# Project Book

Rebranding eMusic.com

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# 1.0

## ~Research~

# ~RESEARCH~

**Why Re-brand eMusic?**

eMusic is an online music company that sells MP3 music at considerably lower prices than most of its competitors.   In an industry that is heavily dominated by Apple's iTunes Music Store, eMusic tends to get overlooked because of lack of awareness by consumers and the lack of variety of music and the lack of different media offerings such as movies and TV shows. eMusic combines award-winning editorials, a state-of-the-art recommendations system, and social media features to provide the most musical context for an enthusiastic community of music fans, record labels, and artists alike. Customers are encouraged to explore our music with subscription-based pricing that rewards discovery at a better value than any legal competitor (eMusic.com).

## 1.1

eMusic tends to get overlooked because of lack of awareness by consumers and the absence of variety of music and of different media offerings such as movies and TV shows.

# 1.2

The re-branding of eMusic will show the consumers that eMusic is the new face of online music downloading.

## The Goal of Re-branding eMusic

The goal of the eMusic re-branding campaign is to increase the awareness of the eMusic brand, pricing, their new products, and the collaboration with Music4Children. This will be done through the implementation of many of the same characteristics that make other top companies successful. An exciting and memorable logo, an easy to use, but dynamic website, and the addition of prod ucts that are needed to compete with these other companies. The re-branding of eMusic will show the consumers that eMusic is the new face of online music downloading. It offers all of the things that iTunes offers, but at a fraction of the price.

# 1.3

## Company Overview

eMusic is an online company that offers MP3 music at a considerably lower price than their competitors. It was founded in 1995 as an online CD retailer, and in 2000 launched the first online digital music subscription service (emusic.com). One will find that this paper touches on how the eMusic re-branding project will increase sales by 50% through the addition of a new marketing campaign and some new products to help eMusic's lagging sales in the online music industry. eMusic is an online company that offers MP3 music at a considerably lower price than their competitors. It was founded in 1995 as an online CD retailer, and in 2000 launched the first online digital music subscription service (emusic.com). One will find that this paper touches on how the eMusic re-branding project will increase sales by 50% through the addition of a new marketing campaign and some new products to help eMusic's lagging sales in the online music
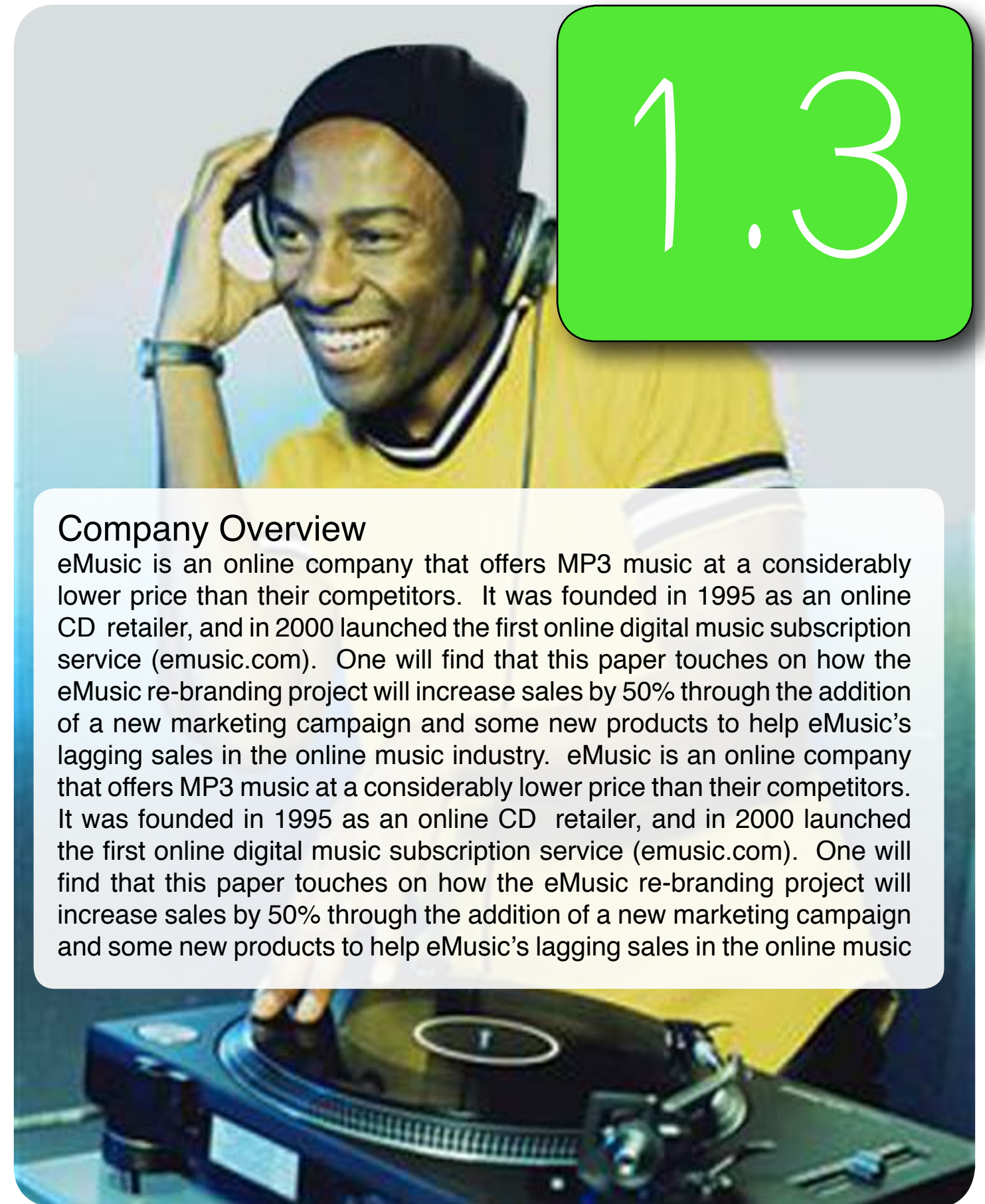
## Collaboration with Music 4 Children

