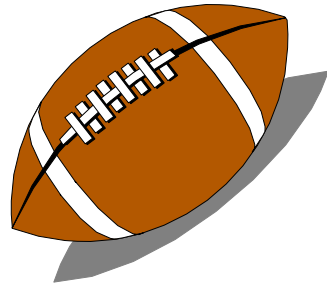


# edison media research

---



**"Super Bowl Dreams For Country Music:  
Winning Over Today's Younger Generation"**

---



# Past research conducted by Edison Media Research for CRS

---

- 1999 "A Statistician Looks at Country"
- 2000 "Country One Year Later"
- 2002 "Winning the Country Campaign"

[www.edisonresearch.com](http://www.edisonresearch.com)

# This Year's Game Plan:

"Super Bowl Dreams For Country Music:  
Winning Over Today's Younger Generation"

- ✓ What you need to know about young people
- ✓ 2003 Research Findings
- ✓ Recommendations and Ideas for you to take home

# Guest Speaker

---

- Howard Handler
  - Chief Marketing Officer, Virgin Mobile
  - Former Marketing Chief
    - ▶ NFL
    - ▶ MTV
    - ▶ Broadway Video (Saturday Night Live)

# What you need to know:

---

- Young people desire freedom and independence
- They are forging their identities
- They're tribal
- They are pop culture junkies
- They're marketing saturated, savvy and selective



# How the survey was conducted:

---

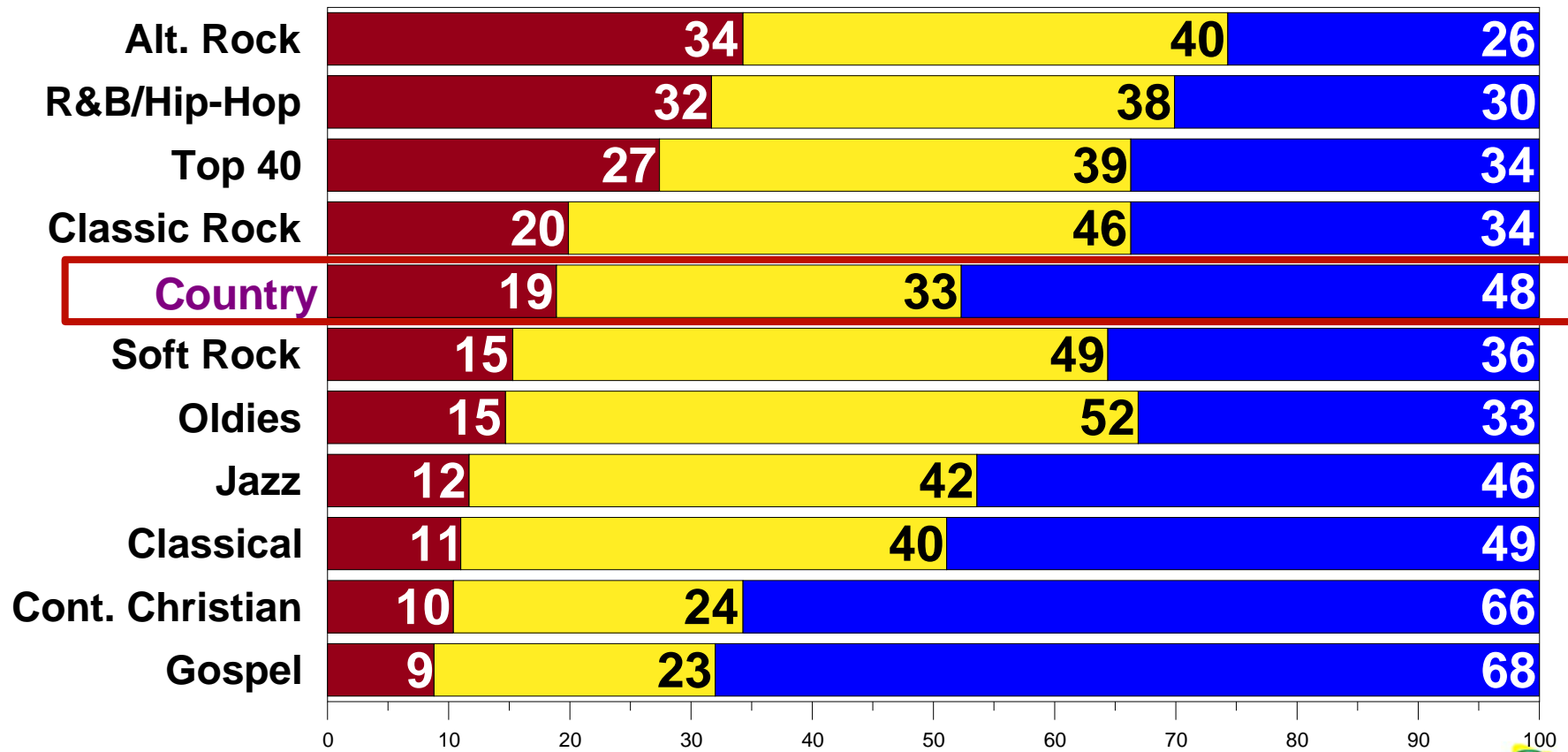
- 601 Total Interviews nationwide
- Persons, Age 15-29
- Interviews Conducted 1/15 - 1/19, 2003



