

Branding The Beat: A Study on the Electronic Music Community in Lisbon

Thesis Defense Presentation for
Master Degree Program in Data-Driven Marketing

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Presentation Structure

- Introduction
- Justification for research and research objective
- Methodology
- Results
- Conclusions

Brief Context

- The electronic music community can be defined as a collective of individuals who share a passion for electronic music
- Lisbon has a vibrant night life and electronic music community
- Composed of artists, DJs, producers, labels, promoters, clubs and fans
- Growing immensely in recent years. Characterized by a very heterogenous community
- Consists of many nationalities, backgrounds and tastes



Why I chose this topic

- Wanted to bring my academic and personal interests together
- There is a gap in application of academic concepts in the electronic music scene. I chose to apply learnings from my degree to Lisbon's nightlife, concepts from:
    1. Branding
    2. Consumer-brand relationship
    3. Digital marketing
    4. Communities and counter-culture

Research Question and Objectives

- **The gap**: Limited understanding of branding concepts in Lisbon's electronic music community. The influence of community dynamics and culture on the formation of brand identity also remains understudied
- **Research Question**: How do branding practices, community and culture dynamics contribute to the electronic music community in Lisbon?
- **Objectives**:
    1. To investigate the origins, promotion strategies, and social media practices of electronic music brands in Lisbon.
    2. To examine the influence of brand personality, and brand communities on the formation of brand identity within the electronic music scene.
    3. To analyze the power dynamics, connections, motivations for participation, and evolution of the electronic music community in Lisbon.
    4. To understand the culture of the community, and to evaluate what role resistance and counter-culture play.

Research Methodology

- Primary Focus on semi-structured in-depth interviews
- Netnography used as a secondary data collection tool
- Interviews because they allow for in-depth exploration, new emergent themes and good balance between structure and flexibility
- Netnography for a nuanced analysis, challenge or confirm interview findings



The Interviews

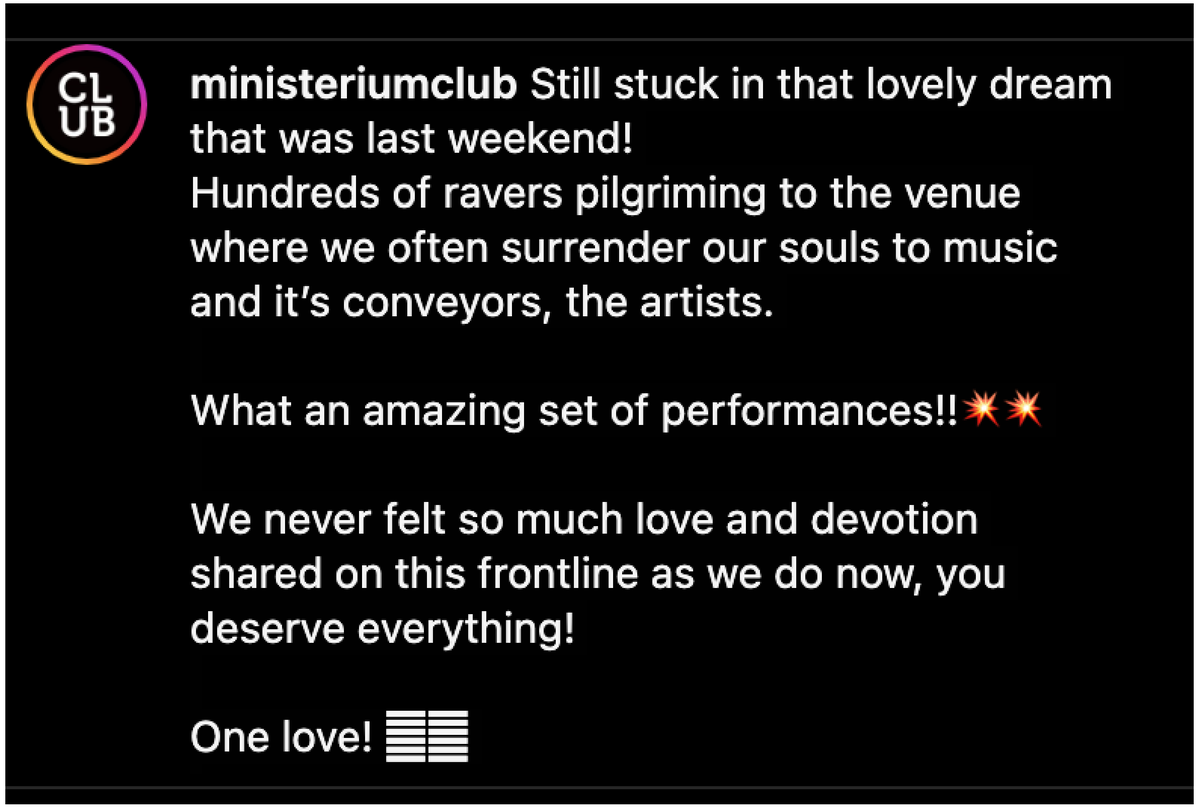
- Shortlisted 35 candidates. Criteria:
  - Experience in the industry
  - Sizable online following
  - A demonstrable contribution to the electronic music community
- 5 participants agreed to interview. 4 in person, 1 online
- Interviews lasted between 80-120 minutes. Recordings made with permission