eMusic will donate 5% of every sale to a charity called Music4Children which is a charity dedicated to improving the lives of underprivileged and orphaned children around the world through various projects that break the negative cycles of homelessness, poverty, crime and abuse (music4children.org). It is based out of the United Kingdom, but their work benefits children around the world. The organization was started by a small group of musicians that were overwhelmed by the plight of the street children of Nepal who were orphaned and homeless because of the civil war in their country. It was started in 2005 and 100 percent of all public donated funds go directly to their beneficiaries. It is all volunteer run with no fancy offices, or overpaid directors.

eMusic will donate 5% of every sale to a charity called Music4Children which is a charity dedicated to improving the lives of underprivileged and orphaned children around the world.

## Expected Results

eMusic will see results from this campaign for a number of different reasons. One, this campaign works because eMusic needs to be refreshed. They have been in the online music business for over 10 years, but they are not one of the top 3. Their logo is not recognizable by many people and their website is boring. Making the logo exciting (something someone would want to stick on their car or computer), and making the website practical yet dynamic will be a huge refreshment. One of the ideas for the logo is to have an "e" looking like an "@ symbol" inside of a musical note. This would communicate that eMusic is associated with online music. Two, they don't offer enough product diversity and even though they are highly touted in the independent music world, offering more songs, by more artists will only help the sales of all of their music including the independent artists. Three, offering media other than MP3 music and audio books will allow them to compete with the juggernauts in the industry like iTunes and will bring other customers, like movie watchers and gamers, out of the woodwork.

Yet another reason this campaign will work is because eMusic will be working with a non-profit organization in Music4Children which will receive 5% of every sale from eMusic. This 5% donation will benefit underprivileged children around the world. People (the consumer) like feeling like they are part of the solution. They like to feel like they are helping others in need and by buying products from eMusic they will be doing just that.

eMusic can expect to see results from this campaign within months of its launch. As soon as the new logo and website are released, as well as the advertisements on Facebook, and in print, the company can expect to see an increase in website hits as well as an increase in sales.

## Re-cap of Research Findings

The lagging sales of eMusic will be increased significantly (by at least 50%) through the launch of a new marketing campaign that will include a re-vamped website and new logo, and new products. The new products are to include more music from more artists, more formats (MP3, WAV, etc), movies and TV shows, and video games. Another addition that will help eMusic's lagging sales will be the teaming up with Music4Children, a charity dedicated to improving the lives of underprivileged and orphaned children around the world through various projects that break the negative cycles of homelessness, poverty, crime and abuse. eMusic will donate 5% of every sale to this powerful charity. The changes listed above, as well as the addition of bright colors, dynamic fonts, and a new logo will

**1.6**

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**1.7**

# 2.0

# 2.1

**2.1    Brand  Tone  and  Voice**
**2.2    Brand  Typography  Standards**
**2.3    Brand  Color  Standards**
**2.4    Brand  Print  Standards**

## ~Standards~

### Tone and Voice of eMusic

We are COMPASSIONATE.

eMusic supports the Music 4 Children foundation and donates 5% of every sale.
eMusic offers low prices not only in a bad economy, but always.

We are DEPENDABLE.

eMusic has been around since 1995.
eMusic offers low prices and a money back guarantee.
eMusic offers the same (or better) product as the competition.

We are FRESH.

eMusic is modern.
eMusic is state of the art.
eMusic is now.

We are DIVERSE.

eMusic has all kinds of genres.
eMusic has tons of music, both old and new.