# Research Findings

# How much do you like listening to...

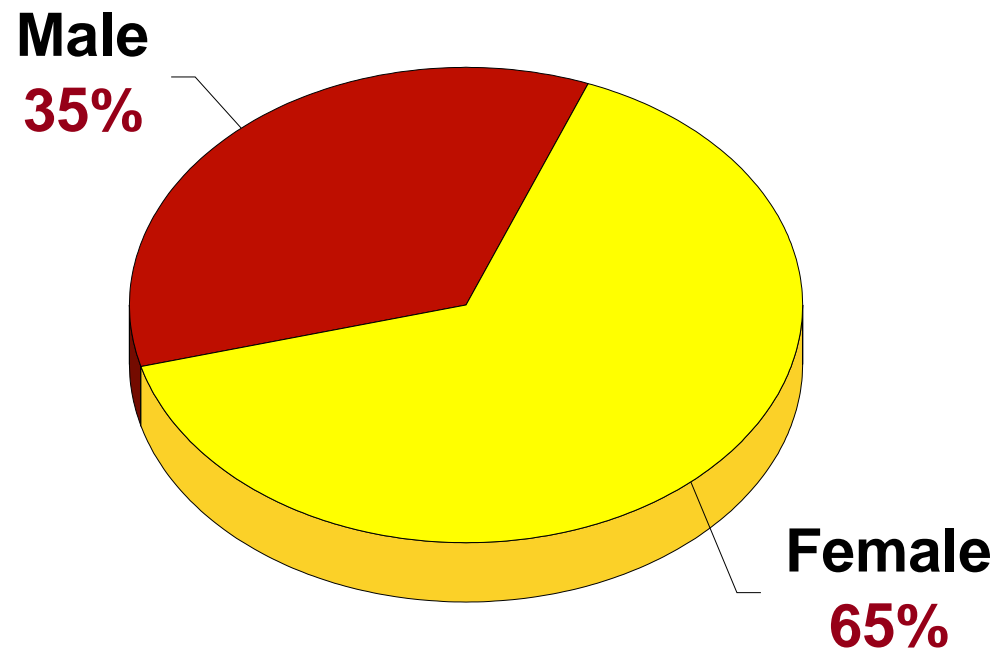
■ A lot ■ A little ■ Not At All



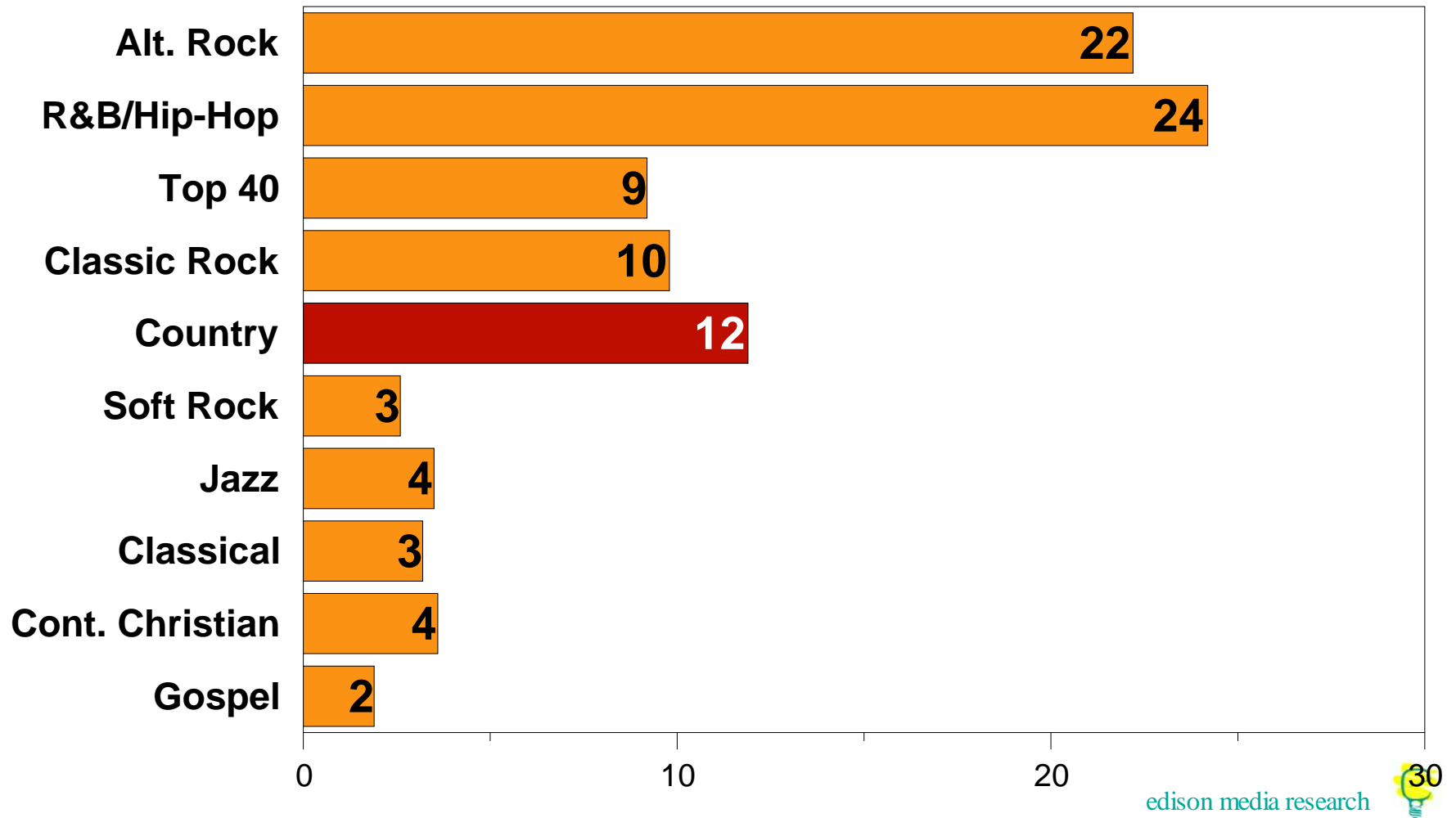
# Girls Rule!

