



# Herald Express



Name: Rock Stars

Category: Brand

Sponsoring newspaper: Torquay Herald Express

Address: Herald Express News and Media Ltd, Harmsworth House, Barton Hill Road, Torquay TQ2 8JN

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Circulation: Daily, 27,500

Description: A targeted campaign inviting young readers to enter auditions for a brand-new band based in our area. Readers voted for each member of the band, which is now playing gigs.

Target age: Specifically 18-25



# Section 1: Description

Strategy: combine sales and marketing skills of advertising department, editorial ability to establish engaging newspaper campaign, and in-house digital designers to create innovative, profitable project to raise our profile among target age group

- Readers register online to join a brand-new rock band based in our circulation area of South Devon. Each member is required to audition, which is filmed and uploaded to our website. The public then votes by SMS text for their favourite on each instrument
- The project was intended to engage with a younger audience and improve our brand awareness among 18-to-25-year-olds with an attractive prize and using a competition format familiar to them
- The project attracted a major sponsor, Teign Music, which enabled us to support the band and provide studio time
- After being selected and then named by our readers, the band went off to write and record new songs for their debut gig



## Project aims

- Engage with a new, younger audience in a fresh and innovative way, on a subject which is of great interest to them
- Improve image of Herald Express among 18-25 target age group by using a format familiar to them
- Generate revenue from ad sales, sponsorship, text voting and newspaper sales
- Launch and sustain an engaging, ongoing editorial campaign to boost sales and captivate readers
- Create a low-cost, high-yield campaign capable of being replicated across the Northcliffe group, in any location
- The over-riding aim of the campaign was to create a band, which would play live gigs across our area and beyond, and hopefully one day be offered a recording contract



# Project timeline

**August 5, 2008** Rock Stars launched in paper and online with theme tune written and performed by our editor, Andy Phelan

**August 9** Entries received from all over the country, from Bournemouth to Aberdeen

**September 19** Voting lines open for lead singer

**October 3** Lead singer announced

**November 24** Auditions held for lead guitarist and voting lines open

**December 10** Lead guitarist named

**January 5, 2009** Bass auditions held and voting lines open

**January 20** Bass player announced

**February 5** Drummer selected and band play together for the first time

**March 19** Voting opens to name the band

**April 1** Band named as Space Beacon Earth

**June 1** Space Beacon Earth play their first gig at Spinning Wheel, Paignton

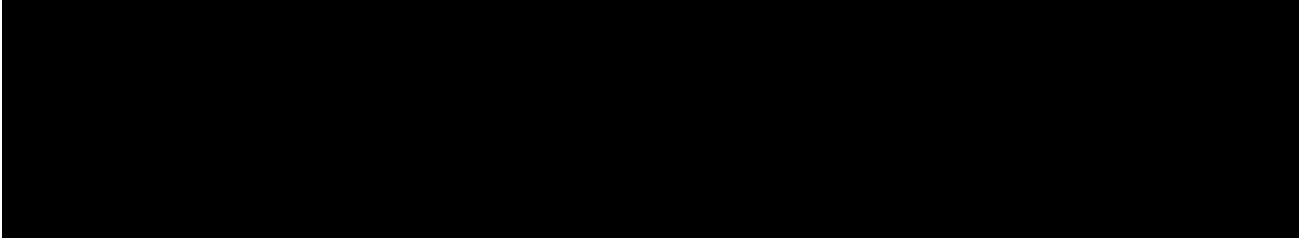


## Section 2: Development – financing and partners

We decided that this project only required one major sponsor, who would appear on all promotional material and help with the finer points of creating a band. Teign Music is a specialist instrument shop based in Teignmouth, who backed the campaign with sponsorship of £3,000.

This enabled us to pay for the venue for the auditions, and also studio time and space for the band's first foray into song-writing. Teign Music were also able to supply instruments and awarded the successful musicians cash vouchers to spend in the shop.

It was our aim to find a sponsor who would add credibility to our campaign among our target audience, and Teign Music, who have long links with international rock stars Muse, did just that.





## Section 2: Financing and partners

As with previous projects we have managed, the cost to us from Rock Stars was minimal. We spent a small amount on printing flyers, T-shirts and a pro-rata rate for the services of a well-respected, local session musician and music teacher to be the band's 'guru'.