## Logo Variations

The eMusic logo has been developed with 6 different color schemes, gray scale, three different black and white schemes,  a black with red filigree, and a black with periwinkle filigree which compliments the "speaker splash" image being used for eMusic's ad campaign, but the filigree behind the words "eMusic" may be changed to whatever color is needed.  The logo may be used on all different color backgrounds.



| CMYK | CMYK |
|------|------|
| 42,100,0,49 | 47,19,0,7 |
| RGB 9400d3 | RGB 87cefa |
| Pantone 267 | Pantone 278 |

## Logo Size Standards

eMusic has minimum standards that must be followed when using their logo to ensure
legibility.  Because of the filigree in their logo, legibility becomes difficult if sizes are smaller than those listed below.

Print Media:
Minimum proportional size of the height of the "C" in eMusic should be no less 4.5% of the longest length of the page.  Absolute minimum measurement of the height of the "C" in eMusic is ½".
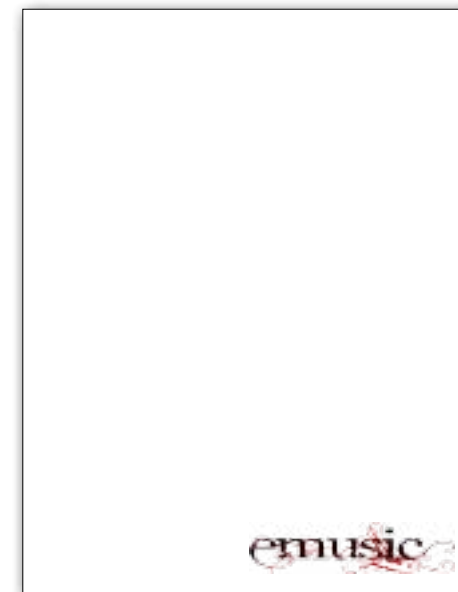
Examples:

48" x 24" poster = 2.16" height of the "C"

11" x 8.5" paper =  .5" height of the "C"

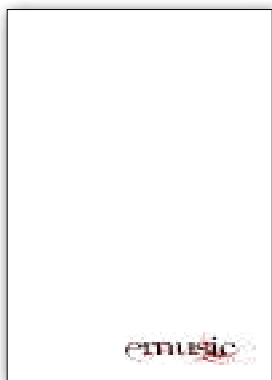8.5" x 11" paper = .5" height of the "C"

7" x 5" paper = .315" height of the "C"  (absolute minimum)



8.5" x 11"

11" x 8.5"

7" x 5"

## Logo Clear Space

Nothing should impede the space of the eMusic logo.  The minimum distance, or clear space around the logo is equal to the height of the "C" in eMusic.

1X

## Logo Clear Space with Tagline

Nothing should impede the space of the eMusic logo.  The minimum distance, or clear space around the logo is equal to the height of the "C" in eMusic.  When using the tagline with the logo, the distance between it and the logo should be .5

.5X

## Logo Do's and Don'ts
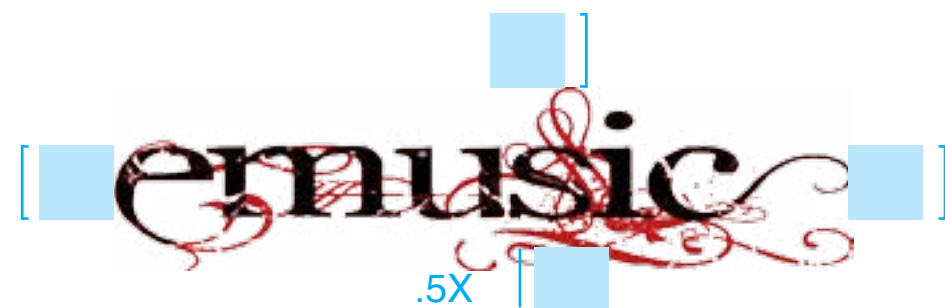
### Do's

DO follow the rules in the style guide.  Please use your best discretions when applying the logo to different media.  The color of the filigree may be changed in orger to match different publications and applications.  Always make the logo and filigree as clear as possible.  If it is a dark background, use the black and white logo with a glow.  If it is a white background, then there are many different variations that can be used.

### Don'ts

Don't disregard the rules in this style guide.  Don't distort the logo.  Don't place the logo on a busy image or an image that does not provide good enough contrast.  Don't place the logo on a color that doesn't provide good enough contrast.  Don't use the eMusc logo without express written consent of eMusic Inc.

# Typography

eMusic's campaign uses three different fonts. All communication and advertising will use one of the three. Body copy will use Helvetica, while Lane Humoresque will be used for headlines and taglines. Impact is used for call to action.