Interview Guide

Main theme	Questions
Yourself	• Can you introduce yourself a bit? Name, Age, Where from? • What does electronic music mean for you? • What are some of your favorite electronic music artists/events and how have they influenced you? • What do you love most about electronic music? • How did you get involved in the electronic music community in Lisbon?
Your brand	• What inspired you to pursue [your brand] • If you had to describe [your brand] in a few words, what words would you use? • What is the vision for your brand? **Disney**: "To make people happy." **Nike**: "To bring inspiration and innovation to every athlete in the world" • Can you describe the identity of your brand? What was the reason behind the choice of colors, logo, graphics, and tone of messaging you use? • On a scale of 1-5, can you describe how well the following terms represent your brand? 1. **Sincere | Sinceridade** = Kindness, thoughtfulness, family values, environmental sustainability
Community	• Do you think its possible to be successful in Lisbon as an individual? Or is being part of a community a pre-req? • Do you think branding and marketing helps to create a sense of community among your fans and followers? • How would you describe the community you're part of? • What are some of the things you like and dislike about this community? • Is Lisbon electronic culture different from whre youre from? If so then how • What challenges have you faced in creating and maintaining your brand in the community? • Sense of collaboration/competition with other DJs/promoters? • Can you share a time when the community support was particularly helpful to your brand • Does resistance play any part in your goals/branding?
Relationship with authorities	• When you started your brand, were there any authorities you had to deal with? Registration, licenses? How was the experience • How difficult was it to get artists on board/work with other artists/get booked
Role of tourism	• Does the influx of tourist effect your promotion/marketing?

Netnography

- 20 instagram profiles analyzed between April and June 2023
- Similar criteria selection
- 20 profiles selected between clubs, artists, promoters and DJ
- Care also taken to select profiles that would cover a wide span of the subgenres within the electronic music scene in Lisbon



Data Analysis

- Although the interview guide had questions addressing the research question, the semi-structured nature of the interviews allowed for the emergence of additional themes
- In total, following themes were identified:
  - **Branding and marketing:**
    - Brand Origins
    - Promotion & Social Media Practices
    - Brand Identity
    - Branding Advantages
  - **Community:**
    - Community Dynamics
    - Community Culture
- 139 quotes extracted and organized under respective themes

Interview Quotes

Board view | Table | table | + | Filter | Sort | New

Theme | Sub Theme | Interview | + Add filter

Theme contains

Select one or more options...

- [ ] branding/marketing
- [ ] community dynamics

		Interview	Theme	Sub Theme
	ng this for myself for the love of music only, and I discovered that the scene is getting pretty big and you	Beast	community dynamics	community first
	o start getting into, so to start actually play a part in the scene, I guess you just have to give feedback to	Beast	community dynamics	culture, culture +ve
	this idea like Im gonna do my part which is being the artist and the producer, Im gonna keep releasing my	Beast	branding/marketing, comm	brand origins
4	Give goodfeedback and get in the circle of people who share your taste. You certainly have a part that you can play ir	Beast	branding/marketing, comm	promotion/social, comm
7	actually, Frik sticks on the ear, and I consider myself a freak too, so I guess there's no real motive to detach myself fro	Beast	branding/marketing	brand identity
6	Do start actually doing this as a career, I didnt really need a motive to start putting music out there. If youre able to cr	Beast	branding/marketing	brand origins
5	For me, the biggest might be music and I get motivated to produce and DJ and get gigs, talk to labels, have my own l	Beast	community dynamics	motivations, community
8	trying to bring the underground to the big stages and that involves a lot fo effort but it brings a lot of game changing	Beast	branding/marketing, comm	brand origins, motivatio
9	Energy is just thumping energy, hardcore vibe, high bpm. Its the dark side of atmospheric, cinematics. We dont use n	Beast	branding/marketing	brand identity
10	We really don't wanna be classy. We're about the underground, the good and the bad. And most of the people don't e	Beast	branding/marketing	brand identity
11	I never had a vision from the start. As I said before, I started doing music because i curious about it, how it works, and	Beast	branding/marketing	brand origins
12	Theres a lot of times where I pile up a lot of rage and unspoken stuff and I just open FL [production software] and Im	Beast	community dynamics	resistance
13	Its a struggle that everyone has i guess. Because when you do promotion, when you know youre good at it, youre obv	Beast	branding/marketing	brand identity, artistic v
14	That changes the experience in the sense that you feel way more motivated. Because when people give you a really in	Beast	branding/marketing	Branding +ves -ves chall.
15	I had this one time there was security abuse of some of my friends and they were beaten up, and I actually felt power	Beast	branding/marketing	Branding +ves -ves chall.
16	Because if you dont have influence and money, how will you do a rave that youve been planning for a long time, that y	Beast	community dynamics	community structure
17	Unfortunately this is an industry. Big people that can do big things and unfortunately you need permission from certa	Beast	community dynamics	community structure
18	The best way I give back to the community from branding is the free music. We dont just sell music, we also have free	Beast	branding/marketing, comm	branding, culture -ve
19	And every artist that i like i tell them why i want them on the label. Is it the drums, is it the grooves, and yeah we give	Beast	community dynamics	community first, commu