The editorial and design work was all carried out in-house, using existing means of production available to us.

We designed and maintained in-house a bespoke website which was designed to appeal to our target audience – [www.thisissouthdevon.co.uk/rockstars](http://www.thisissouthdevon.co.uk/rockstars) – and the editorial portion of the campaign was driven and generated by us.

The logo of the main sponsor, Teign Music, was included in all promotional material and on the website, representing an excellent return on investment for them.



## Section 3: Marketing

We targeted our campaign quite specifically at a young audience and used all available media to appeal to this difficult market.

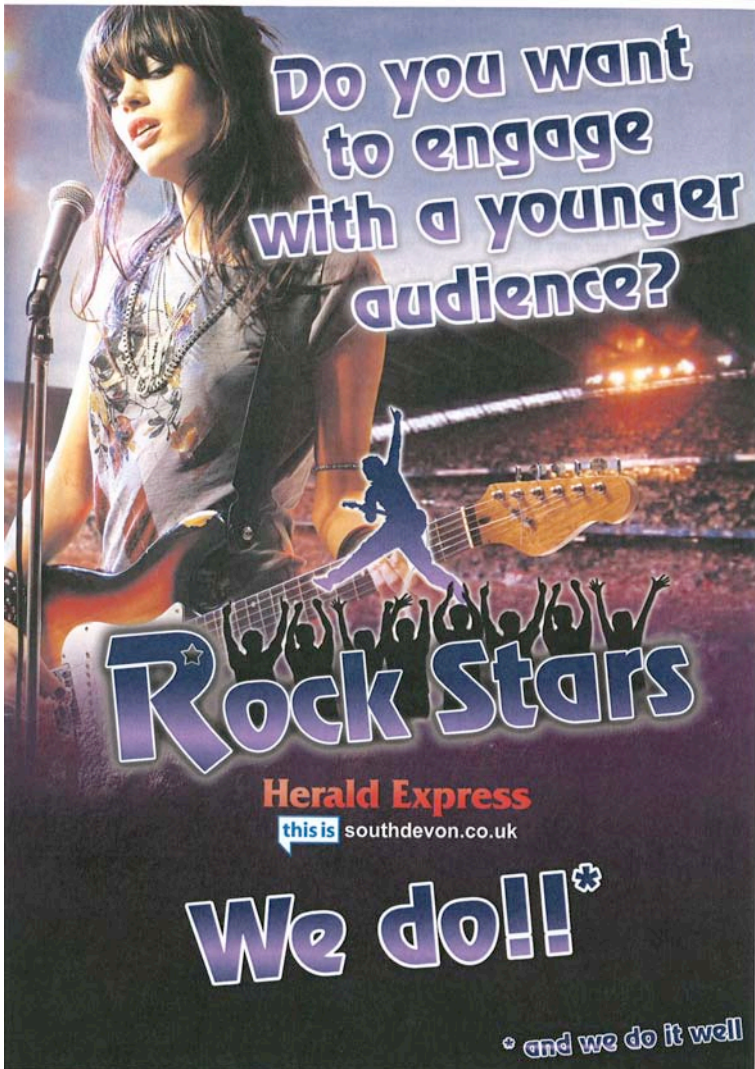
With the backing of the biggest further education institution in the area, South Devon College, we distributed flyers and did a press launch there to spark interest among our target group. We also distributed promotional material at local music shops, bars and nightclubs.

Everything from our pre-launch flyers to the editorial coverage and the bespoke website we produced carried the strong branding of Rock Stars.

The sheer volume of entries we received, and interest shown by our specific target audience right from the start of the project, suggests we pitched it perfectly.



