

MUSICAL BRANDING

1. Premessa

Premessa

Per quanto si possa cercare di fare, ho cercato di riassumere alcune tecniche di branding legate al settore musicale, cercando di razionalizzare le dinamiche che stanno dietro ai buoni brand.

La musica è qualcosa di profondo: come l'uomo nella preistoria aveva bisogno di forme di rappresentazione figurative per rispondere ai grandi interrogativi, la musica rappresenta ciò che di più profondo, intuitivo, magico, misterioso e romantico c'è in ognuno di noi.

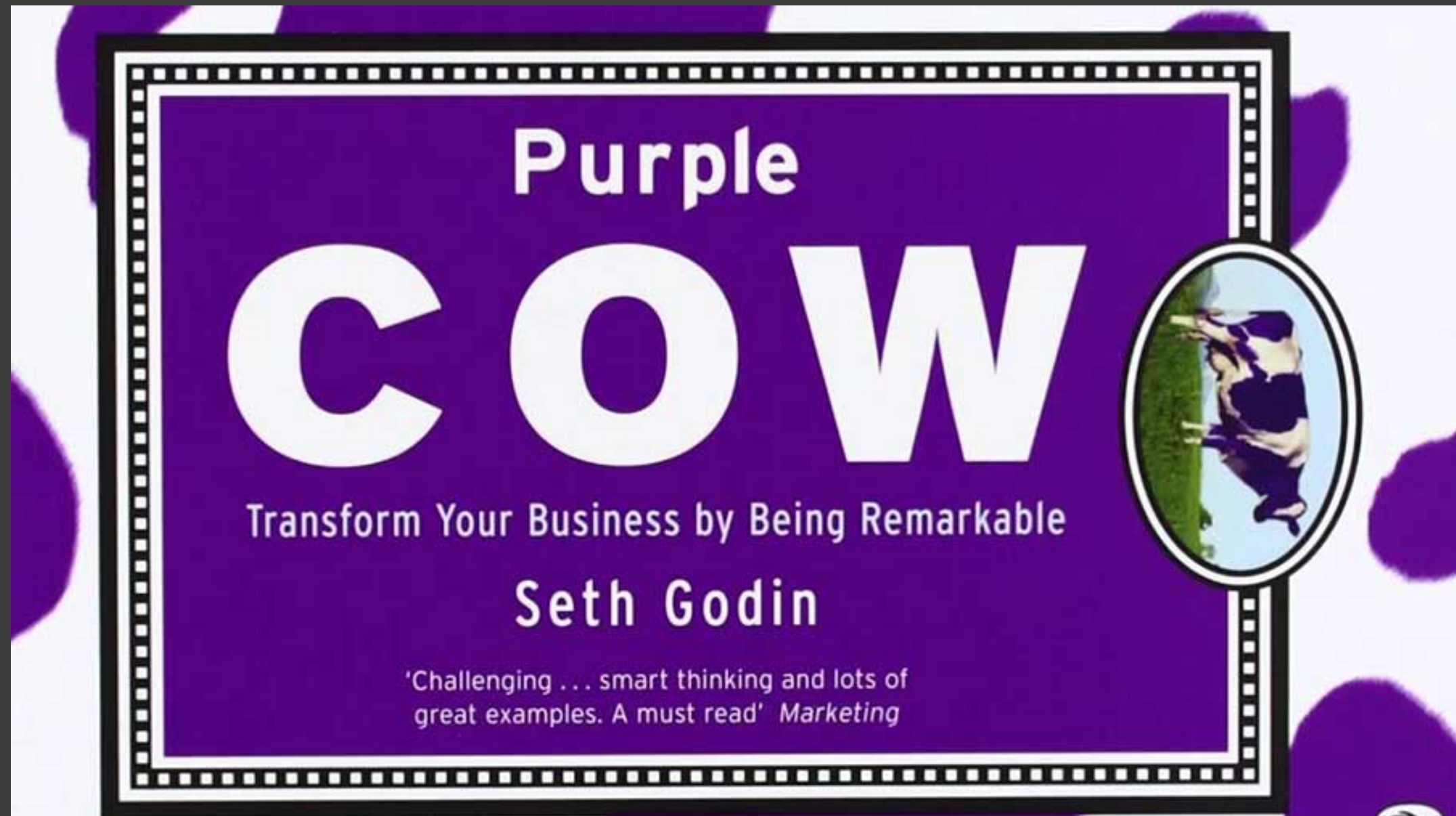
Non si potrà mai razionalizzare una disciplina di per sé irrazionale, intuitivo e misterioso c'è in noi: la vostra chiave di successo risiede proprio nella vostro emisfero irrazionale e nel vostro cuore.