### Body Copy:

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

### Tagline:

Lane Humouresque
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

### Call to Action:

Impact
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typefaces should be kept constant whether it be webpage ads, motion graphics, etc. Changes can be made to any of the typefaces as long as they are replaced with suitable (simiar looking font). Size of typography will depend on the media application.
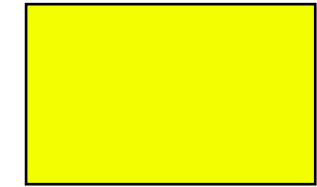
# Brand Colors

| CMYK 15,100,100,0 RGB 9400d3 | CMYK 0,58,100,8 RGB 247, 144, 33 Pantone 1495 | CMYK 0,2,100,7 RGB 243, 254, 0 Pantone 128 |
|---|---|---|
| CMYK 100, 90,10,0 RGB 35, 64,143 Pantone 294 | CMYK 47,19,0,7 RGB 138, 198, 252 Pantone 278 | CMYK 52,49,014 RGB 118, 81, 161 Pantone 365 |

The eMusic brand is using the "Speaker Splash" image as its main graphic, or background for its new campaign. Print ads, website, and a host of other things will be using this image which contains many different vibrant colors. These colors can be applied to the filigree in the eMusic logo depending upon which color is appropriate for each media application.

## 2.2   2.3

45p0

12.75p0

66p0

24p0

51p0



**Typography:**
Tagline: Lane Humoresque
31pt

Body Copy: Helvetica
12pt

Call to Action: Impact
32pt

**Colors:**
The filigree in the eMusic logo can be changed to different colors from the main image in the ad depending on the look or feel that is needed.

2.4

Print ads are to be 51 picas by 66 picas and are comprised of 4 parts. The logo, the body copy, the call to action, and the image, or images. The logo is placed at the top of the ad with the body copy placed below the logo, but above the image. The current line of print ads have different silhouettes of a person that can be moved to the right or the left of the body copy. The main image (which does not include the silhouette) takes up just a little more than half the page, or 24 picas. The logo with tagline is roughly one quarter of the top of the page, or 12.75 picas. The logo at the top of the page should be 45 picas wide.

The main image is high resolution (300 dpi), and the silhouettes may be any of the people shown in the graphic toolbox. The logo's filigree can be any of the colors listed in the logo standards, or any of the colors used in the main image.

# 3.0

## ~Creative~ Development

**3.1** Design Research
**3.2** Logo Development
**3.3** Moodboards
**3.4** Graphic Toolbox
**3.5** Advertisement Development

## ~Creative~ Development

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## ~Creative~ Development

# 3.1

### Brand Colors

SWOT Analysis is obtained information that was used to evaluate the rebranding of eMusic through new marketing, new products, charitable contributions, and a revised website. The chart below lists eMusic's strengths, weaknesses, opportunities that can help eMusic's campaign, and threats that can hurt eMusic's campaign.

### SWOT Action Plan

1. Introduce movie downloads, and TV shows.
2. Offer higher quality wav files along with mp3s and the latest music formats.
3. Redesign of the eMusic website
4. Redesign of the eMusic logo
5. Advertise on Facebook and other social networking sites.