# Pre-event marketing



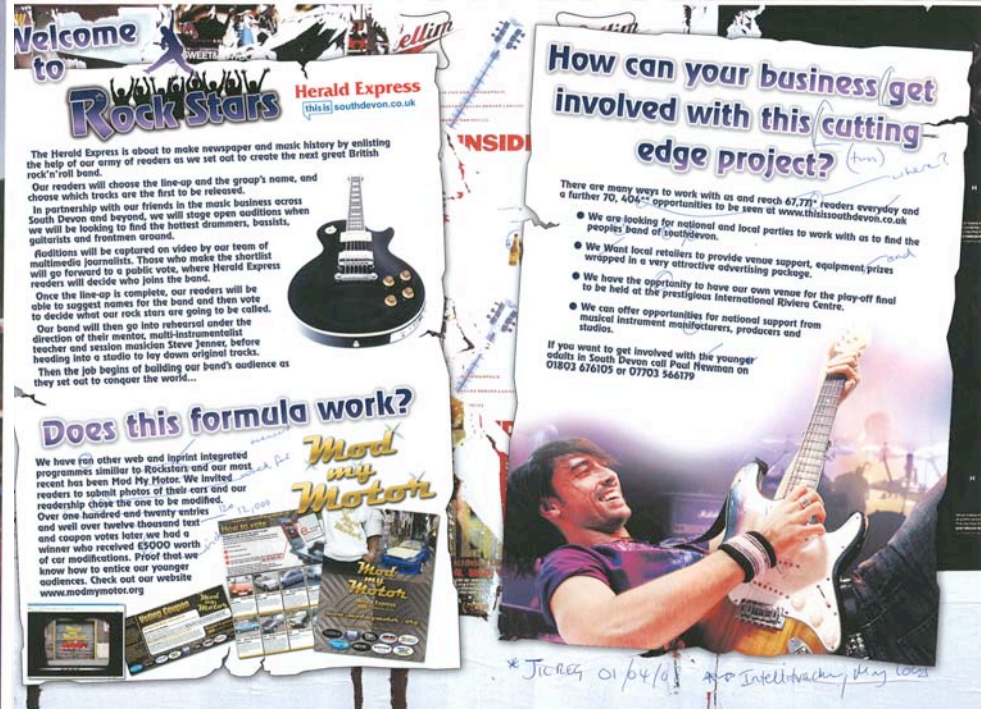
Do you want to engage with a younger audience?

**Rock Stars**

Herald Express  
this is southdevon.co.uk

**We do!!\***

\* and we do it well



Welcome to **Rock Stars** Herald Express  
this is southdevon.co.uk

The Herald Express is about to make newspaper and music history by enlisting the help of our army of readers as we set out to create the next great British rock 'n' roll band.

Our readers will choose the line-up and the group's name, and choose which tracks are the first to be released.

In partnership with our friends in the music business across South Devon and beyond, we will stage open auditions when we will be looking to find the hottest drummers, bassists, guitarists and frontmen around.

Finalists will be captured on video by our team of multimedia journalists. Those who make the shortlist will go forward to a public vote, where Herald Express readers will decide who joins the band.

Once the line-up is complete, our readers will be able to suggest names for the band and then vote to decide what our rock stars are going to be called.

Our band will then go into rehearsal under the direction of their mentor, multi-instrumentalist teacher and session musician Steve Jones, before heading into a studio to lay down original tracks.

Then the job begins of building our band's audience as they set out to conquer the world...

Does this formula work?

We have run other web and inprint integrated programmes similar to Rockstars and our most recent has been Mod My Motor. We invited readers to submit photos of their cars and our readership chose the one to be modified.

Over one hundred and twenty entries and well over twelve thousand text and coupon votes later we had a winner who received £5000 worth of car modifications. Proof that we know how to entice our younger audiences. Check out our website [www.modmymotor.org](http://www.modmymotor.org)

How can your business get involved with this cutting-edge project?

There are many ways to work with us and reach 67,711 readers everyday and a further 70,404\* opportunities to be seen at [www.thisissouthdevon.co.uk](http://www.thisissouthdevon.co.uk)

- We are looking for national and local parties to work with us to find the peoples band of southdevon.
- We want local retailers to provide venue support, equipment, prizes wrapped in a very attractive advertising package.
- We have the opportunity to have our own venue for the play-off final to be held at the prestigious International Riviera Centre.
- We can offer opportunities for national support from musical instrument manufacturers, producers and studios.