“The most powerful and enduring brands are built from **the heart**.”

Howard Schultz, CEO Starbucks

PURPLE COW

essere straordinari e farsi notare.





Straordinario

*agg. [dal lat. *extraordinarius*, comp. di *extra* «fuori» e *ordo -dīnis* «ordine» (cfr. *ordinarius* «ordinario»)]*

a. Non ordinario, che esce dall'ordinario, dal solito, dal normale o dal comune: casi, avvenimenti straordinari

La difficoltà risiede nell'essere e nel convincere se stessi, ma soprattutto **gli altri**, di essere **straordinari!**

2. Il processo







Artist

Elizabeth Woolridge Grant

June 21, 1985 - Age 30

Education

University of NYC (Geneseo) - Metaphysics

Brand

Lana Del Rey

Aim

*"I wanted to be part of a **high-class** scene of musicians. It was half-inspired because I didn't have many friends, and I was hoping that I would meet people and fall in love and start a community around me, the way they used to do **in the '60s.**"*



1. NAMING

1940s Hollywood actress Lana Turner and the ultra-'80s Ford Del Rey car.

"it reminded [her] of the glamor of the seaside"

"Her image strives for authenticity, but it's also what makes people suspicious."

2. VALUES

GLAMOUR

SEASIDE

VINTAGE

60'S DECADE

RETRO

SEX APPEAL

NEXT-DOOR GIRL

LOVE

TRAGEDY



3. LADDERING

ATTRIBUTES OF HER MUSIC:

Catchy, darkly cinematic and wonderfully written, soaking in their own self-gratifying tragedy.

EMOTIONAL BENEFITS:

self-gratifying tragedy for everyone
cheap-sadness
melancholy
self reflection

3. VISUAL IDENTITY

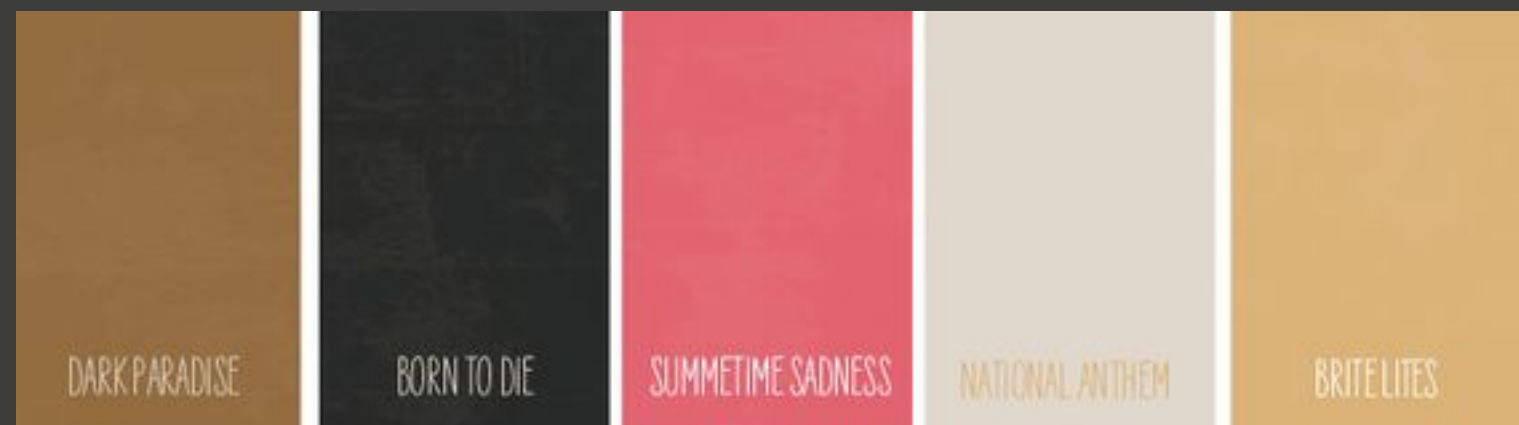
Vintage based (see next slides)