COUNT 139

?

Data Analysis

- For netnography, 54 Instagram posts were chosen and analyzed for:

1. Interesting discussions: Analyzing the content of conversations and the topics that generate significant engagement among community members.

2. Type of posts: Identifying the various formats of content shared by community members, such as images, videos, or text-based posts.

3. **Tone of posts**: Examining the tone and language used in the posts to better understand the community's communication style and sense of identity.

4. Frequency of posts: Assessing the regularity of content sharing and engagement to determine the level of activity within the community.

5. Style of posts: Evaluating the overall aesthetic and design elements of the posts, which may reflect the community's preferences and values.

6. Hashtags and keywords: Examining the hashtags and keywords frequently used in the community's posts, which can reveal common themes and interests.

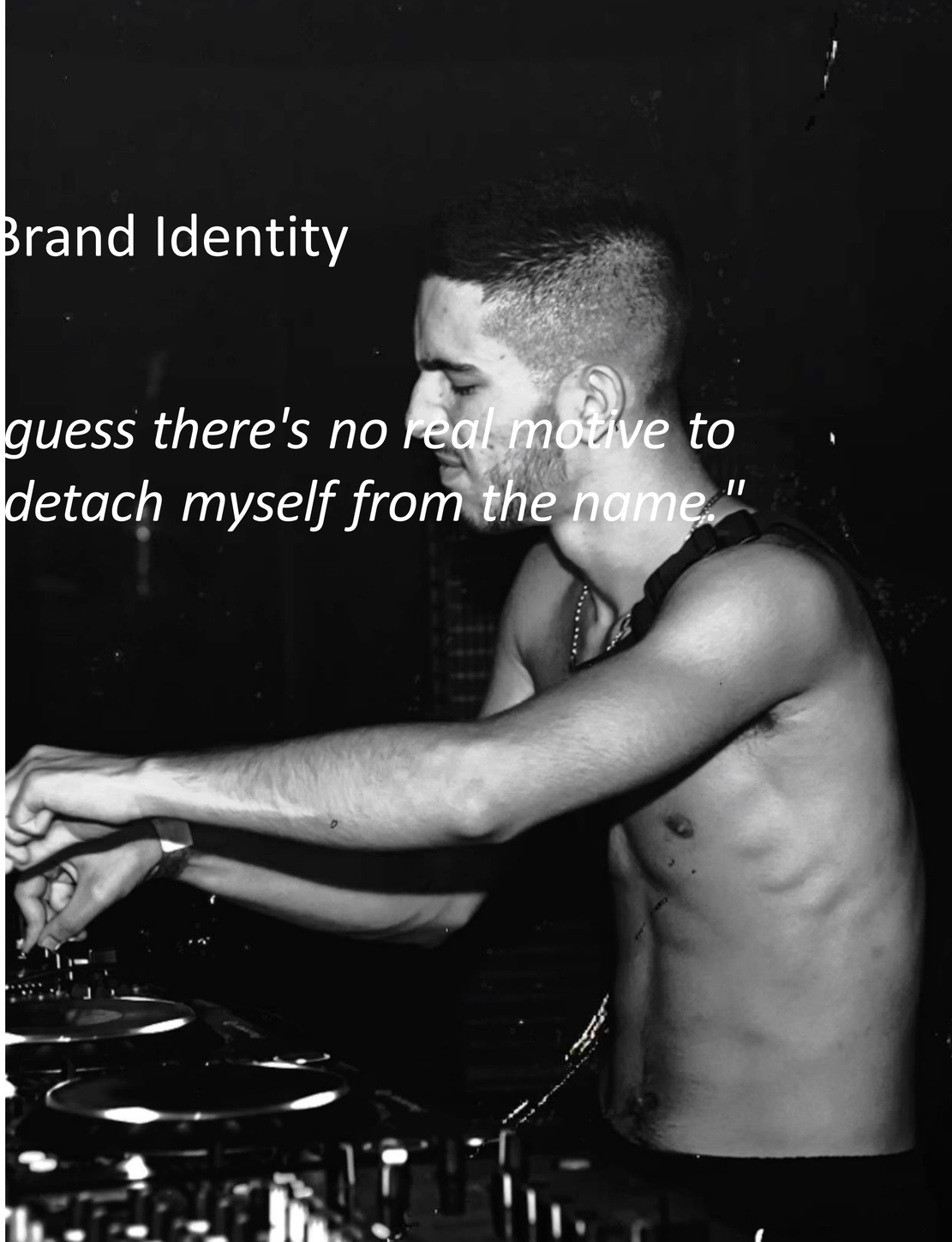
Page	Post Date	Post	Link	Caption	Discussions?	Post type	Style of post (aesthetic)	Genre	Main theme
This.is.Lisbon	20/05/2023		https://www.in	Get ready for SUNA-LUNA WA		Flyer	visuals: colorful gradient, funk	House	Community dynamics
This.is.Lisbon	22/05/2023		https://www.in	ARTPERITIVO 🍸An event seri		Flyer	visuals: minimal, text only. wri	House Tech House	Community dynamics
This.is.Lisbon	01/06/2023		https://www.in	his weekend at @kremlin.lisbc		Video	audio: afro/tech house. Video:	Tech House Techno	branding/marketing
This.is.Lisbon	04/06/2023		https://www.in	place in the heart of Lisbon, tl		Video	audio: atmospheric electronic	House Techno	Community dynamics
This.is.Lisbon	10/06/2023		https://www.in	🎉 Join us for an extraordinary		Flyer	visuals: trippy, lots of colors. T	House	Community dynamics
Lisbarco	16/04/2023		https://www.in	// 📻 Lisbarco Walkman Volum		Poster	visuals: simple, image with na	House	branding/marketing