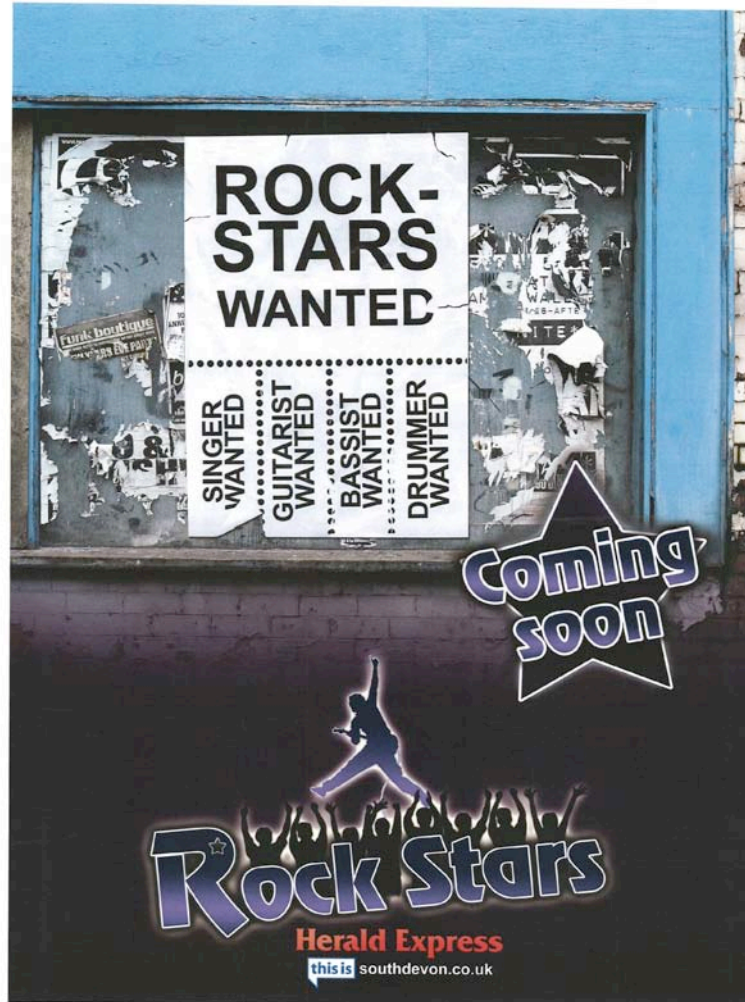
If you want to get involved with the younger adults in South Devon call Paul Newman on 01803 676105 or 07703 566179

\* Jicreeg 01/04/08 Intellectually they lose

Pre-launch publicity media pack for prospective sponsors – building on the success of previous projects



# Pre-event promotion and launch



Pre-launch flyers for local music shops

In-paper launch of Rock Stars and website

**Could this be you?**

**Rock Stars**

Herald Express  
this is southdevon.co.uk

## So you want to be a rock 'n' roll star...

DO YOU want a brand new house on an episode of *Cribs*, or a bathroom you can play baseball in? Do you dream of being a rock star?

Well dream no more, here is your chance to take the music world by storm and be part of the music world's next big thing.

Today the Herald Express is launching a major new project to find the most talented musical acts from across South Devon to form a great British rock 'n' roll band.

Our readers will choose the band's line-up, name and then select which tracks will be released.

In partnership with music industry specialists from across South Devon and beyond, we will stage open auditions where we will be looking for the best singer/songwriters, guitarists, bassists and drummers around. Auditions will be filmed and put on our website so our readers can vote for their favourite.

Once the line-up is complete we will have a vote to name the

**MIKE BAKER**  
mbaker@heraldexpress.co.uk

band, which will then go into a recording studio to lay down some original tracks.

Then all that's left is the job of building a loyal fanbase and conquering the world.

Herald Express editor Andy Pheasant said: "This is a really exciting project and one which promises to be a lot of fun."

"We've never tried to do anything like this before but I'm confident that our area has the right people with the skills to make it a huge success."

"The hardest thing for any new band starting out is getting the kind of publicity which will make sure everyone knows their name."

"We'll get right behind our band and see that they get massive exposure, opening them up to a wide audience."

"Muse have proven that you can launch an internationally-recognised band from our area, and I don't see any reason why our band can't do the same."

First up we're looking for a singer/songwriter/performer to lead our band on their road to stardom.

If you have the songs and you can perform, you might be the person we're looking for. If you think you have what it takes, just enter using the form on our website. Visit [www.thisissouthdevon.co.uk/rockstars](http://www.thisissouthdevon.co.uk/rockstars) for more details.

Obviously we'll need to hear an example of your work, so you'll need to send in one complete demo track with your entry.

