

Social media/Marketing/copywriting (Zhang)

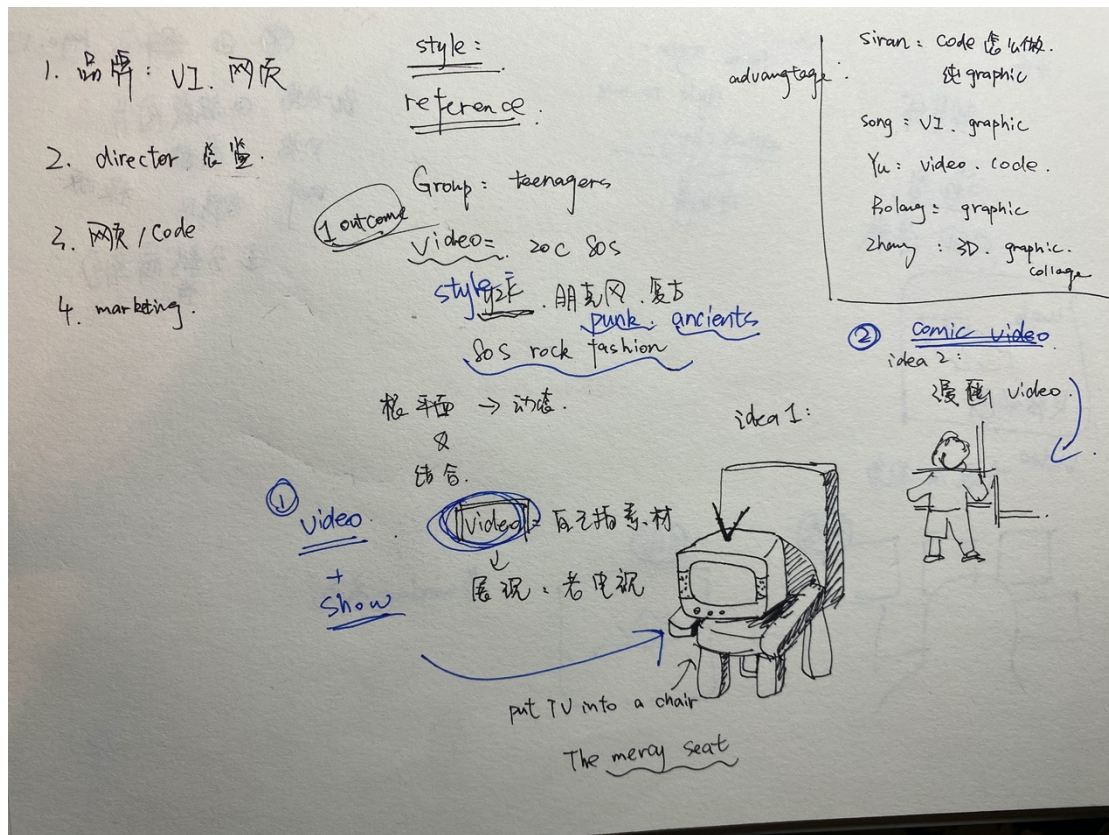
1. Introduction/Background

According to the song "The Mercy Seat" sung by Nick Cave & The Bad Seeds, each of our team members made a book with The lyrics, and cooperated to complete The promotion and publicity work to introduce our work to The world.

Analysis of lyrics

The Mercy Seat describes the inner monologue of a prisoner before his execution. Although he has always claimed his innocence, he is still doomed to death.

The song is a combination of post-punk and Alternative rock, a genre of indie underground music from the 1970s that gained popularity in the 1990s. "Alternative" refers to the difference between the genre and mainstream or commercial rock or pop music. This kind of minority music is difficult to understand in the form of expression and dirty and vulgar in the psychological depiction, so that the most obvious characteristic of it is the most extreme, rebellious and shocking attitude displayed in the venting of social and political dissatisfaction.

