


Company #1: Universal Music Group; Music Corporation of America (MCA)

Brief history	Major artists/groups
<p>-Founded in 1996, with origins in 1962 when Music Corporation of America acquired Decca Record's U.S. division</p> <p>-Became major record label &amp; Hollywood film studio with Universal pictures</p> <p>-Rebranding process during the 70's solidifying MCA records as one of the "big six" by the 1980's</p> <p>- Brought to the edge of bankruptcy due to:</p> <ul style="list-style-type: none"> <li>A market miscalculation causing a financial loss and surplus of unsold inventory (1980 abandoned the infinity label)</li> <li>Big name artists (Steely Dan &amp; Tom Petty) were leaving or attempting to leave because of dissatisfaction</li> <li>Failed "superstar pricing" (8.98 to 9.98) causing consumer backlash</li> <li>Smaller labels began rising by signing alternative artists in newer genres</li> </ul> <p>-1980s focused heavily on Universal Picture soundtracks; E.T. (1982), The Breakfast Club (1985), Fast Times at Ridgemont High (1982), and Scarface (1983).</p> <p>-Became the primary distributor for Motown Records (1983).</p> <p>-Purchased a 50% stake in Geffen Records-&gt; access to rock stars like Elton John, Aerosmith, Guns N' Roses, and Whitesnake</p> <p>-1990, Purchases Geffen Records Japanese electronics giant Matsushita Electric Industrial Company (Panasonic) for 7.5 billion</p> <p>-1996, acquired a stake in Interscope-Death Row Records</p> <p>-1998, purchases PolyGram expanding international catalog of genres and artists- Reba and U2</p> <p>-1999, consolidated Interscope allowing genre presences to strengthen</p> <p>-1999, explored digital music distribution by partnering with Panasonic, Toshiba, and Rio Port</p>	<ul style="list-style-type: none"> <li>-Taylor Swift</li> <li>-Drake</li> <li>-Billie Eilish</li> <li>-Kendrick Lamar</li> <li>-Lady Gaga</li> <li>-Post Malone</li> <li>-Keith Urban</li> <li>-Miranda Lambert</li> </ul>

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Case Study #1: Chris Stapleton

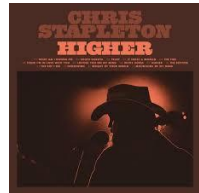
<p><b>Brief history</b></p> <p>(Include information on group formation, artist background and other information pertinent to brand development)</p>	<p><b>Target Audience/Brand Identity</b></p> <p>(Describe the target audience of the artist/band. Describe the brand identity)</p>	<p><b>Digital Marketing and Distribution</b></p> <p>(Explain <b>how</b> the artist/band uses marketing and distribution techniques and platforms. Provide links or images of examples)</p>	<p><b>Non-digital Marketing and Distribution</b></p> <p>(Focus on how the artist/band uses non-digital practices to market and distribute)</p>
<p>Born in Lexington, Kentucky in 1978, he was raised under Appalachian traditions, finding a deep respect for country, bluegrass.</p> <p>Initially Stapleton pursued a path of engineering studying at Vanderbilt University in 2001. After changing to pursue music Stapleton achieved a publishing deal four day later</p> <p>Before his solo career Stapleton was a member in 2 bands the “SteelDrivers” from 2007-2010 and the band “The Johnson Brothers” from 2010-2013.</p>	<p>Stapleton’s music has a broad market appeal as he follows the traditional country sound while blending southern rock and blues to appeal towards R&amp;B listeners. Though the country blue grass audience is open to all Stapleton’s music is often advertised to adults ages 30s-50s. Stapleton has also branched out by collaborating with artists of contrasting genres like Justin Timberlake at the CMA awards</p> <p>Stapleton has branded himself an authentic classic American artist, writing or having co-written over 150 songs in his career. Seeing as his father</p>	<p>Chris Stapleton markets his authenticity by keeping a minimalist approach using natural coloring in albums, limited to no choreography or pyrotechnics. Stapleton has a sparse social media platform</p> <p>-Stapleton avoids posting content seen typical of a pop star to retain his authentic persona, instead he focuses on studio/ performance clips and story telling</p> <p>On social media Stapleton engaged with his audience for</p>	<p>Chris Stapleton relies on the traditional methods of distributing music like country radio channels like channels 62, 63, and 96.1 (63 being Stapleton’s own radio channel)</p>  <p>Stapleton has had extensive touring which earlier in his career he was an opening act for Zac</p>

was a coal miner Stapleton often references a working-class background. Stapleton has utilized his album covers to represent his raw and authentic music style as seen in “Starting Over” (2020); deals with leaving everything behind and beginning a new.



