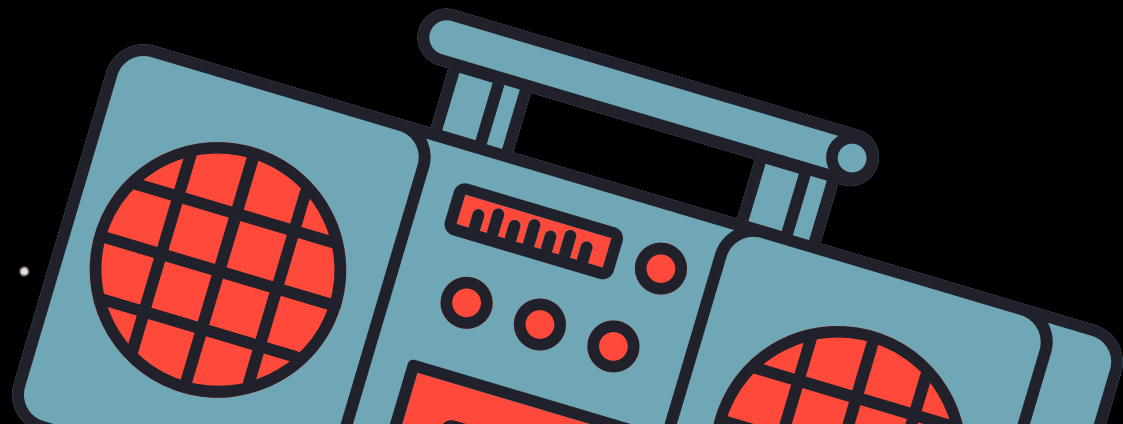




REDBULL SOUNDCLASH

Presented By: Jillian Towson, Tianyu Lu, Jazzmin Martinez





PRESENTATION OUTLINE

OUR DISCUSSION POINTS

Key Messages

Goals, Strategy, Objectives

Tactics

Metrics and Measurement

Conclusion

References

KEY MESSAGES

ADAPTABLE MESSAGES

- Reggaeton and Corridos Tumbados, are the top rising genres today, which means that there are many opportunities here for fans.
- Even for artists who may not be involved in one of these two genres, we have seen that experimenting and collaborating in new genres can lead to great success.



GOAL #1



STATEMENT

Get artists who may not be exclusively in this genre to participate in this competition.

STRATEGY

Using both well-known and rising artists as success stories.

OBJECTIVE

- Expand visibility through targeted social media campaigns such as video advertisements
- Events where artists can meet past participants and get advice before submitting application

GOAL #2



STATEMENT

Red Bull Sound Clash will assist in raising awareness and exposure to new musical genres

STRATEGY

Targeting both Spanish and non-Spanish speakers

OBJECTIVE

- Expanding presence and knowledge through curated playlists
- Expanding knowledge of this genre and event through radio advertisements



TACTICS

Radio Spot

- A radio ad will allow Red Bull to promote the event and introduce new artists who are beginning to experiment with Reggaeton and Corridos Tumbados.

Get ready for a night out with your friends! Sound Clash is back and better than ever. At Red Bull We know you can party with the best of us and you love Reggaeton and Corridos Tumbados! And if you don't yet, you will! Come out June 7th and see artists like Bad Bunny and Karol G. We'll be up all night, how about you? You know what we always say -- Red Bull gives you wings!