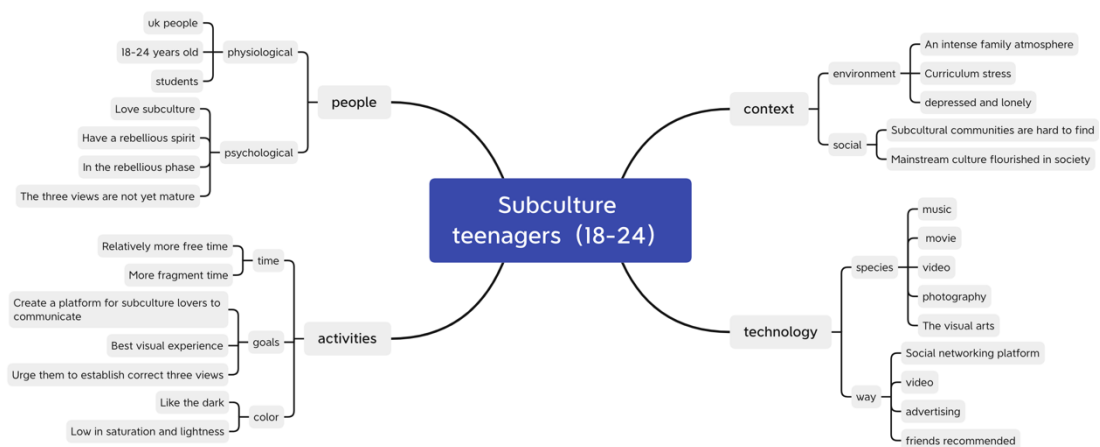


Mindmap

2. Consumer analysis

Description of consumer characteristics

This kind of rebellious alternative culture is actually a Subculture, also known as Subculture or non-mainstream culture, which refers to the minority culture relative to a mainstream culture. Its most loyal group, is in the present very rebellious spirit of young people. So our target group is 18-24 year old young people who love subculture. Based on this, we made PACT to comprehensively analyze the characteristics and needs of these adolescents.



PACT

PERSONA

DEMOGRAPHICS

Age: 22

Gender: male

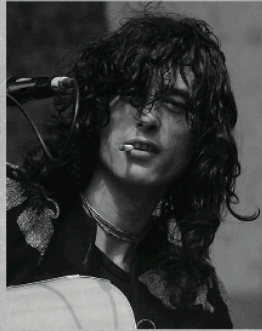
Location: London

Occupation: Undergraduate

PERSONALITY

- Curiosity
- Creativity
- Rebel

Daniel



GOALS

I hope to have a channel to communicate with youth from other subcultures

Let people understand, respect the minority culture

FRUSRATION

The youth who love Rock can't find a proper channel to communicate with each other

This group is not understood, the voice is questioned too much

Daniel is a subculture enthusiast, interested in post-punk and alternative rock, and plays lead guitar in a school band. But he found it difficult to communicate with other subculture lovers, and he could not find a suitable way to communicate, which troubled him.

PERSONA

GOALS

- Hopefully the subculture can be understood by parents
- Let more people know about the gothic music
- I hope we can have a proper communication platform

FRUSRATION

- My parents don't understand the music I like
- This group has too few communication platforms


DEMOGRAPHICS

- Age:18
- Gender :female
- Location: Southampton
- Occupation: High school student

PERSONALITY

- Curiosity
- Creativity
- Rebel

Lisa is very interested in subcultures, especially when it comes to music. However, due to the strict family atmosphere, her parents did not understand or support her, so she often argued with her family and became more and more rebellious.



Lisa

Personas

Young people in this age group are very rebellious, and they are subversive and critical of mainstream culture. Although youth subcultures may contain elements of world-weariness and decadence, in the eyes of teenagers, these cultural contents are full of relaxation, freedom and pleasure, and they can easily be identified with.

Pruchasing habit

This target group is generally between high school and university, has a certain amount of living expenses, has a strong desire to shop and has no shopping plans.

Demand point analysis

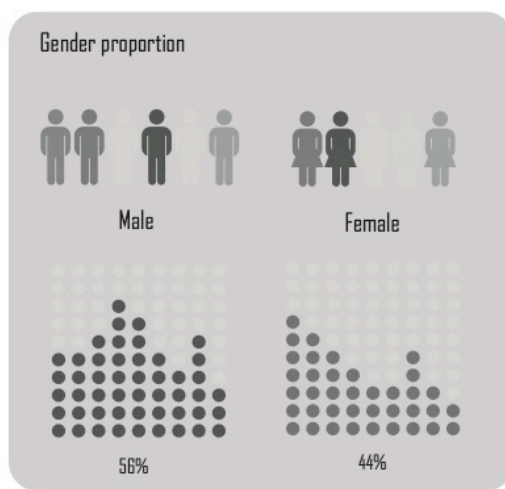
They are contradictory, not only do not understand the world, rebellious and disappointed, but also hope to change the world in their own way and get the understanding of the world. We can design products that better meet their needs.