| STRENGTHS | WEAKNESSES |
|---|---|
| •Affordable<br>•Easy to use interface<br>•High quality formats<br>•Diverse selection<br>•Customer Driven | •Internet access needed<br>•Credit card/bank account needed<br>•Doesn't have its own music player application<br>•No face to face interaction for customers |
| **OPPORTUNITIES** | **THREATS** |
| •Decrease of CD sales means increase in MP3, WAV, etc.<br>•New gaming systems have internet access and downloading capabilities.<br>•Campaigns for a greener earth means more charitable chances<br>•Increased iTunes prices | •iTunes interface is on most PCs and Macs<br>•Copyrighting laws<br>•"free" file sharing sites<br>•Big companies such as Walmart, Amazon<br>•Royalty Rates |
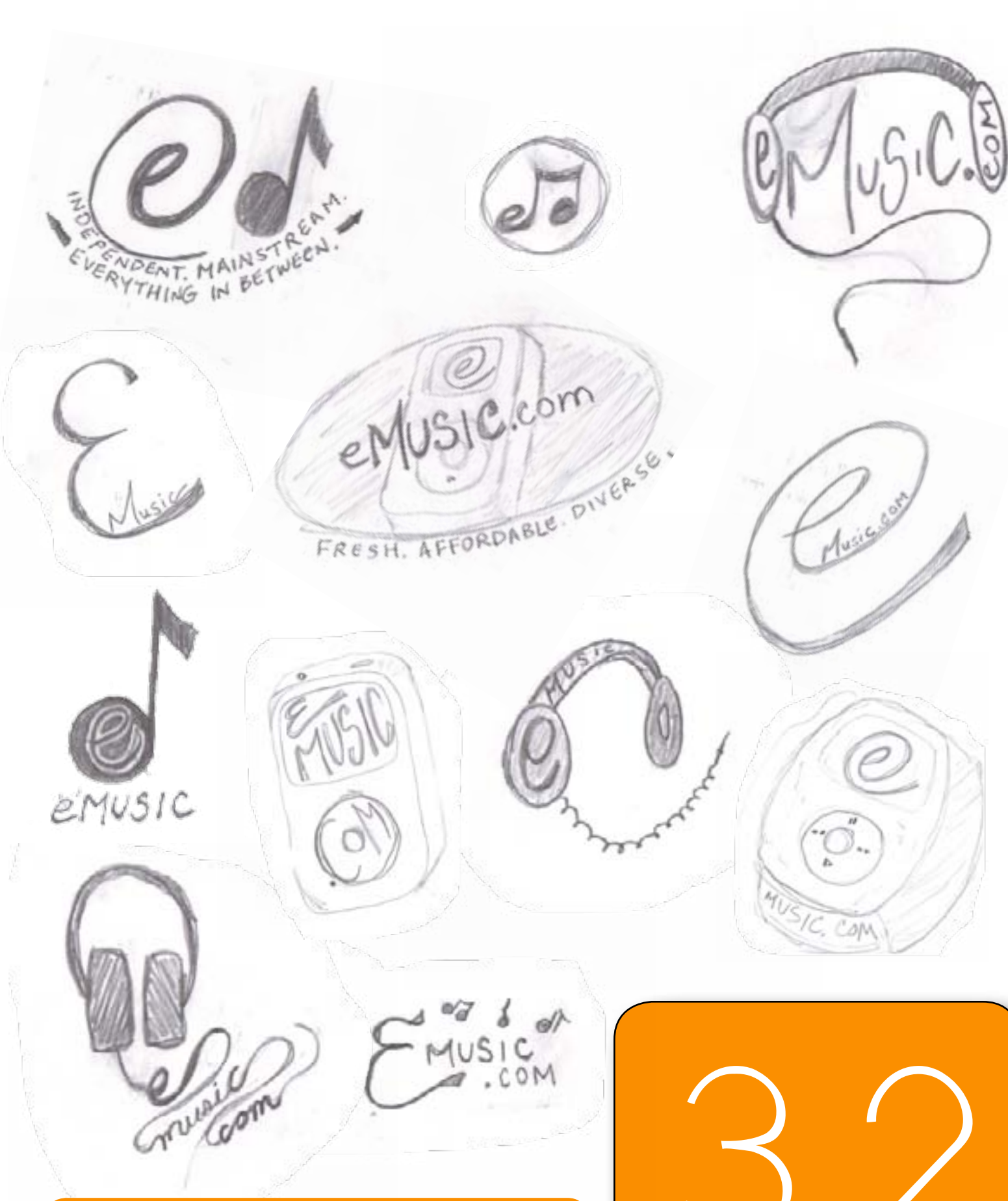
## eMusic Logo Development

The eMusic logo that I started to develop was based off of an "@" symbol. I thought it was a great way to tie in the "e" in eMusic with the fact that "@" stands for a web address (most often enough). After working with the bottom right logo, I felt that both it and the one above it looked like clip art. I then stumbled upon the Angelic War font which seemed edgy, fresh, and exactly what I was looking for. A little tweaking of the filigree in the background (to make "emusic" more easily readable) and voila, the new logo was born. The filigree color can be changed to go with any sort of color scheme needed.

**3.2**

## Moodboards

**3.3**

eMusic's campaign uses three different fonts. All communication and advertising will use one of the three. Body copy will use Helvetica, while Lane Humoresque will be used for headlines and taglines. Impact is used for call to action.



## Toolbox

eMusic's campaign uses three different fonts. All communication and advertising will use one of the three. Body copy will use Helvetica, while Lane Humoresque will be used for headlines and taglines. Impact is used for call to action.



**3.4**

## Advertisement Development

The story that is to be portrayed through the print ads is that eMusic is fun and exciting.  Something that is new and fresh.  People want the next new thing.  The next MySpace (Facebook), the next laptop (iPad), the next new snow sport (snowboarding) that will revolutionize the industry.  They want to be a part of that, and they want to use that product or service.  Conveying a story that will catch the attention of all ages is the key.

The reader needs to know that eMusic IS the next iTunes.  eMusic is all types of music.  Rap, Rock, Reggae, you name it.  It's for all ages.  It's for all personalities.  It's more than just music, it's movies, games, and TV.  It's a one stop shop that is more affordable than most of the online stores out there.

The elements to be included will say "fresh" and "new" and "diverse."   People need to see that they can find any kind of media they want at affordable prices on eMusic.com.  Most people have never heard of eMusic, so the ads need something that will catch their eye.  Something funny, or bizarre, or bright would work well

# 4.0

## ↩Final↪ Designs



## Print Advertisements

eMusic ads will be placed in magazines ranging from music mags like Rolling Stone, to sports magazines like SI. Print ads will have different tag lines, silhouettes, logo colors, and layouts. The only constant will be the speakers with color splash image.