In correlation to the COVID-19 pandemic this album release tried to “navigate a new normal” for Stapleton and his audience.

Aswell as Stapletons album “Higher” (2023); deals with themes of personal journeys and a discovering of love and passion



The albums color pattern ties to the fiery passion displayed in the albums cover.

His major performances like when he performed in the 2023 super bowl by singing the pledge of allegiance. Stapletons largest presence is centered on YouTube where he has released live recordings and studio videos, viral performances, and new releases After a broadcast Stapletons album Traveller saw a 6400% sales spike (entering the 202 Billboard at number 1)

Brown Band, and Little Big town  
Stapleton has appeared on County festivals like Stagecoach, CMA festivals, Bluegrass festivals  
Stapleton gains exposure from his TV and award show appearances  
Stapleton invests into physical forms of his music like vinyl and CDs some with exclusive editions and releases. Stapleton can be seen in print in magazines like the A Rolling Stones, GQ Billboard, and American Songwriter.

Company #1: Sony Music Group

Brief history	Major artists/groups
<ul style="list-style-type: none"><li>-Founded in 1929 through a merger, it began as American Record Corporation</li><li>- Sony Music Entertainment became one of the largest global recorded music companies</li><li>-It's ran by CEO Rob Stringer (chairman of SMG)</li><li>-ARC was acquired in 1938 by Columbia broadcasting system (Columbia Records Inc, as of 1947)</li><li>-Sony entered in November 1987</li><li>-In August 2004 Sony entered a joint venture with Bertelsmann by merging Sony Music and BMG, making Columbia and Epic sister labels</li><li>-In August 2019 Sony music entertainment became a part of Sony Music Group</li><li>-SME is the second largest music company, UMG is the first</li></ul>	<ul style="list-style-type: none"><li>-Adele</li><li>-Travis Scott</li><li>-SZA</li><li>-Bruce Springsteen</li><li>-P! nk</li><li>-Bob Dylan</li></ul>