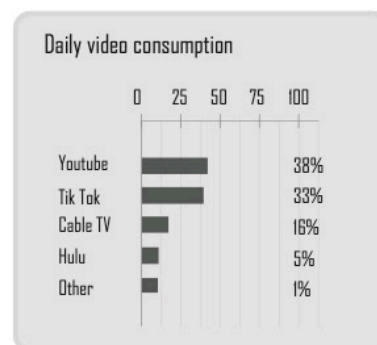
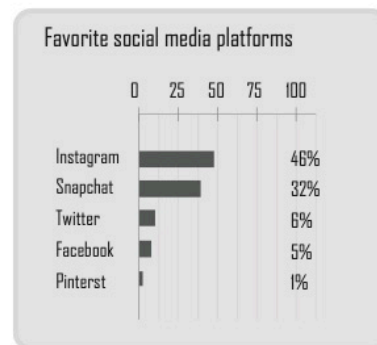
3. Target market analysis

According to the young people (18-24 years old) who like subculture in the UK, boys account for 56% and girls for 44%. According to the survey, Instagram's brand participation was stronger, with Snapchat in second place. Instagram continues to dominate in terms of sales, as teens overwhelmingly prefer brands to connect with them directly on Instagram.....

In the video site survey, YouTube was the most popular, followed by Tik Tok. Traditional TV is in third place.



According to the target population (18-24 years old) in The UK who are fond of subculture, 56% of them are boys and 44% are girls. According to the survey, Instagram's brand involvement was stronger, with Snapchat in second place. Instagram continues to dominate sales, as teens overwhelmingly like brands reaching out to them directly on Instagram.....
In the survey of video sites, YouTube was the most popular, followed by Tik Tok. Traditional TV is in third place.



According to the research, we decided to promote the brand on **instagram** and **YouTube**, which are the most popular social platforms for young people, so that more young people can watch it.

4. Competitive analysis

Main competitors

1. Vice

Vice is a north American digital media and broadcasting company that specializes in arts, culture and news-themed magazines and websites. Since 2006, Vice has expanded into new media, television channels, film and music production.

- Deciding that millennials would be the main audience for new media, Vice bought something to do by developing online vertical content that appealed to young people,

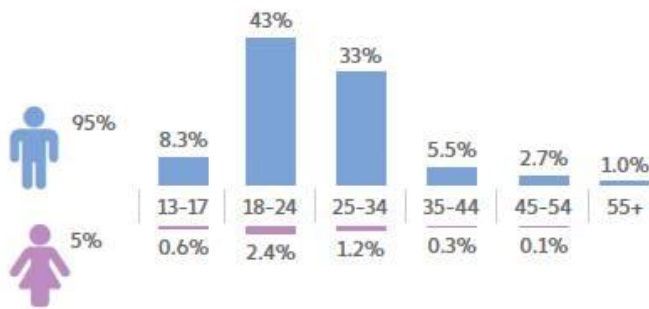
a related website, Vice news, a film production studio and a record label. Among them, the combination of high quality art design and technological content is their most prominent feature.

- Promoting "immersive" journalism, Vice often strives to buy a more realistic and interesting story.
- According to Tubular, Vice has a firm grip on the news among younger people, accounting for 86% of the 18- to 34-year-olds.
- Anyway, their slogan is ' The world sinks and we party '