Klubbkatt	03/04/2023		https://www.in	Next up we have a familiar fac		Poster	Visuals: dj pic in centre, surro	Minimal House	Community dynamics branding/marketing
Klubbkatt	10/04/2023		https://www.in	Come and play with us on the		Poster	Visuals: text of top of. pink tex	Minimal House	branding/marketing
Klubbkatt	21/04/2023		https://www.in	lovers unite! KLUBB KATT and		Poster	Visuals: beach image with info	Minimal House	Community dynamics
Klubbkatt	27/04/2023		https://www.in	As the day of the event is clos		Carousel	Visuals: text on top of pink tex	Minimal House	Community dynamics
Klubbkatt	09/05/2023		https://www.in	here's a chance that you migh		Photo	Visuals: photograph, text: witt	Minimal House	Community dynamics
Klubbkatt	02/06/2023		https://www.in	Pride is more than a parade, n		Poster	Visuals: colorful poster incorp	Minimal House	Community dynamics branding/marketing
Deep Motion	13/04/2023		https://www.in	New Podcast Series out now (		Video	Visuals: video snippet of dj pla	Techno	Community dynamics
Deep Motion	17/04/2023		https://www.in	Intense, Heavy and Groovy, ju		Photo	Visuas: party images, peoplle	Techno	Community dynamics branding/marketing
Deep Motion	19/05/2023		https://www.in	Boiler sesh vibes approaching		Flyer	Visuals: futuristic posturre, bo	Techno	Community dynamics branding/marketing
Deep Motion	13/06/2023		https://www.in	T-SHIRT DROP OUT NOW!!Yo		Video	Music: techno. Video: models	Techno	branding/marketing
Whoopee	18/04/2023		https://www.in	**This Friday we're back at mic**		Flyer	Visuals: funky, groovy, fun. tex	House	Community dynamics
Whoopee	13/06/2023		https://www.in	Happy to present the brand w		Flyer	Visuals: funky,brand logos, bo	House	Community dynamics
Brunch Lisboa	23/05/2023		https://www.in	The big day is here!! Today we		Flyer	Visuals: funky, image backgro		branding/marketing
Brunch Lisboa	02/06/2023		https://www.in	At Brunch Electronik, sustaina		Video	Video: nature focused, showir		branding/marke

