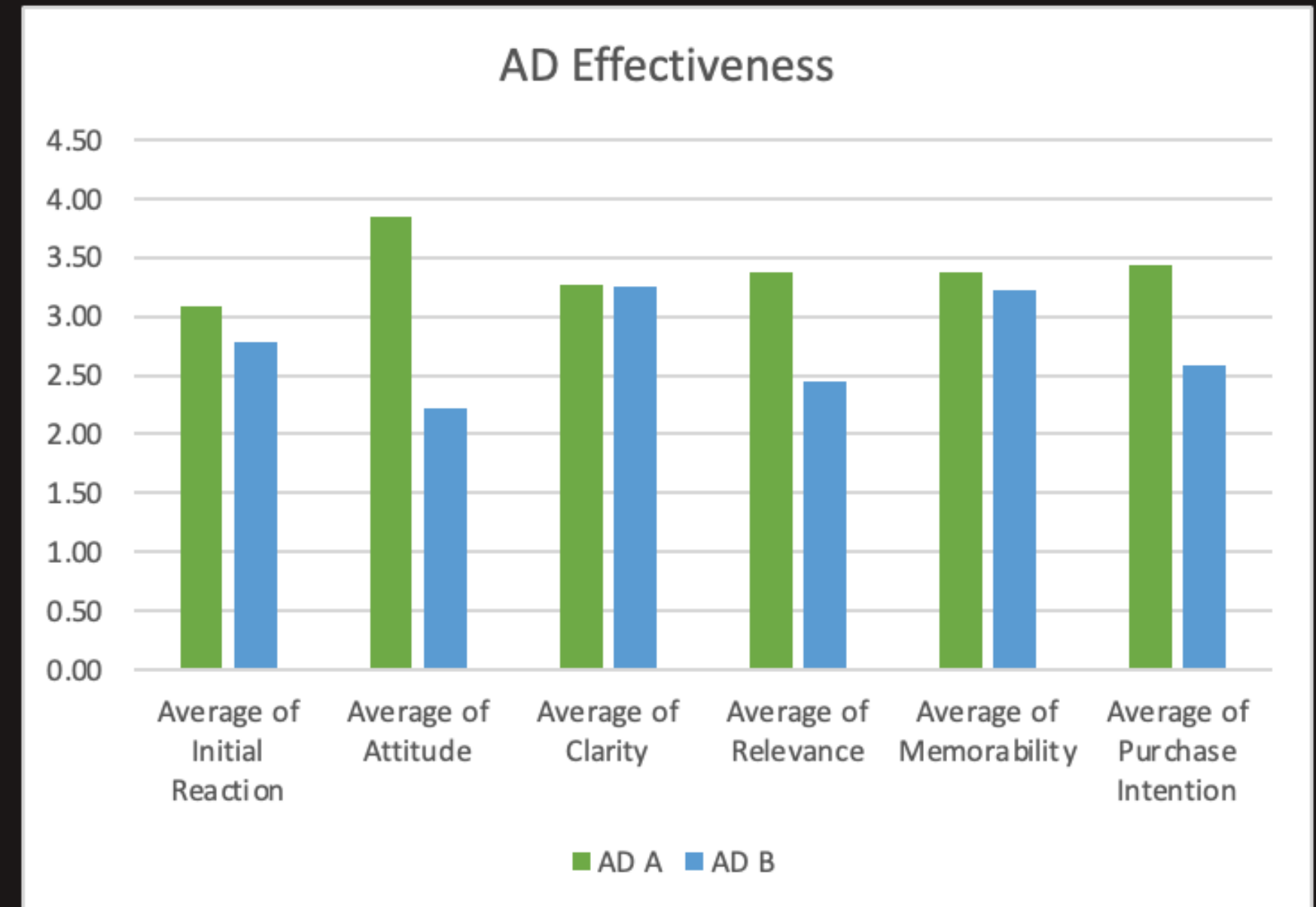
Largest area of improvement is initial reaction (3.09)

- Artists/Creators
 - Weakest metric is initial reaction (3.12), Ad B is stronger in that measure (3.27).
- CA, NY, TX
 - Relevance is least effective in New York (2.20)
- Room to improve excitement, interest, appeal

AD B

Can improve average of attitude (2.22)

- Artists/Creators
 - Attitude needs most improvement (2.36)
- CA, NY, TX
 - Most improvement needed on average of attitude in Texas (2.22)
- Average attitudinal reaction low compared to ad A



INSIGHTS

1

For our demographic, the **ease of discovering new music**, including song and artist discovery, is a significant selling point. Spotify's Weekly Discover playlists exemplify effective discovery methods.