To be successful, you'll need to have more material ready to go — the band will work up a promotional half-set of six or seven songs so you'll need to have that many tracks in at least basic form, i.e. music, structure and lyrics worked out even if they're not laid down on your particular D.C.

Once we've found our creative force, we'll recruit the rest of the band — then the real fun can begin.

The band will be mentored by Steve Jenner, a multi-instrumentalist teacher and session musician, who will guide our hopefuls through rehearsals before they head to the studio and then on to the live stages.

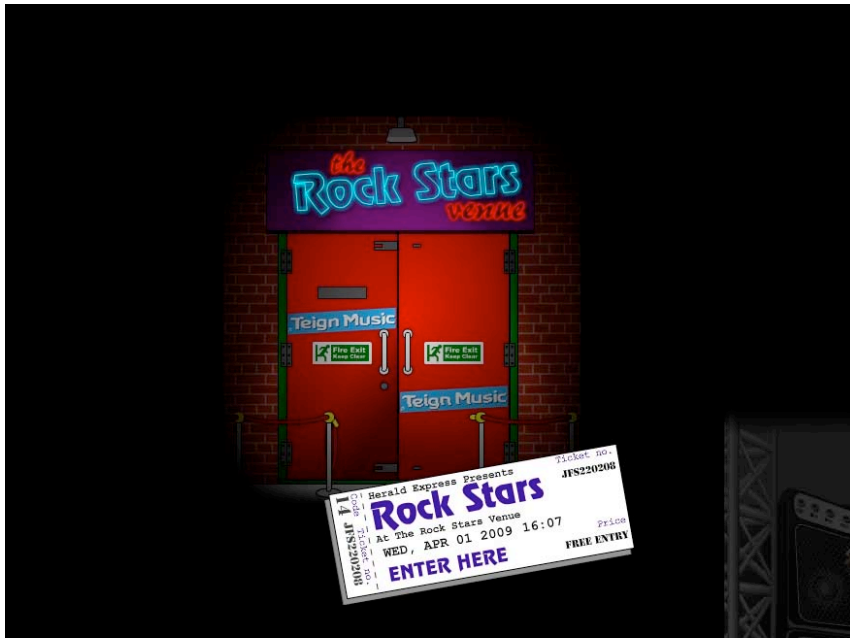
The only stipulation for entry is that applicants are at least 18 years old, and are able to provide two valid examples of work.

They say that most of us go to our graves with our music still inside of us. Don't be one of them, enter Rock Stars today!

### The website

To enter Rock Stars you need to visit our great new website where you can find out all about our talent search. Visit [www.thisissouthdevon.co.uk/rockstars](http://www.thisissouthdevon.co.uk/rockstars) and take a first step on the road to rock stardom!

[www.thisissouthdevon.co.uk/rockstars](http://www.thisissouthdevon.co.uk/rockstars)



Site visitors could vote for their favourite band member, watch videos and listen to tracks and join our Facebook and MySpace pages

Rock Stars bespoke website designed and produced by us, featuring cartoon caricatures of each band member drawn by our in-house art team





# Media coverage

## Music man singing Rock Stars' praises



ROCK Stars could be your way in to the music industry, and that's according to someone who knows what he's talking about.

Laurance Traverso has worked with some of the biggest names in the business and is about to launch his debut album, but, like any successful musician, he worked long and hard at it.

And Traverso, who is originally from Brighton, reckons our search for the next big thing is a great way to fast-track your career.

"Getting publicity for yourself is always the main focus for artists and something like Rock Stars gives you that," he said. "There's a great music scene down here and some really good talent."

"There are a lot of talent searches about at the minute but this one has a different twist on it."

Laurance



forthcoming album, *From the Beginning*, started his career writing music for other people before being offered a record deal for the strength of his material.

"I've been writing music and producing for various people for years and there are plenty of opportunities to deal with various rock stars and producers."

"You can get down that route. People are always looking for material, and there are plenty of musicians with great live skills who couldn't write a tune for toffee."

"But one day I did a little gig with my music, and then a little later, sent a couple of tracks to other producers

In partnership with music industry specialists from across South Devon and beyond, we are going to make history by allowing our readers to vote on the line-up of a completely new band.

The first member we are looking for is the creative influence — a singer/songwriter not unlike Laurance — who will give our act its direction.