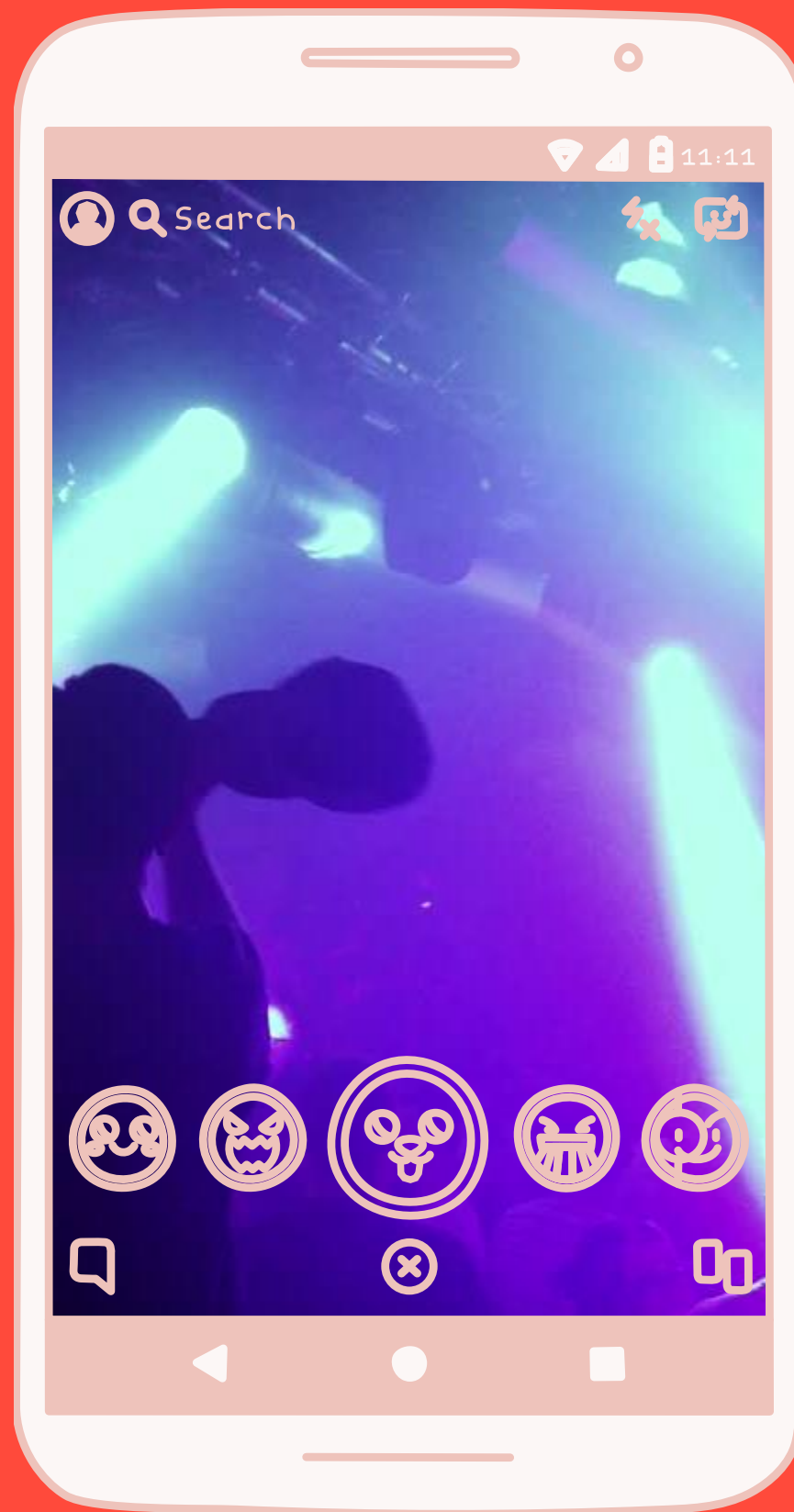


Join us this year for the best SoundClash yet! Come see some of the best Reggaeton and Corridos Tumbados artists out there! #SoundClash2024