Engaged Audience Demographics

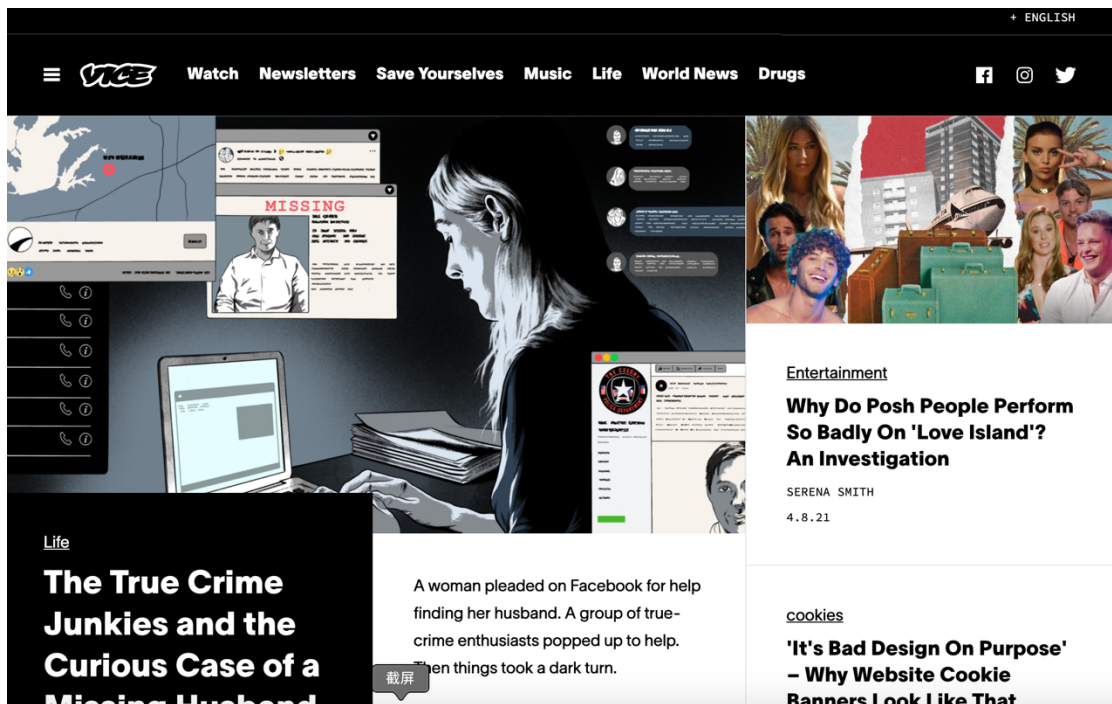
AGE & GENDER



LOCATION

United States	48%
United Kingdom	8%
Canada	8%
Australia	3%
Germany	2%
Sweden	2%
Russia	2%
Netherlands	2%
Ukraine	1%
India	1%

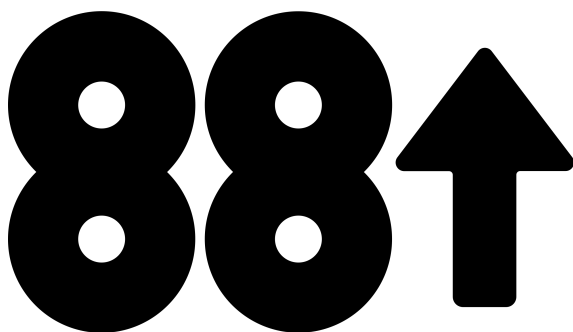
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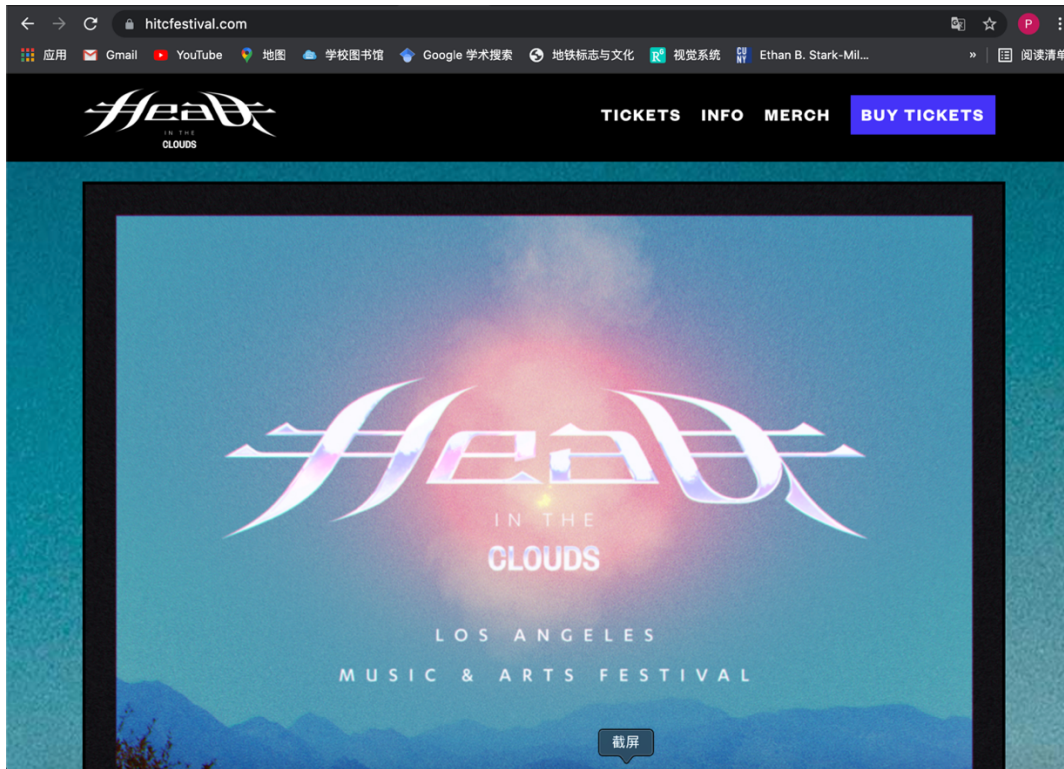