She usually **dress in white, blue and bright colors.**

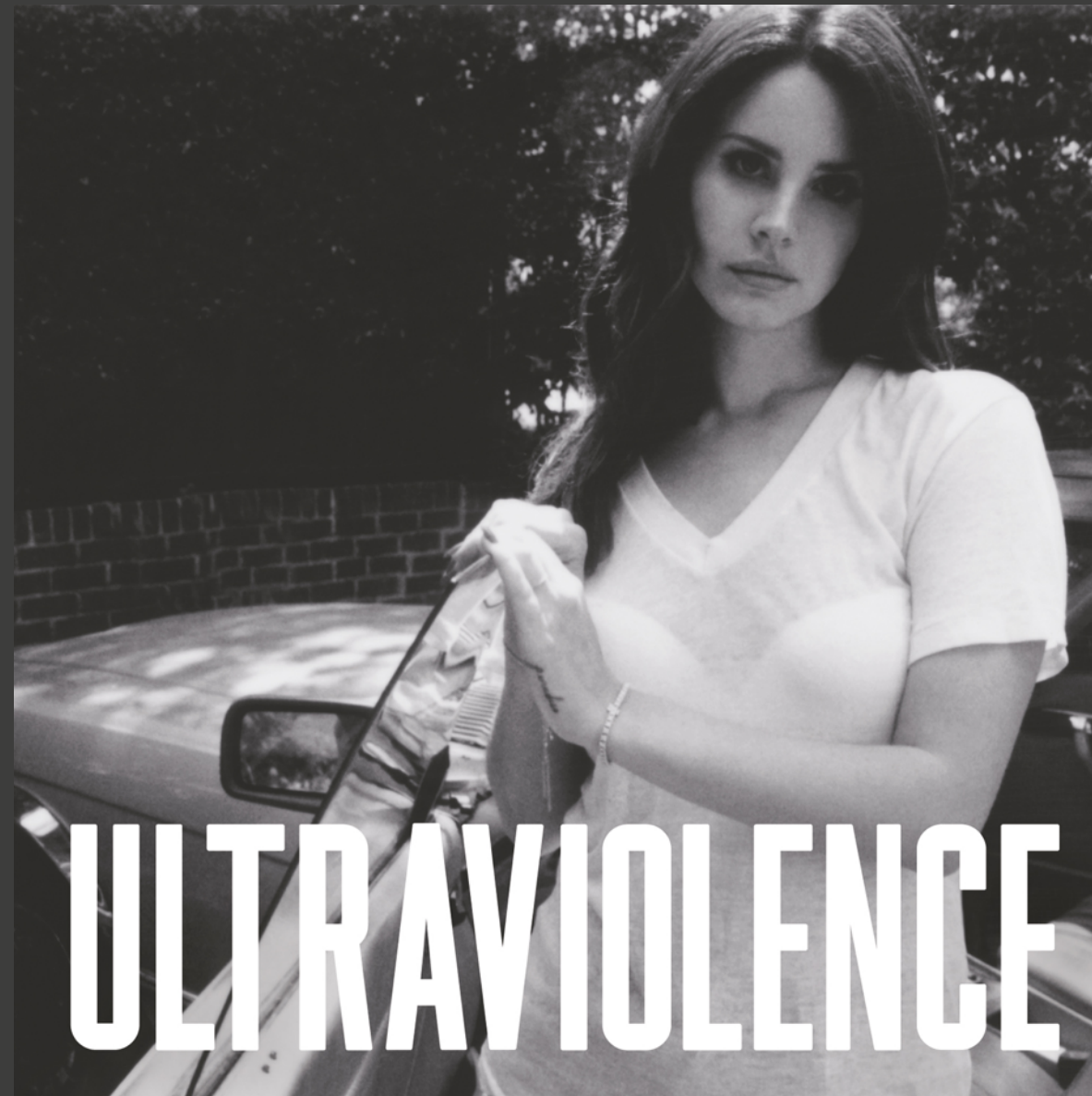
Surroundings and album covers **differs each others**, but anyway colors are chosen basing on **visual basis depending on the brand identity.**

Lana Del Rey Has 'Strong Visual Identity,' Says Her Manager











3. VISUAL IDENTITY FONT & LOGOTYPE

RAINBOW REGULAR
LANA DEL REY

3. VISUAL IDENTITY LOOK

Inspired by Nancy Sinatra. (see next slide)

Reminds brand's values: vintage, 60s etc...



Nancy



Lana



Nancy



Lana



4.SOUND

few chords, always minor tones.

Synthetic orchestras often used. [EXAMPLE LINK](#)

Simple training tune.

Calm feel

Repeating and strophic

Soft sweet but powerful voice

LINK: [More about Lana's sound and themes](#)

5.SONGS' THEMES As said before