# 4.1

# emusic

## Click. Listen. Easy.

eMusic is a website where you can buy all of your favorite music, movies, and T.V. shows at half the price of iTunes. Check out our fresh new feel at eMusic.com. It's easy to use, just click and listen!
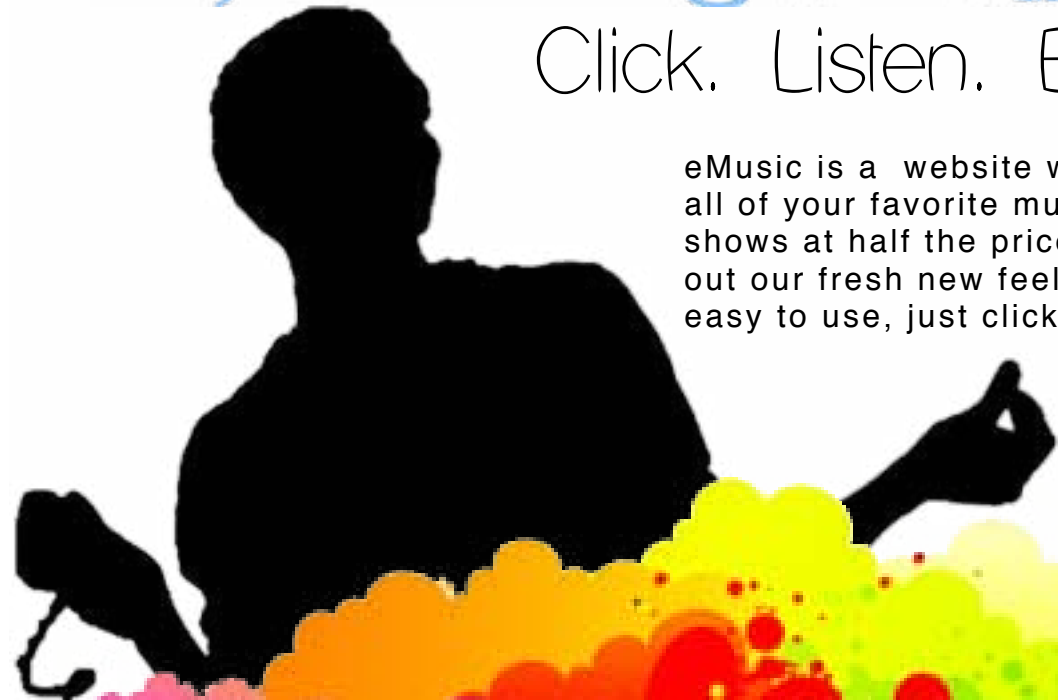
## 25 FREE dowloads
## @ emusic.com

### Web Pages

eMusic's website will be completely revamped and made to be more exciting, user friendly, and easier to navigate. There will be added features including "Shop the Competition" which goves the user the option to see if and what kind of savings they are getting by using eMusic for the multimedia needs.

## 4.2

SEARCH SITE

# emusic

Fresh. Affordable. Easy.

About eMusic

Contact Us

Customer Support

Shop the Competition

Forums

Search MOVIES

Search SONGS

Search TV SHOWS

Sign up/ Free Trial

## 25 Free Downloads

music 4 children
helping underprivledged children

eMusic offers downloadable music at a fraction of the price of its competitiors. We have also expanded our media to include downloadable movies and T.V. shows. We offer a free trial of 25 free songs with no strings, and no catches. You may cancel at any time. We have a fresh new feel, with the freshest new media, as well as all of the classics. 5% of all purchases are donated to Music 4 Children which helps underpriveledged children.

Featured Music

harry connick, jr.
what a night!

◄ ❚❚ ►  5 of 5

verizon iPhone 4

Available on Verizon February 10.

Gift Cards for your Valentine
Plus, Free Shipping from Gift Card Mall.

ebaY

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*(Background website mockup panels:)*

Music Downloads, MP3 Downloads, MP3 songs, from eMusic.com

eMusic MyChart CAMPUS craigslist HealthPartners eBay Pandora YouTube FSU bookmarks Sports ▾ Finances ▾

Contact Us/ Customer Support

Shop the Competition

Featured Music

Forums

MOVIES

Search SONGS

Search TV SHOWS

FEATURED MUSIC THIS WEEK

What a Night!
Harry Connick Jr.
Genre: Easy Listening
★★★★☆

The Best of ELO
ELO
Genre: Classic Rock
★★★☆☆ Rate it (21 ratings)

The future is now and the future man has discovered. So says the group in Electric Light Orchestra's...
more...