Results

Branding and Marketing: Brand Identity

- Brand identity is rooted in authenticity and personal meaning
- Brand identities for participants lie personal experiences and meaning, rather than a deliberate marketing focused branding practice
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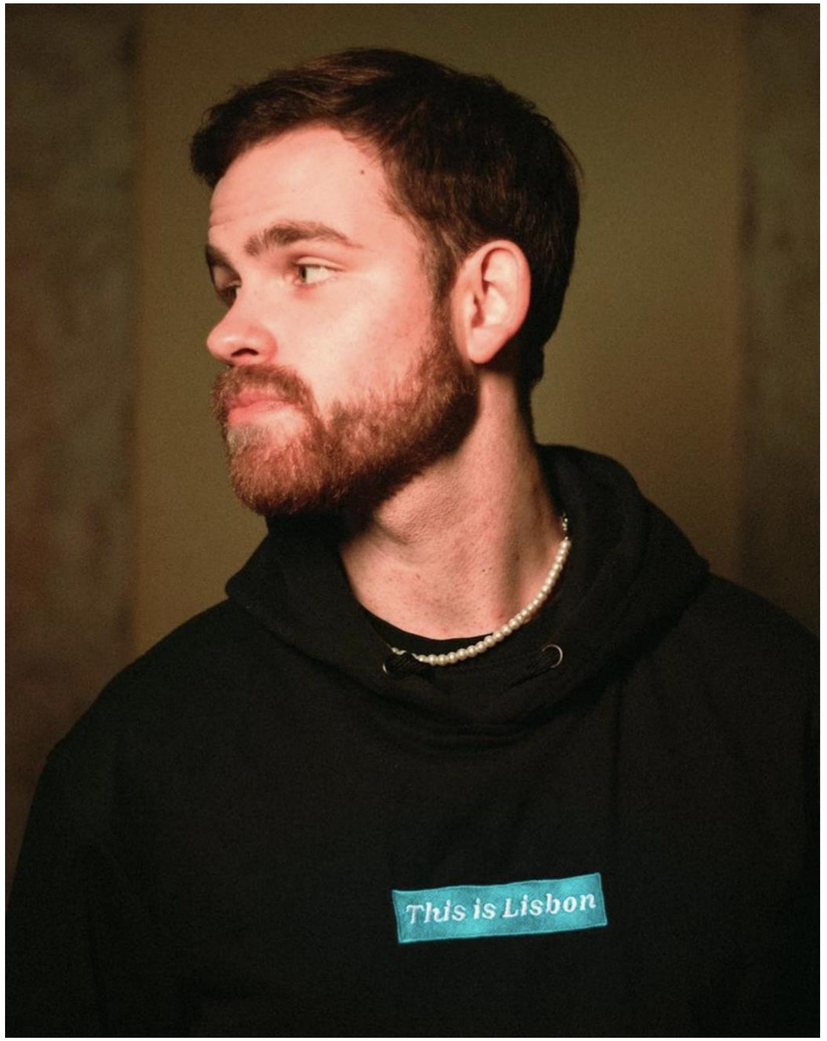
guess there's no real motive to detach myself from the name."



Results

Branding and Marketing: Organic Brand Origins

- Community insiders emphasize the organic development of brands within the community in Lisbon
- Participants focus on building an identity rooted in authenticity, and creating a community first
- *"I mean, I just wanted to be involved with something. I like to interact with people. And what I really love is connection."*