---

Women are much more likely to say that they like Country "A Lot" than men

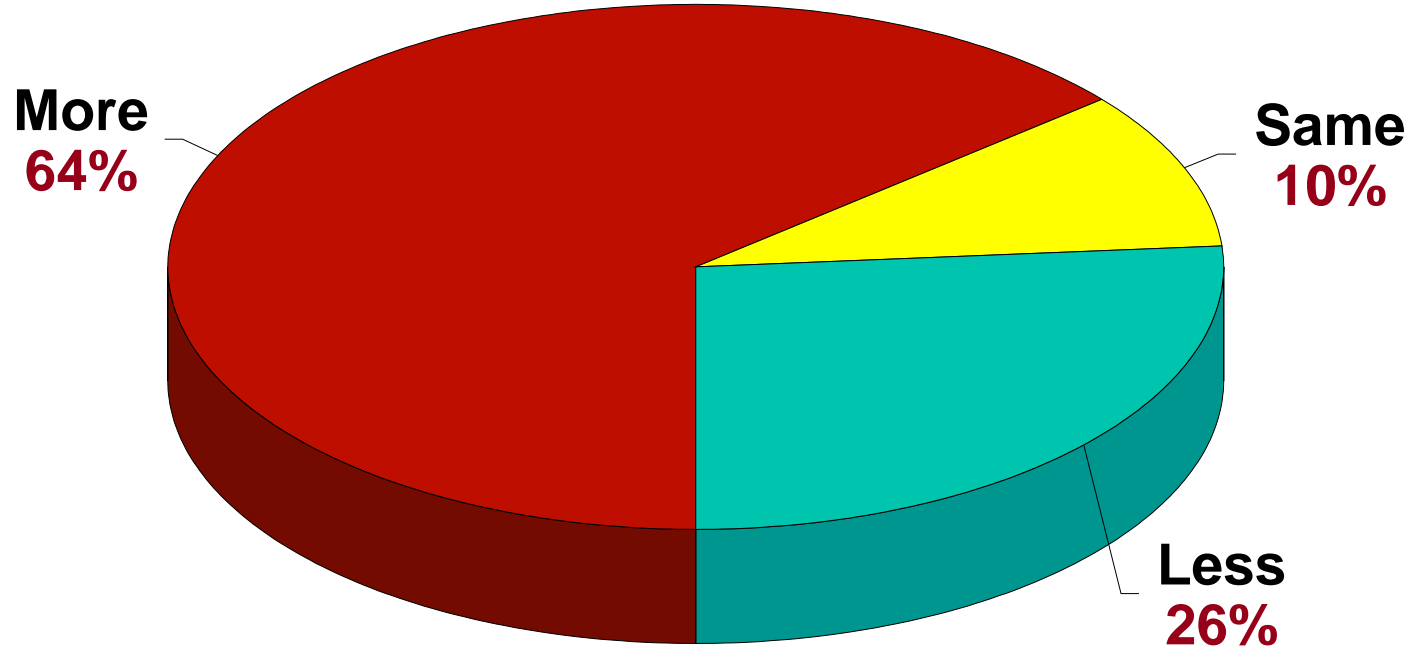


# Which ONE type of music