

ResInt Research Review



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“We should not let the working class continue to suffer while others build mansions”

The Power of Marketing Hybridization

Salva López

How the way to build the value and meaning of musical products evolves by mixing them with other platforms and means to build a new ecosystem full of business symbiosis.

Maybe you are familiar with a couple of television series: I am Luna and Nashville. Or maybe not. But let me tell you what they mean and how they



work from the point of view of marketing, because both TV series represent a step further in the evolution of the music industry, how value is created and how it is marketed.

THE VALUE OF A SONG AS A PRODUCT

As a product, a song can be a one-day-flower or something eternal and timeless. For a song to reach its maximum value in time, it must have a meaning that transcends the fashion of the moment. Most of the best songs

tell stories you can feel yourself related to. Some totally banal, others intimate, others cryptic, others transcendent...

Think of Led Zeppelin, Bruce Springsteen, Queen, Coldplay, Ed Sheeran, Adele ... How can we get the listener to

capture the value of the songs and really connect with them? How can we build the value of a song in such a saturated market? We look for an emotional bond that guarantees our loyalty, and the usual trident is no longer enough: CD-videoclip-tour. Many more things are needed.

Social Networks have given us new possibilities to create and maintain contact between artists and their audience: we can see what they do in the studio, how they have breakfast, how they prepare in the dressing room just before going on stage, how they write a

new song in their hotel room during the tour... All these things add value and meaning to the music, but ... what else can be done ...? Some are doing much more ...

Can you do something to break the physical boundaries of your category? What can you do to work out a better, more intense meaning for your brand?



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BUILDING MEANINGS, AMPLIFYING THE PRODUCT

Now is when I talk about "I am Luna" (Soy Luna) and "Nashville". Both TV series tell



stories related to the world of music. The main actors are also musicians who play, sing and even dance. In each episode they write and perform their songs, which are related to the story that's been told in the episode. That is where the meanings are built for the audience, something that in the usual music industry can only be done briefly with a video clip. A story in three minutes. Something very limited. However, the meaning of a song in these two series can cover several episodes full of meanings, details and nuances. The listener who follows the series knows in depth the meaning and value of each song, because he knows the story behind each one. And that makes a big difference.

I AM LUNA: CROSSING OCEANS

The Argentine successful series for children and pre-teens is a good case study. The characters are teenagers who study together and share their dreams and hopes. In addition to musicians, the main characters also participate in roller skating competitions.

The success of this series, premiered on TV in 2016, is so overwhelming that they have already organized a world tour to perform live. I have the honor of being friends with the musicians who accompany them on the European tour, which has dozens of dates, and they invited me to the first concert of the tour at the Palau Sant Jordi in Barcelona. The arena

was packed with children with their parents. A wonderful family show, the characters sang, danced, skated and acted on the stage, converted into a real extension of what until then we had only seen on our living room screen. Everyone sang all the songs, and I've seen that very rarely in the many concerts I've attended in my life. The value, the emotional bond, is there. I am Luna is a phenomenon that crosses oceans, literally.

NASHVILLE: A SPLENDID FABRIC OF REALITY AND FICTION

Nashville is a wonderful series about country music, whose heart is in the capital of Tennessee, and which is already in its sixth season, the last one. In each chapter there are concerts, songs are written, recorded, produced, released to the market, performed live ... You can see the whole

music business from within with realism: recording studios, managers, tours, record companies, dressing rooms ... The series has released several albums with the songs of each season. They have been touring for years with the main characters of the series. The 2018 tour in the UK is already announced, and in 2017 they already sold out the Royal Albert Hall for two consecutive nights, a feat for any musician. The songs are wonderful, the effort, talent and investment in each episode is amazing. One listens to the songs and remembers the story, the scenes... they have a much more detailed, complex and close meaning than any of my favorite songs of Led Zeppelin, Springsteen or Adele, which now seem to me, in comparison, distant and blurred. And believe me, saying that really hurts me.

But the strategy of Nashville goes even further. In the episodes reality is mixed with fiction. Authentic personalities from the music industry and the media



appear to be playing themselves. Famous musicians appear in the middle of a scene fleetingly. In some episodes, some character in the series appears in some real concert playing along by a famous authentic musician, sharing the stage and being presented before a real audience with his fictional name in the series. Sometimes a character is interviewed on a real American TV show by real celebrities like Whoopi Goldberg or Harry Connick Jr. The symbiosis between fiction and reality is complete. These marketing geniuses have achieved a perfect integration between both worlds. An authentic marvel of marketing and the

creation of value for an audience. As a musician and marketer, I am frankly astonished and moved.

How disadvantaged now seem to me the traditional musicians, who must fight to stand out from a mud of anonymity without the support of a TV series, without anything that helps them to build their meanings and their emotional links with the audience, armed only with a video clip. They need to work hard every night in long tours to have an opportunity with each listener to be remembered. Eric Clapton played more than 300 gigs a year when he toured with Cream. The good old times... But times keep a'changin'.

HYBRIDIZATION AND VIRTUALITY PERFORMED

The strategy of these series is to make tangible something that was traditionally virtual. It comes to be the opposite of virtual reality. Someone described it to me a while ago as "realized virtuality". The fabric between reality and fiction

fills the final product with meaning: music. You will not be able to see the TV series while you run or walk down the street, but you can relive it all at any time of your life while carrying the songs on your Smartphone.

And if someday they open a restaurant in the middle of Barcelona called Nashville as a new physical extension of the TV series, we will be there to experience the physical experience of something that is already so familiar to us, and of course we

will expect there to be a small stage and some country live music. And I'll send my demo to get a gig some night ...

The possibilities of this realized virtuality seem unlimited.

By the way, as a rock&blues musician, I have to admit I never liked country music. But now I adore it. It will be the power of hybridization.

So... here's the take away for you, the reader. Can you do something to break the physical boundaries of your category? What can you do to work out a better, more intense meaning for your brand?

One, two, three, four!!! Twaaaaangggg!!!!