Results

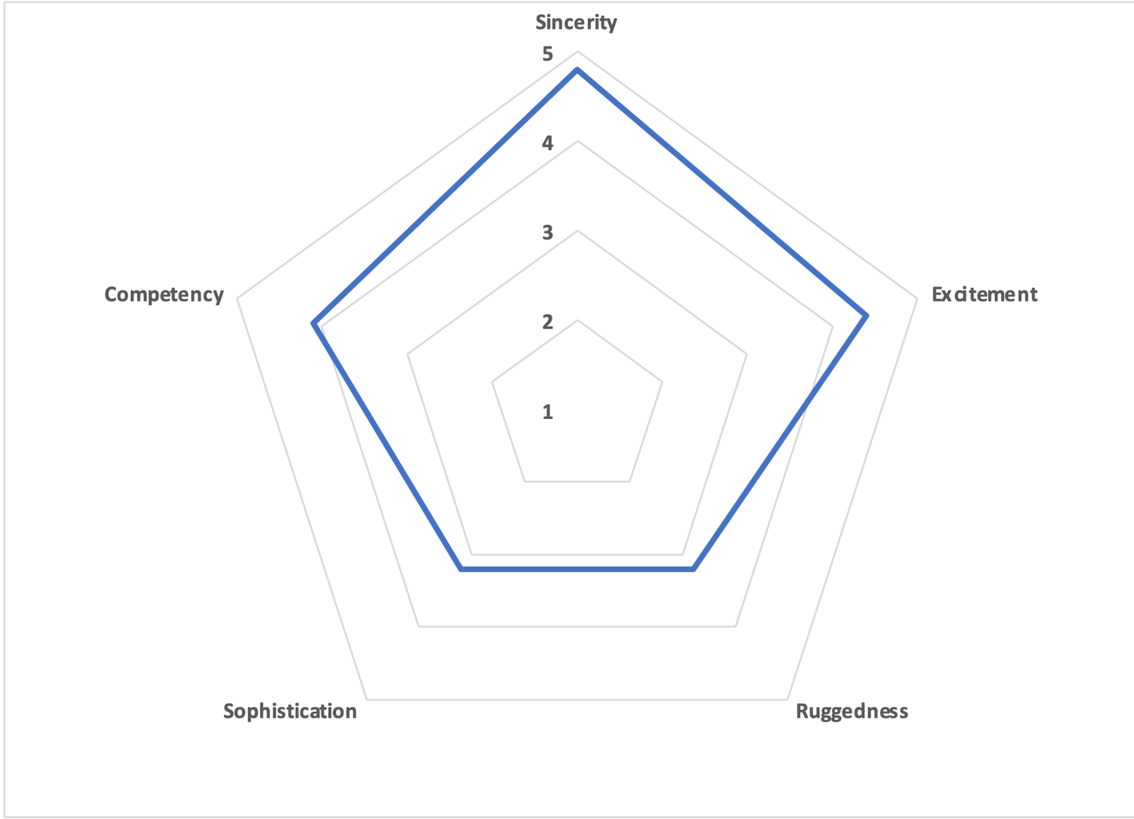
Branding and Marketing: Promotion & Social Media

- Social media primary channel of communication
- Everyone on Instagram
- Participants consider social media indispensable
- *"Digital marketing and social media have changed my life and a lot of others' lives in the party world. Because everything happens on social media now. With a big social media presence, you're gonna have a bigger chance for a good party and attracting bigger DJs."*

Results

Branding and Marketing: Brand Personality

- Interview participants were asked to rate their brands as they perceive them on a scale of 1-5 for Aaker's five brand personality dimensions
- Results showed:
  - high score on the sincerity dimension and the low score on the sophistication dimension
  - lower scores for sophistication and ruggedness indicate that the community does not prioritize projecting a polished or rugged image