Case Study #2: Dolly Parton

<p align="center"><b>Brief history</b></p> <p>(Include information on group formation, artist background and other information pertinent to brand development)</p>	<p align="center"><b>Target Audience/Brand Identity</b></p> <p>(Describe the target audience of the artist/band. Describe the brand identity)</p>	<p align="center"><b>Digital Marketing and Distribution</b></p> <p>(Explain <b>how</b> the artist/band uses marketing and distribution techniques and platforms. Provide links or images of examples)</p>	<p align="center"><b>Non-digital Marketing and Distribution</b></p> <p>(Focus on how the artist/band uses non-digital practices to market and distribute)</p>
<p>-Born on January 19,1946 in Tennessee as the fourth of 12 children</p> <p>-Parton was the mentee of Porter Wagoner (Grand Ole Opry star), attracting the attention of RCA Records (Sony) where she released many hits, singles, and solo albums</p> <p>-Reached a number one hit on the Billboard country chart in <u>1970</u></p> <p>-Parton separated from Wagoner in 1974 to begin a solo career</p> <p>-Selected as female singer of the year by the CMA in 1975 &amp; 76 (Country Music Association)</p> <p>-In 19798 she won a Grammy Award for the song “Here You Come Again”</p> <p>-Around this time, she began dabbling in pop music</p> <p>-She won more Grammy Awards for “9-5” (1980), “Shine” (2001), “Trio” (1987, and “The Grass is Blue” (1999)</p> <p>-With 2 Academy Award nominations for “9-5” (1981) and “Travelin Thru” in (2006)</p> <p>-Inducted into the Country Music Hall of Fame in 1999</p>	<p>-Parton’s target audience is older males and females, but she continues to reach new generations of fans through her pop star goddaughter Miley Cyrus</p> <p>-Though she advertises to a brands spectrum like country fans, the working class, and the LGBTQ community.</p> <p>Dolly Parton has built he image around being a hard-working southern sweetheart. She uses humor and a sassy persona add to her image.</p> <p>Visually Parton is often in rhinestones with larger-than-life hairstyle, glitzy dresses and a buxom physique. Parton often gives into visuals of the stereotyped “blonde” though she speaks against the dumb blonde jokes.</p> <p>-She is also known as a philanthropist.</p> <p>-Parton’s: Imagination Library” has donated over 200 million books to children globally</p>	<p>-Parton maintains a strong social media presence</p> <p>-She began a social media utilizing hashtags to gain traction etc.; “Dolly Tok”</p> <p>--She uses Instagram and Facebook to promote and share her philanthropic efforts (Imagination Library)</p> <p>-In 2020 she began the “Dolly Parton Challenge, where she posted four photos of herself labeled LinkedIn, Facebook, Instagram, and Tinder (spiraling a media trend)</p> <div data-bbox="1041 919 1346 1224" data-label="Image"> </div> <p>-She runs campaigns on TikTok and Instagram Reels to advertise pop up stores, vinyl subscriptions, and other branded efforts</p> <p>-He first video on the TikTok platform celebrated the LGBTQ community</p>	<p>-Dolly Parton has displayed her classic southern authentic image by partnering with food and lifestyle brand like Duncan Hines, (2022) Home Chef (2024), Lodge Cast Iron (2024) and Krispy Kreme (2024).</p> <div data-bbox="1583 613 1860 987" data-label="Image"> </div> <p>--Parton has indirectly publicized herself using her theme park “Dollywood”</p> <p>-Parton has made appearances on TV: Good Morning American, The Oprah Winfrey show, CBS Sunday Morning and more</p> <p>-Parton frequently appears in print being seen in magazines like People Magazine, Rolling stone, Country weekly, and mire</p> <p>-She has utilized her live shows as a promotional effort where she has</p>

<p>-Inducted into the Songwriters Hall of Fame in 2011</p> <p>-She was considered for the Rock and Roll Hall of Fame but requested to be taken out of consideration</p> <p>-Appeared in films such as “Nine to Five” (1980) which later became a musical, “The Best Little Whorehouse in Texas” (1982), “Steel Magnolias (2012)</p> <p>-Parton had her own variety show called “Dolly” from 1976-77, and again in 1987-88, and in the 1990s and 2000s she guest starred in many TV series like Hannah Montana</p> <p>-Parton wrote the music and lyric for the musical adaptation of the film “Hush”, which was nominated for a Tony award</p> <p>-She starred in a movie about her early life “Dolly Parton’s Coat of Many Colors” (2015)</p> <p>-Parton won an Emmy Award for “Dolly Parton’s Christmas on the Square” (2020)</p> <p>-In 1986 she opened a theme park in Tennessee, “Dollywood”</p> <p>-In 1988 she created the Dollywood Foundation</p>	<p>-Parton has made various contributions to COVID-19 vaccine research and disaster relief efforts.</p> <p>-Parton’s theme park “Dollywood” represents Parton’s Appalachian roots and Southern Heritage</p>	<p>-She’s done many collaborations especially ones that are in tune with her character/ image</p> <p>-She’s had a kitchen ware line with Dollar General</p> <p>-Among Parton's other causes is her contribution to the 2020 development of the Moderna COVID-19 vaccine. In April 2020, she gave \$1 million to Vanderbilt University Medical Center, informing her audience that she was friends with Naji Abumrad, a researcher and physician at Vanderbilt.</p>	<p>merchandise hubs, PR generators, and has large scale marketing events</p> <p>-Parton has made her music and persona accessible via record stores, Walmart, Target, Barnes &amp; Nobles, and libraries</p> <p>-Parton has written 14 books</p>
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Sources:

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