2.88rising

88Rising, One of Asia's pioneering media platforms for forward-thinking artists and creators, which aims to connect east and West, is known for its "massive viral video hits and collaborations with renowned American artists."

- Lent their collective musical goal is "to become the most wavy, iconic crew"
- Thanks to its unique musical aesthetic and video presentation, 88Rising lends itself to creating a niche for Asians in rap, gradually changing popular stereotypes about Asian culture.
- At the same time, their core team learns to communicate their brand ideas and visual creativity easily. They also export Asian "cool" culture to European and American audiences through video and music, becoming a bridge connecting Eastern and Western cultures.
- Lent targets millennials, aged 16-34. They have been waiting for a media brand to suit their tastes, while also promoting and disseminating the content to people outside Of Asia





3. NOWNESS

NOWNESS is a global short film platform for creative life, focusing on discovering unique ideas and experiences in storytelling and embracing the novelty and extraordinary in everyday life. Founded in 2010, NOWNESS has become a gathering place for inspiration and influence with its unique programming.

- Lends itself to a unique aesthetic appeal and presentation, providing you with a creative narrative experience that stimulates inspiration and thinking in daily life.
- Buying a way to transmit and broadcast images; Information transmitted through computer terminals or any other telecommunication medium, in particular through the Internet; Interactive communication services, multimedia programming (text, and/or still or moving images, etc.)



Competitive product analysis

The products of competitors mainly include websites, videos, electronic albums and other forms. It is not difficult to find that these forms are most popular among young people. The sense of science and technology and the sense of electronics combined with the unique aesthetics create the most suitable products for this group. This is where we should learn from.

5.Brand analysis

Current development strategy of the brand

Our brand name is 404 Not Found, which represents young people's desire to escape from the routine and rhythm of life, and also shows that this is a subculture gathering place where they can communicate.

The target group we selected is young people aged 18-24, who grow up in the age of globalization and network. They have broad vision and advocate freedom. They not only live in the present and enjoy themselves in the moment, but also need to display themselves with minority symbols and seek identity from them. Therefore, our brand positioning is based on subculture as a "global cutting-edge media group producing high-quality content for young people". Let the audience have an "immersive" visual experience, the brand has a cutting-edge, wild temperament, In here can let them freely express themselves, do their real self.

Brand product analysis

This time we had invited five graphic designer, products main books, is divided into physical books and e-books, and this is not in the traditional sense of the books, but through the understanding of the lyrics to published books full of personality, and through the form of video to promote ins and YouTube, including dynamic posters, trailer, positive such as form, To enable our target group to fully understand our brand products.

Product features & Selling points

The unconventional books produced by five designers with powerful visual effects and expressive forms are our biggest feature, and the visual books specially designed for the youth of subculture will definitely attract their attention.