Results

Branding and Marketing: Branding Advantages

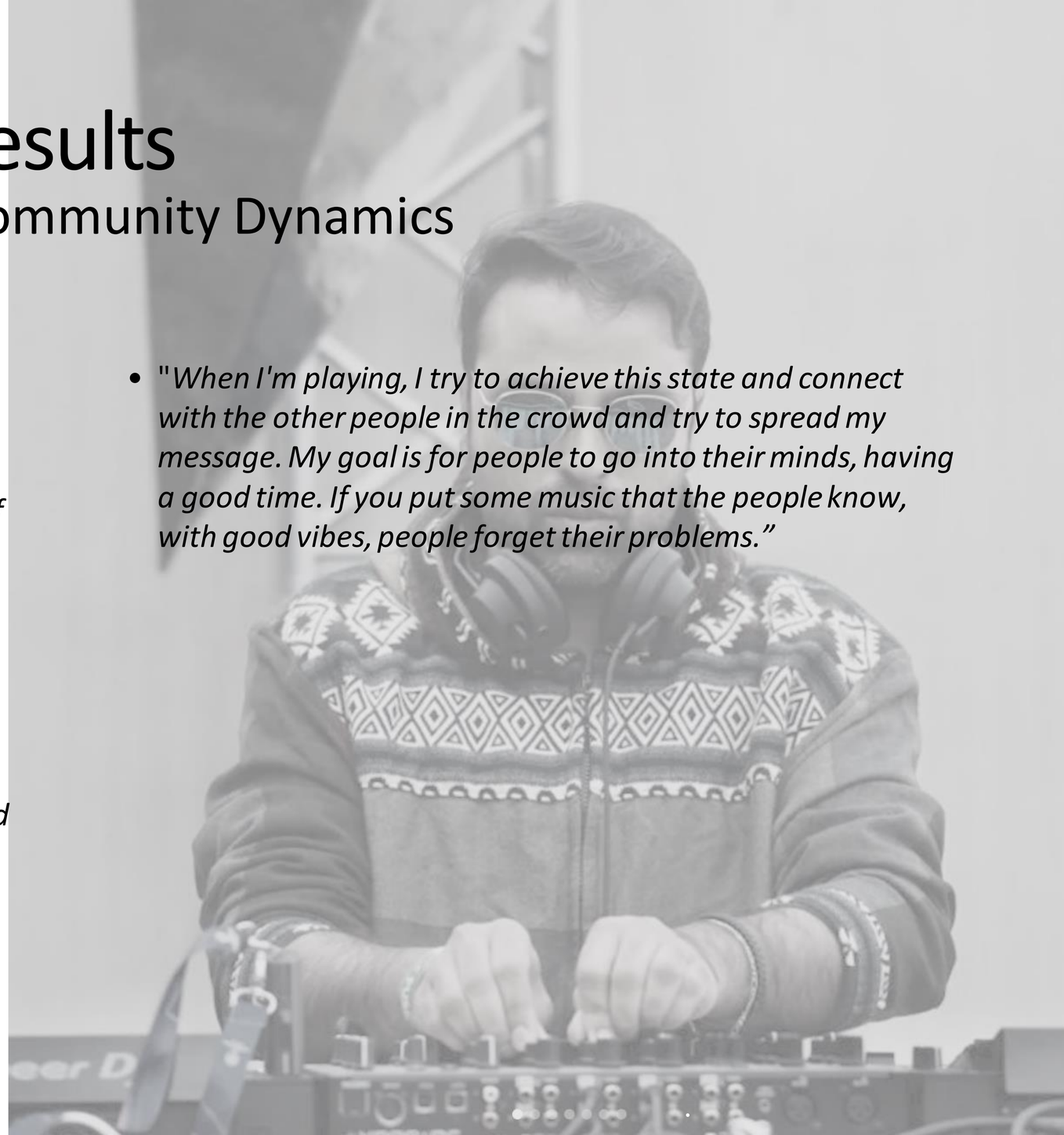
- The electronic music scene in Lisbon benefits significantly from strong brand equity:
  - **Motivation and Status Elevation:** *“you feel way more motivated. Because when people give you a really important role and when people depend on you for something that you're trying to make for everyone, it gives you that fulfillment…”*
  - **Easier Collaboration and Event Opportunities:** *"It's way easier, before they wouldn't have listened to us. And now they know this brand is really growing…They know there's a lot of money to be had working with us."*
  - **Easier Ticket Sales:** *"Nowadays, if the brands are big on social media, they'll sell out minutes. If you have like 300 tickets, they sell in an instant. And this is because of the relationship on social media."*