Once we have him or her, we can set about recruiting the rest of the band at open auditions, after which the public will vote for their favourites. The auditions will be filmed and posted on our website.

Once the group is complete we will have a vote to name them, before they go into a recording studio to lay down some original tracks. That's all that's left is the job of building a loyal fanbase and conquering the world.

For more information, log on to [www.thesouthdevon.co.uk/rockstars](http://www.thesouthdevon.co.uk/rockstars). Laurance's *From the Beginning* album is due out early next month

■ SHOW OF SUPPORT: Laurance Traverso



## Now it's up to you to name that band

THEY'VE got the talent, they've got the ideas and they've got the songs.

Now all they need is a name. Our Rock Stars band is complete, but you still have a major task to undertake before they can go out on the road.

It's up to readers of the Herald Express and our website [www.thesouthdevon.co.uk](http://www.thesouthdevon.co.uk) to come up with the final name for the band.

The Rock Stars band has been put together in a competition sponsored by Virgin Music. Readers have voted for the lead singer, guitarist, bass player and drummer. Now, as band members: Gino Ferrara, Nicole, Matt Lovell, James Stephens and Alex Pearson fine-tune their songs in rehearsals at the Palace Theatre in Paignton, it's time to choose a name.

Last week we invited readers to come up with potential names for the band, and the list has been whittled down by the band themselves to a shortlist of four.

- The possible names are:
- Bang
  - Freakbeat
  - Space Beacon Earth
  - The Embers

And one of these names will be over the door when the band makes its long-awaited public debut.

- To vote for Bang, text HERBANG to 65100.
- To vote for Freakbeat, text HE FREAK to 65100.



By GUY HENDERSON

ghenderson@heraldexpress.co.uk

- To vote for Space Beacon Earth, text HE SPACE to 65100.
- To vote for The Embers, text HE EMBERS to 65100.

The closing date for votes is midnight on Friday March 27.

Text cost 15p plus one message at standard network rates. For full Herald Express terms and conditions see the classified section.

By using this service you are agreeing to receive occasional SMS messages about products or services that may be of interest to you from Southcliffe Media or carefully selected third parties.

You will not be charged for receiving these messages and you may opt out by texting STOP back to the originating number at any time.



■ SHORTLIST: Drummer Alex Pearson and James Stephens in rehearsals. PHOTO: HE160309\_SPOS\_05

The screenshot shows a Facebook profile for 'Rock Stars'. The page includes a cover photo with the 'Rock Stars' logo, a profile picture, and various sections like 'Basic Info', 'Contact Info', 'Recent News', 'Members', and 'Related Groups'. The 'Members' section lists several names and profile pictures. The 'Recent News' section contains text about the band's search for members and a recording studio. The 'Contact Info' section provides an email address and a phone number. The 'Members' section shows a list of 274 members, with several names and profile pictures visible. The 'Related Groups' section lists other groups related to the page. The page also features a 'Wall' section with a message: 'There are no discussions. Start the first topic.' and a 'Share' button.

Examples of the ongoing media coverage in Herald Express and also our growing fan base on Facebook (above)



## Section 4: Evaluation

In evaluating our project, only one criterion had to be fulfilled: to form a band and see them through to their first public performance. In this respect Rock Stars has been an immense success. Once all four members of the band were chosen and their practice sessions got under way, the formation of the band and our part in it was to all intents and purposes complete.

With the band having played to their first paying audience on June 1, a very satisfied sponsor and a growing fan base, we feel we have achieved our objective.

However, the subsequent benefits to us of the Rock Stars project are only just beginning. We have cultivated a large interest among our target age range as evidenced by a large Facebook following for the band and the interest in their first gig. We have raised the profile of the Herald Express in the process and accessed a group of new readers we rarely reached beforehand.

## Section 4: Evaluation

We also cleared a sizeable advertising profit for a very small outlay on our part. We also saw clear profit from the hundreds of SMS text votes which were cast in voting for the band.

Space Beacon Earth have already been booked to play an external private gig and the interest in the project has more than justified the editorial hours spent and project management requirements.

Involving our readers in the formation of the band has given them a sense of ownership and real feeling of having played a part in the band's future.



Watch Space Beacon Earth on YouTube (click for link)