More by ELO

SEARCH SONGS

Alpha. Song | Genre | SEARCH ARTIST

A - C
D - F
G - I
L - O
R

Alternative/Punk | Blues
Classical | Country
Electronic | Hip-Hop/R
International | Jazz
New Age | Rock/Pop
Soundtracks | Other
Spiritual | Audiobooks

Browse All

About eMusic

Featured Music

Contact Us/ Customer Support

Shop the Competition

Forums

Search MOVIES

Search SONGS

Search TV SHOWS

## SHOP THE COMPETITION

I am not a Human Being
★★★★☆

Lil Wayne
Genre: Hip-Hop/R&B

More by Lil Wayne

Rate it (49 ratings)

When Lil Wayne entered Rikers Island to serve a sentence for weapons possession, it seemed as though the rap world would have to live...
more...

eMusic
Album: $6.99
Album: $14.99

iTunes Store
Individual songs: $.59 each
Individual songs: $1.29 each

# 4.3

## Motion Graphic

eMusic's motion graphics consist of YouTube videos and videos placed on web pages where eMusic will advertise. The video should be 600px x 400px. The ads convey the message that eMusic is fresh and new, affordable, and very easy to use. The ad starts out with a woman watching Taylor Swift on the Grammys, then looking at Swift CDs at the record store. The woman then surfs the internet and ends up finding eMusic's prices are much better than the competition. The final frame ends with a woman listening to her iPod while dancing and the tagline, "Fresh, Affordable, Easy." The whole duration of the commercial is 30 seconds.

There is an alternative spot that focuses on pirating music and the unlawfulness of it. It highlights the fact that eMusic is



① 4 sec scene. Fade in to voice over with woman watching TV. "And the Grammy goes to... Taylor Swift."

② 4 sec. Transition to the same woman walking into a music store. Shocked by prices of T. Swift CDs. Audio: Taylor Swift song playing in the store background and maybe a gasp or she says "these prices are outrageous."

③ 4 sec scene. Transition to woman back home on the internet. Shocked by prices again. Audio: Clicking of mouse, maybe a gasp, or question to herself, "seventeen dollars?"

④ 8 sec. Transition with woman going from "iSongs" site to eMusic.com. Audio: Clicks on Taylor Swift and music starts playing.

⑤ 5 sec scene. Transition: fade into woman clicking, buying an album on eMusic.com. Audio: The sound of the mouse clicking and a "downloading/ electrical" sound.

⑥ 5 sec scene. Transition: Same woman dancing to Taylor Swift song while holding her iPod. Audio: Taylor Swift song and voice over, "eMusic, Fresh. Affordable. Easy."

## Clothing and Other Media Application of Logo

The eMusic logo can be applied to almost anything. Hats, shirts, bags, bracelets, and a great promotional item for new cutomers could be an iPod case.



Swag

# 4.4

# 4.5

## About the Designer

Luke Podmers is currently teaching high school multimedia classes in Minneapolis, Mn and looking for a job in the media design industry. He frequently uses iTunes Music Store, but stumbled upon eMusic recently. Being a frequent user of online media and online media stores, he feels that he has a vision for what people want when it comes to multimedia. He is hoping to get the chance to show eMusic that it can thrive in an iTunes dominated industry.