Results

Community: Community Dynamics

- **Power Dynamics**
  - *"If you are the one who is reaching out to the promoters, most likely you're gonna get a lower pay. Because they feel like you're dependent on them to get paid. And that's kind of sad, but that's how it works."*
- **Connections and Their Impact:** Having connections within the community can significantly impact an artist's success and growth
  - *"In the beginning, on the first day when we launched, we really saw how having connections helps a lot. We shared with all of our friends in Lisbon and asked them to share. And it really went viral, and we got 800 followers in one day. Having connections is having power."*
- Motivations for members' participation: **include personal growth, a sense of belonging, connection with others, and overcoming challenges**

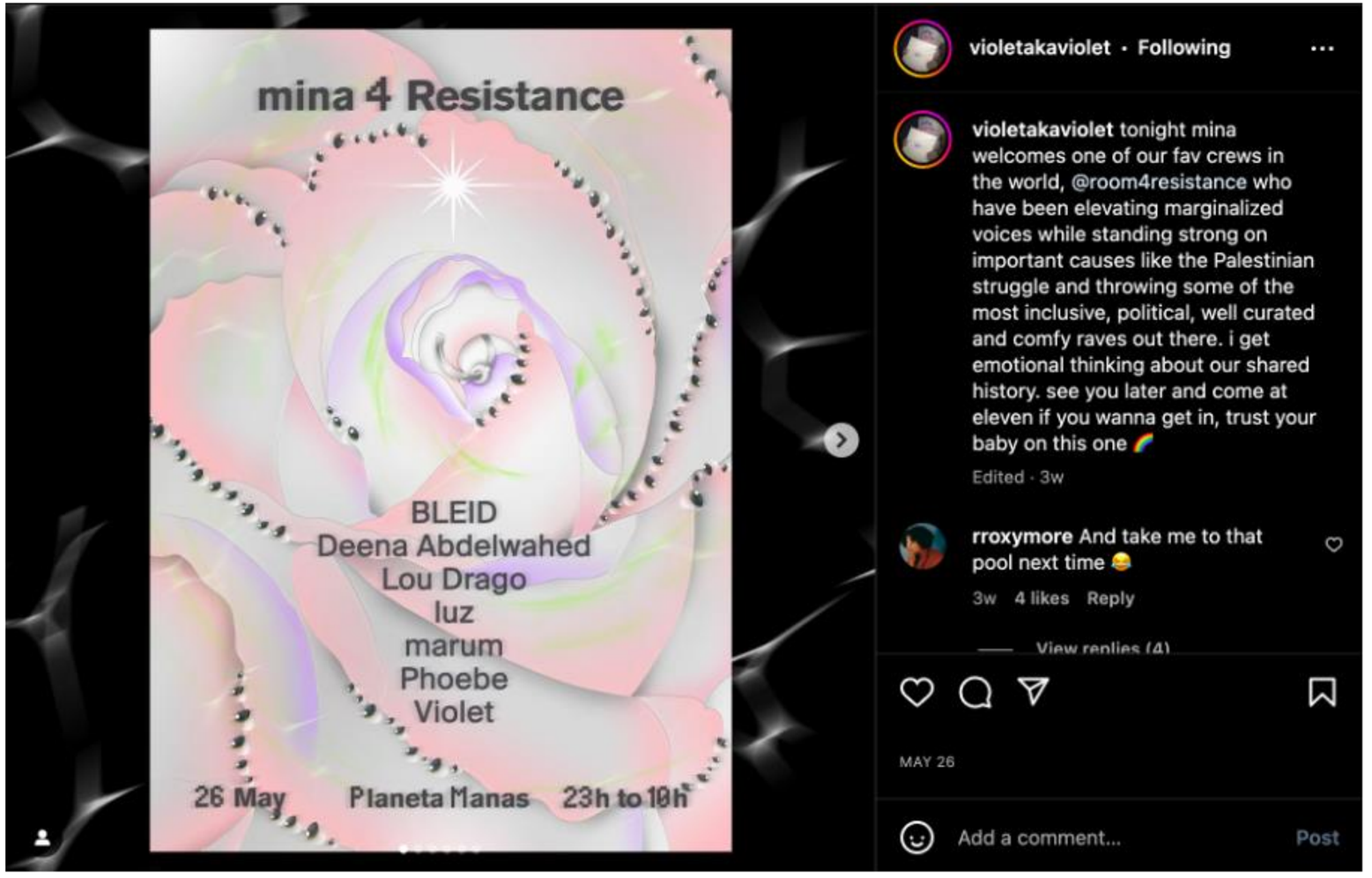
- "*When I'm playing, I try to achieve this state and connect with the other people in the crowd and try to spread my message. My goal is for people to go into their minds, having a good time. If you put some music that the people know, with good vibes, people forget their problems."*



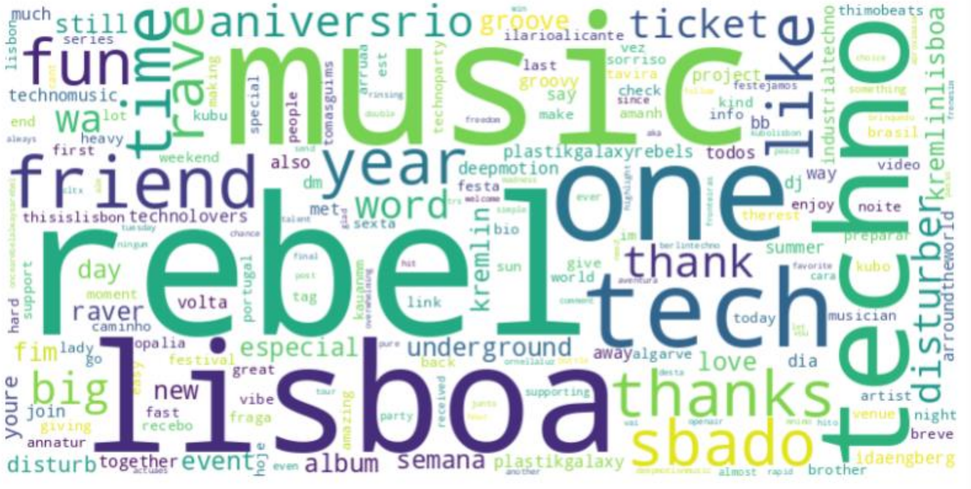
Results

Community: Community Culture

- The electronic music culture is Lisbon is first and foremost built around enjoyment and expression
  - *“They want to have a good time, see their favorite DJs, spend time with friends, enjoy the day, relax from their grinds. It's a win-win”*
- people in similar roles take a collaborative approach rather than perceiving competition
- Community thrives on its resistance to mainstream culture and societal norms
- serves as an outlet for individuals to express their resistance to norms and expectations
  - *"We were doing raves in the woods and the beaches, in Belgium we couldn't go out. If you go out in Belgium during COVID, you get a fine. That's actually how I ended up at parties. Because we started with illegal parties."*



Some actors don’t shy away from political causes



A word cloud analysis of netnography post captions reveals ‘rebel’ as the most frequently used term

Wrap Up

- Implications for community
- Implications for managers
- Limitations
- Future research possibilities


Thank you!