2

Having core **early adopters** is crucial for network effects, facilitating platform growth by natural word-of-mouth through playlist and music sharing.

3

Individuals content with the ease of use, functionality, and customization of Spotify or Apple Music may **hesitate to switch to a lesser-known** platform like Tidal, especially if they find Tidal's user interface less appealing.

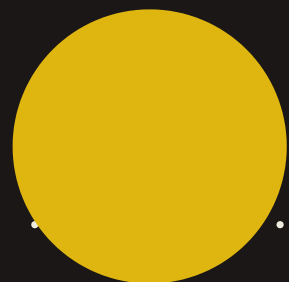
4

Users are often **influenced by their social circles**, fostering loyalty to their current platform like Spotify or Apple Music and reducing the likelihood of switching to newer platforms like Tidal, especially if they perceive them as less popular among their peers.

5

Moreover, a sizable population of global travelers, including international students and business executives, may need to switch music streaming platforms based on their location. This presents a significant opportunity for Tidal to capitalize on a potential gap in the market for a **globalized platform**.

05. ACTIVATION, IMPLEMENTACIÓN, & MEDIA



MEDIA PLATFORM RECOMMENDATIONS

> Using Artists To Promote the Platform

TIDAL has many large artists backing them. We believe that TIDAL would benefit the most by partnering with the artists that have created and backed the platform.



