

TARGET MKT. STUDY
SALEM SOUNDWAVES
BY DENICOLA RESEARCH
9-20-89

(COVER MEMO TO
TJR P/L HARRISON
4-10-90)

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Our target is (more) downscale; typically they are:

- ... less educated than others
- ... more literal, not subtle
- ... not necessarily in college
- ... less urban, less likely to pick up on new social trends
- ... into escapism because they have no intellectual diversions
- ... working from 9 to 5
- ... likely to have goals and aspirations that are more short term; often defined by things they want to buy
- ... more immature in some cases than college kids

They're more impressionable to marketing/advertising...they're more susceptible

* They're less formed intellectually...more malleable

- They are somewhat intolerant of people who talk down to them
- How to talk their language...to not be condescending
- There's lots of stress in their lives because of the absence of long-term goals...nothing to look forward to
- They need places to meet one another...a place where they can be themselves
- These kids see themselves as grownups
- They have a tunnel vision of the future because there's no college/greater opportunities to look forward to
- They're always on the prowl for instant gratification
- Are we imposing our own values on this target market?
- For many, the "future" means a party that they're going to in the next two weeks or a car they're planning on buying in the Fall
- Cars gives them a sense of freedom
- Are they mobile or more stationary?...are they transitory?
- Many can't afford to be mobile

- . The target market really wants to be entertained...escapism is a key part of this
- . Do they have a sense of tradition?
- . There are lots of young people at Rolling Stones concerts
- . They're looking for a sense of community...belonging to something
- . There's a resurgence of interest in old bands like the Grateful Dead
- . The 70's was seen as the lost decade...many feel that today's music is just image and hype
- . Their interest in the music of the 60's is not just nostalgic
- . How to use a SoundWaves theme of "everything old is new again"...as opposed to the "latest in new music" approach we use now
- . How to be the market leaders of capitalizing on the historic in the music industry
- . How to not exclude new artists when we focus on older bands and their music
- . In our magazine we have bridged the gap between the old and new very well
- . Is there anything about the interest in sex that we can leverage?
- . At nightclubs the three key things that are happening include:
 - ... music
 - ... drinks
 - ... sex
- . How to address their need to meet people
- . How to offer a "SoundWaves Personals Column" in the magazine
- . **Should we be more involved with skin events?...with kids trying to meet each other?**
- . How to leverage a "Ladies Night" event sponsored by SoundWaves ...facilitate the dating process

- . How to create better employee relations...SoundWaves Hostess Night...SoundWaves Bartender Night
- . Show me how to make more money off the door
- . Offer more customized items...a shirt with SoundWaves and the club's name printed on it...develop a VIP card for my club
- . Another problem is that there's too much litter around after everybody leaves
- . I want a jacket
- . What are you doing for me exclusively?
- . Give me napkins
- . I want something for everyone...there's not enough of everything to hand out with the club's name on it
- . There's not enough visibility in the local print ads
- . Do the samplers have to stay for four hours?
- . There's congestion at the door
- . How to get away from a human sampler
- . Samplers are not buying from the bar or from machines
- . Give me one person/one agency to talk to for the event
- . They're giving out only menthol cigarettes

Nightclubbing in The Future:
Identify What the Experience Will Be Like

- . It will be multi-level...it won't be just a club...there will be many levels (e.g., sports arenas, bedroom area, electronic games)
- . Lots of themes...new opportunities
- . Like a drive-through experience

fantasy rooms...like the orgasmatron in Woody Allen's "Sleeper"