

SoundCloud



Campaign: “From Bedroom to Billboards”

Background

- SoundCloud, founded in 2007, has evolved into a revolutionary platform for musicians, offering a unique space where creative expression knows no bounds. As an audio distribution platform and music sharing service, SoundCloud has played a pivotal role in reshaping the music industry, allowing access to a global audience for both established and emerging artists.



Campaign Vision

- This campaign aims to celebrate and amplify this unique ethos. By spotlighting success stories of artists who began their journeys on SoundCloud, this campaign seeks to inspire new creators to confidently share their music with the world. Through a series of engaging pieces, it invites aspiring artists to join a global community where creative potential knows no bounds, encouraging them to be the next chapter in SoundCloud's legacy of fostering musical innovation.



Problem

- Increased competition from other streaming platforms and social media channels may threaten SoundCloud's position as the go-to platform for emerging artists.
- SoundCloud may be facing challenges in acquiring new users, especially considering the popularity of mainstream platforms.
- Perception challenges may exist, where SoundCloud is seen as a platform for niche or underground music rather than a space for aspiring mainstream artists.

Insight

- In a world where aspiring musicians face barriers to recognition, there exists a hunger for a platform that not only empowers but celebrates the unique journey of each artist.
- Many talented creators feel the industry is inaccessible, lacking the democratizing spirit that allows their artistry to shine. SoundCloud, with its history of launching careers from bedrooms to billboards, holds the key to unlocking this hunger, providing a space where raw talent transcends barriers and defines the next generation of music icons

The Print Ads



FROM bedroom
TO BILLBOARDS

Billie Eilish



FROM bedroom
TO BILLBOARDS

Chance the Rapper



FROM bedroom
TO BILLBOARDS

Lizzo





Creative Brief

Why are we advertising?

- To encourage new artists to publish their music on SoundCloud because they could make it big.

Whom are we talking to?

- New artists who don't think they can make it big with their music.

What do they currently think?

- That "what's the point of posting my music, I'm not going anywhere." or "How can i post my music so that it can become a top hit"

What would we like them to think?

- That SoundCloud is the no-brainer for publishing your music. It is where the current biggest artists started, and that's where you can start too.

What is the single most persuasive idea we can convey?

- The biggest artists you know now have started on SoundCloud and that's why they are where they are now (on the top charts).



Creative Brief continued...

Why should they believe it?

- Because well known artists like Post Malone, Kehlani, Kygo, XXXTentacion, Lizzo, Future, Billie Eilish, Lil Uzi Vert, Chance the Rapper, Future, Khalid, G-Eazy, Bad Bunny, etc. all started on SoundCloud. According to [MSM.com](https://msm.com)

When and where is the target most receptive to our message?

- When they are realizing what they want to do with their life so according to [Psychology Today](https://www.psychologytoday.com) that is ages 16-35.

In Brief:

GET mostly Gen-Z (portion of Millennials)

WHO want to make music and do that as a career

TO to use SoundCloud as their platform of choice

BY showcasing them all of the biggest artists who have started their career on SoundCloud

Thank You!



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