Beyonce
319
Million



Kanye
20.3
Million



Jay-Z
750
Thousand



Madonna
19.3
Million



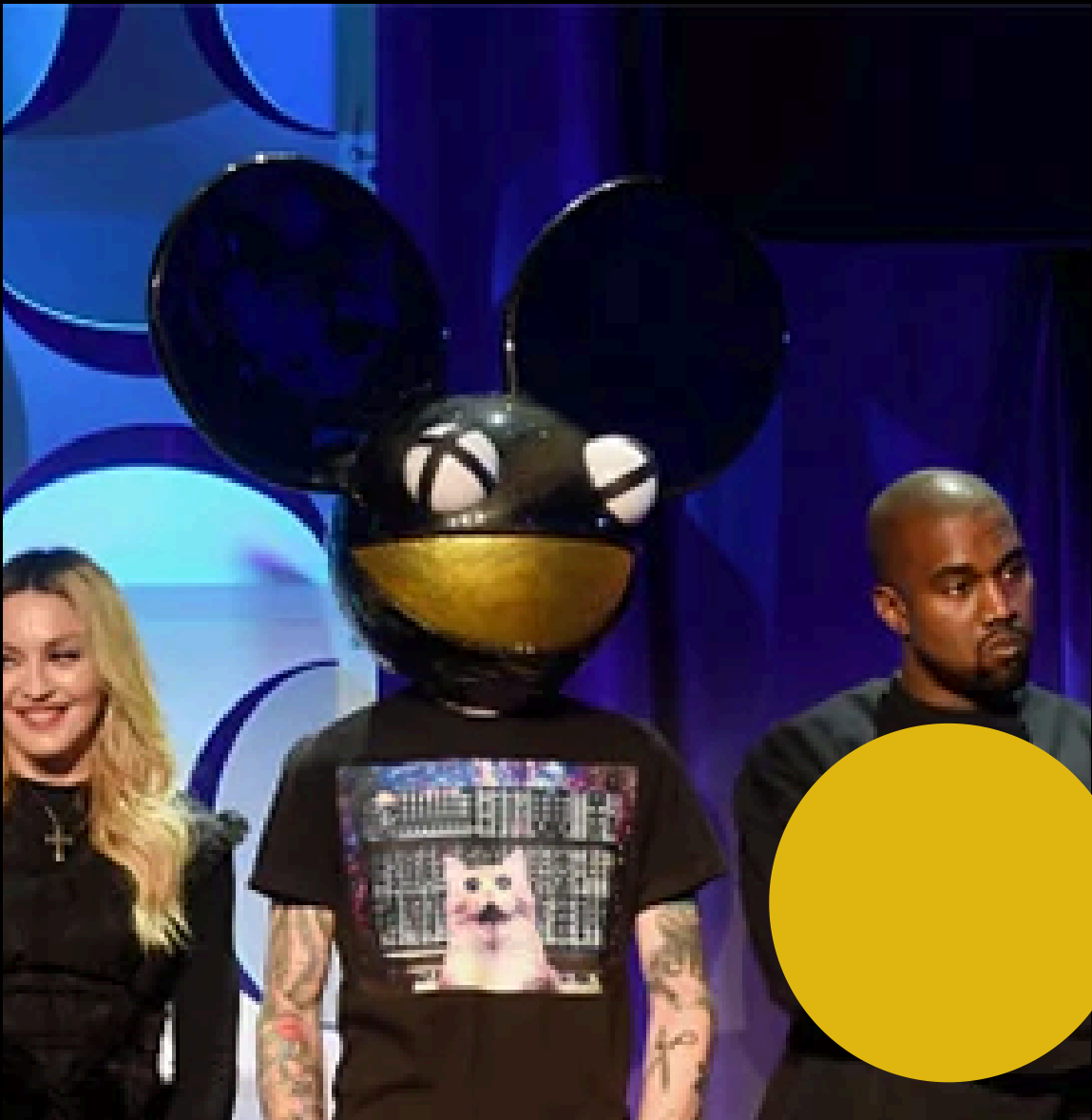
Nikki Minaj
229
Million



Rhianna
12.8
Million



Alicia Keys
27.5
Million

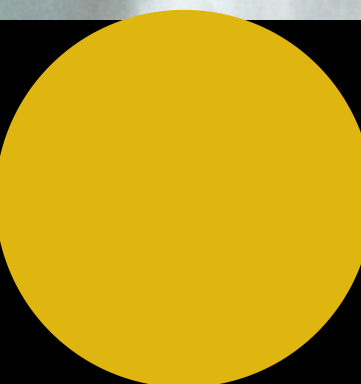


MEDIA PLATFORM RECOMMENDATIONS

➤ Tidal Rising Campaign

Partnering with smaller artists that are getting famous off of promoting on social media platforms and continue to promote and utilize the 'Tidal Rising' platform.

Benson Boone and Lauren Spencer Smith, both emerging talents with significant followings on social media platforms, like TikTok. Benson boasts a sizable 2.2 million followers on Instagram, while Lauren has an impressive 3.9 million following on the same platform.



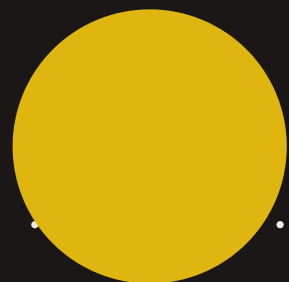
MEDIA PLATFORM RECOMMENDATIONS

> Improving Ads Moving Forward

Moving forward, to enhance engagement in Tidal's advertisements, it's advisable to focus on refining messaging to maximize effectiveness. Incorporating a clear Call to Action at the conclusion of ads and a clear connection to Tidal can significantly boost behavioral intent. In future advertising, focus on exploring diverse creative approaches to improve initial reaction and raise interest, appeal, and excitement about Tidal.



06. EVALUATION



KEY PERFORMANCE INDICATORS

Brand Recall

Measure aided and unaided brand recall to track awareness. To improve brand awareness we would continue to use surveys to compare brand awareness.

Click-Through Rates

Measures engagement using number of clicks divided by number of times ad is shown (impressions)

Conversion Rate

To track platform user-base growth among U.S. college students we would measure the amount of visitors and new subscribers to the platform. To track this we would measure the amount of new subscriptions purchased by our target audience every year.



TIDAL'S GOALS



GOAL: TO INCREASE AWARENESS ABOUT THE BRAND AND GROW AMONG U.S. COLLEGE STUDENTS

we believe that Tidal can reformat their content creation to hit this target market. through our recommendations and the use of another survey in a years time after following our plan we are confident that Tidal will increase brand awareness and take over the smaller streaming platform market!

01.

USE OUR KPIS TO GUIDE AND CREATE A NEW SURVEY TO PUT OUT IN ONE YEAR.

02.

REFORMAT ADVERTISEMENTS TO PROMOTE AWARENESS AND USE LARGE BACKING ARTISTS TO PROMOTE VISIBILITY OF TIDAL.

03.

ONCE WE'VE ACHIEVED GREATER BRAND AWARENESS FOCUS ON TARGETING SMALLER ARTISTS AND CREATORS THAT WOULD PROMOTE TIDALS UNIQUE QUALITIES

THANK YOU

SO MUCH!