All images herein are to be used soley for comp purposes during the proposal process. If the client agrees to the proposal, the client must purchase the license for the images listed on the next page.
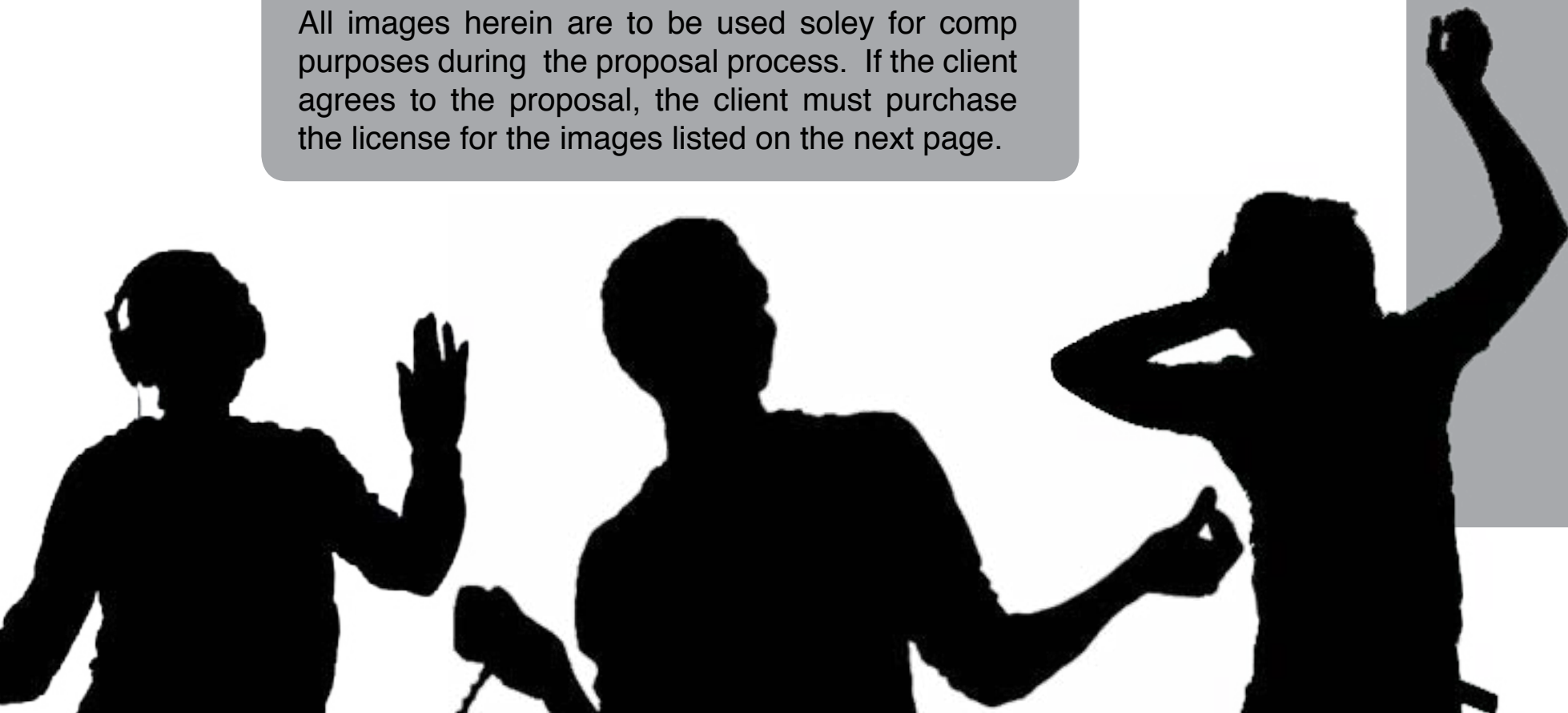
Getty Images:

1) The picture named "Young man listening to headphones and dancing," located at:
http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&p=headphone+guy&assetType=image,
Copyright owner: Getty Images, contact at: sales@gettyimages.com

2) The picture named "Young man wearing headphones, dancing, smiling," located at:
http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&p=headphone+guy&assetType=image,
Copyright owner: Getty Images, contact at: sales@gettyimages.com

3) The picture named "Senior woman dancing and listening through headphones," located at:
http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&assetType=image&p=old+lady+headphones#2,
Copyright owner: Getty Images, contact at: sales@gettyimages.com

4) The picture named "Girl listening to music on her I pod," located at:
http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&assetType=image&p=girl+iPod+dancing#2,
Copyright owner: Getty Images, contact at: sales@gettyimages.com

5) The picture named "Large Record Collection," located at:
http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US&family=creative&assetType=image&p=records#2,
Copyright owner: Getty Images, contact at: sales@gettyimages.com

## Getty Images continued:

6) The picture named "Treble Headphones," located at: http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US &family=creative&assetType=image&p=headphones+music+note,
Copyright owner: Getty Images, contact at: sales@gettyimages.com

7) The picture named "Shattered media disc CD," located at: http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US &family=creative&assetType=image&p=broken+cd,
Copyright owner: Getty Images, contact at: sales@gettyimages.com

8) The picture named "Bright Music Background," located at: http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US &family=creative&assetType=image&p=speaker+paint,
Copyright owner: Getty Images, contact at: sales@gettyimages.com

9) The picture named "Woman dancing to music at the beach," located at: http://www.gettyimages.com/Search/Search.aspx?contractUrl=2&language=en-US &family=creative&assetType=image&p=woman+headphones+beach,
Copyright owner: Getty Images, contact at: sales@gettyimages.com

## PSD Graphics:

10) The picture named "Speaker Grille," located at: http://www.psdgraphics.com/textures/metal-textures/,
Copyright owner: psdgraphics.com, contact at: http://www.psdgraphics.com/contact/

## Music 4 Children:

11) The picture named "Music4Children logo," located at: http://www.music4children.org/,
Copyright owner: music4children.org, contact at: Music 4children.org

## Flickr:

12) The picture named, "What_a_Night!_A_Christmas_Album_(Harry_Connick,_Jr.)," located at: http://www.flickr.com/photos/32338968@N08/3051633795/,
Copyright owner: end3r-27

13) The picture named, "Lil Wayne I am Not," located at: http://www.flickr.com/photos/48067280@N08/5115102228/,
Copyright owner: popartlab

14) The picture named, "Kid Cudi - Man on the Moon II album artwork," located at: http://www.flickr.com/photos/popstache/5183236940/,
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