



ARTIST & GENRE TRACKER

Spotlight On: Brand Partnerships

LUMINATE



These fans intend to buy **luxury beauty** products:

35% MADISON BEER
35% BRANDI CARLILE
33% WIZKID



Carlile



These fans intend to book an **airline ticket**:

28% OZUNA
35% KAROL G
33% NORMANI



Normani

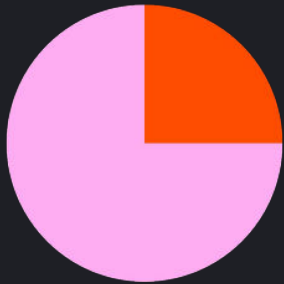
When It Comes to Wine and Spirits:



'90s Hip-Hop fans are most likely to consume vodka, tequila and whiskey

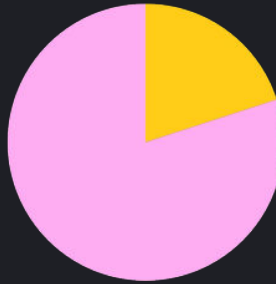


Classic Country fans are most likely to consume whiskey, red wine and vodka



1/4

Latin fans plan on buying a new mobile device in the next 3 months



1/5

Electronic music fans plan on booking a hotel room in the next 3 months



Luke Combs, Walker Hayes* and Twenty One Pilots fans are most likely to have had **fast food** in the past 3 months



Giveon, Karol G and Lil Durk fans are most likely to have eaten at a **fine dining restaurant** in the past 3 months

These fans are likely to use Hulu



These fans are likely to use Disney+





Know Your Fan Base Inside & Out

Artist Perceptions

Among US population:

- Awareness
- Likeability
- Perceptions

Among fans:

- How do they engage with the artist?
- Fan army membership
- Influence of artists on TV tune-in, brand purchase, ticket sales, etc.

Audio & Music Behaviors

Allocation of time across:

- Audio entertainment
- (Music, Talk Radio, Podcasts, Audiobooks, Guided Meditation)
- Music formats (Radio, Audio Streaming, Video, Personal collection)

Platforms used for:

- Music streaming
- Podcasts
- Devices used for listening to music

Genre Preference

- Music Genres
- Genres listened to
- Subgenres
- Monthly vs Weekly listenership
- Most listened genre
- Decade listenership (i.e. 80's music vs 90's music)
- Talk Radio Genres
- Genre associations (who "owns" a genre — radio, Spotify, Apple?)

Artist & Genre Tracker Can Answer Questions Such As:



What music activation strategy is right for my brand?



Which music audiences are most likely to be shopping in my category? (i.e. artist fans, genre fans, streamers)



Which music artists and touchpoints offer the best opportunity for reaching my target audience?



Which artist fans are most open and receptive to brand partnerships and endorsements?



What is the right marketing plan to support my music investments?



To gain access to the full online dashboard, please contact us.