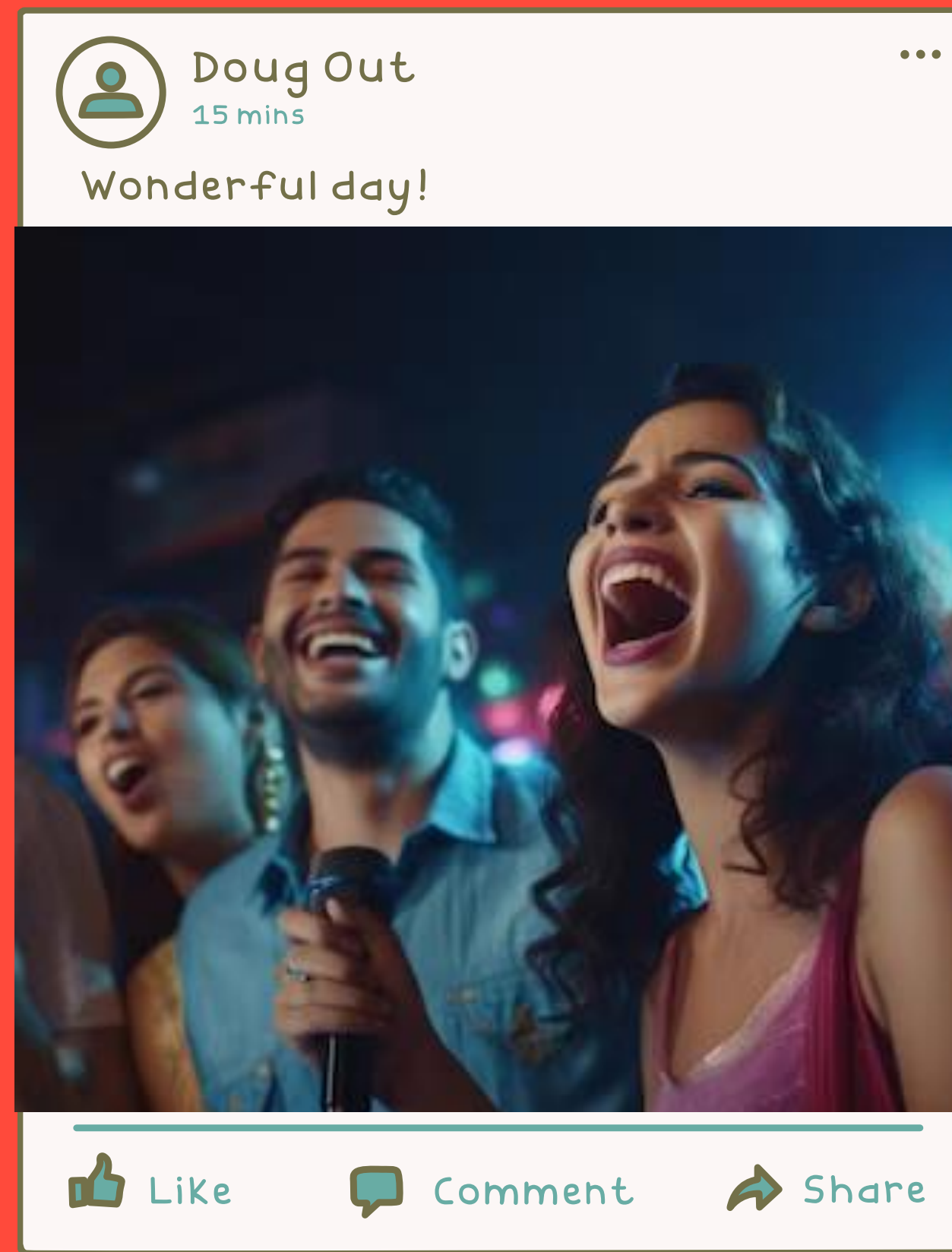


Posting to Social Channels:

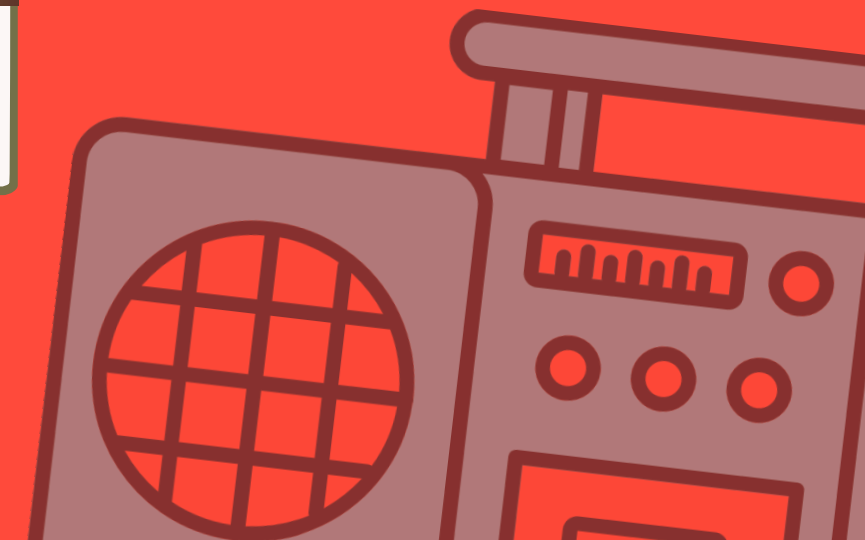
Red Bull already has a great relationship with fans and consumers through social media, making it effective in sharing information with the most amount of people



Snapchat: Focus
on video ads



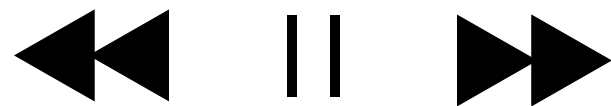
Facebook: Promote pictures
highlighting community





SoundClash 2024

- x100to - Bad Bunny ft. Grupo Frontera
- Tusa - Karol G ft. Nicki Minaj
- Countin' Up - Rico Nasty
- Un Maldición - Snoop dog
- The one - Carin Leon and Kane Brown
- En altavoz - Junior H



Curated Playlists on Music Streaming Services

- This form of paid media would help inform consumers about this type of music, and for those who are already fans -- this would help get consumers excited (and aid in informing them who is performing).

Media/News Coverage

- This will aid in informing the target audience of an event/fun activity that features Reggaeton and Corridos Tumbados.





Shared Media - Promotion at Pilsen Fest

- By promoting our festival at another prominent music and cultural festival in Pilsen we will be able to directly engage with our target audience and provide another offering that exposes people to more artists that have entered the Reggaeton and Corridos Tumbados space.

METRICS AND MEASUREMENT, AND EVALUATION



Language-specific Metric:

- Determine the effectiveness of bilingual material
- Target a diverse audience through bilingual content creation

Conversion Metrics:

- Track attendance at Red Bull SoundClash events
- Evaluate offline impact and popularity

Long-Term Impact Metrics

- Track artists' career paths by monitoring collaborations, chart performance, and industry recognition





Conclusion

- Red Bull Sound Clash: unique musical experience which sees artists pushed to their creative limits in multiple
- Help Latinx artists be pushed to their creative limits in multiple rounds
- Seeks to foster cultural understanding

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THANK YOU