do you listen to most?



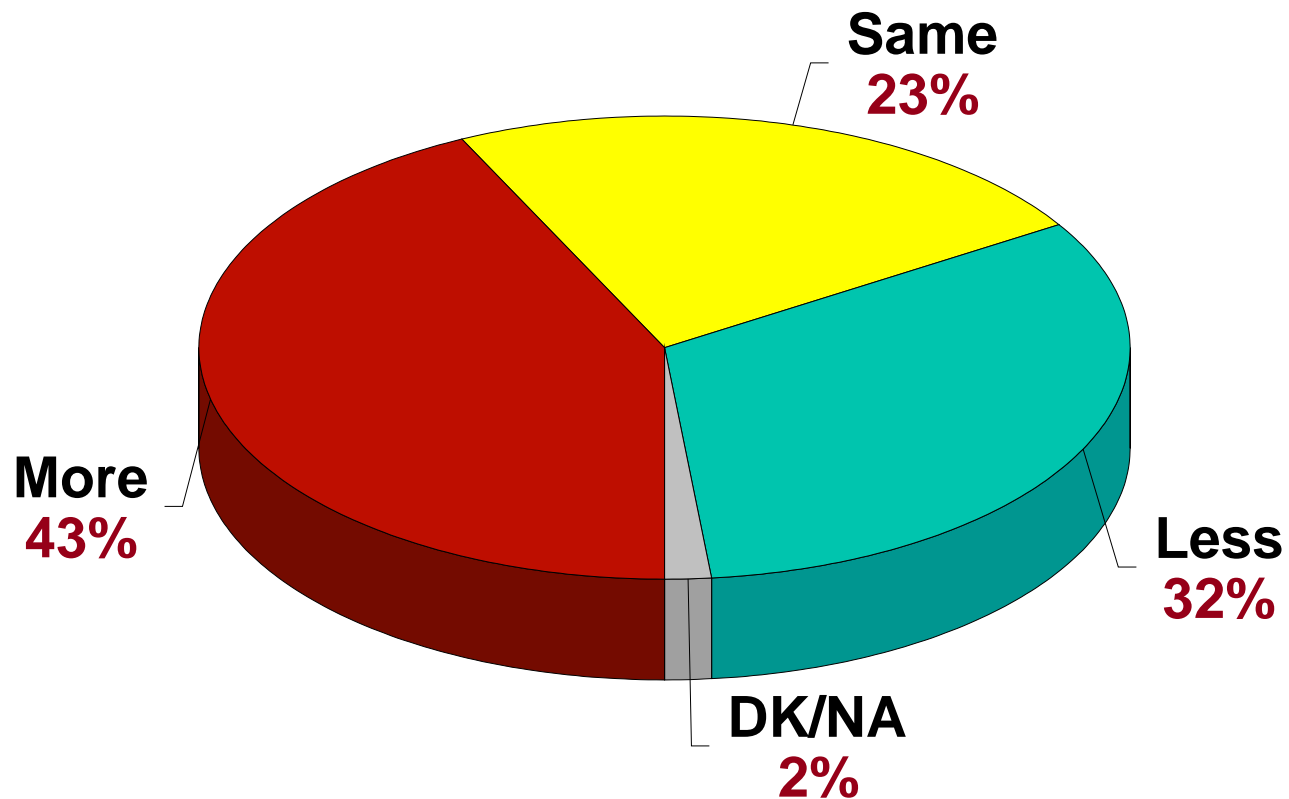
# Would you say you like Country music **MORE** or **LESS** than you used to?

---

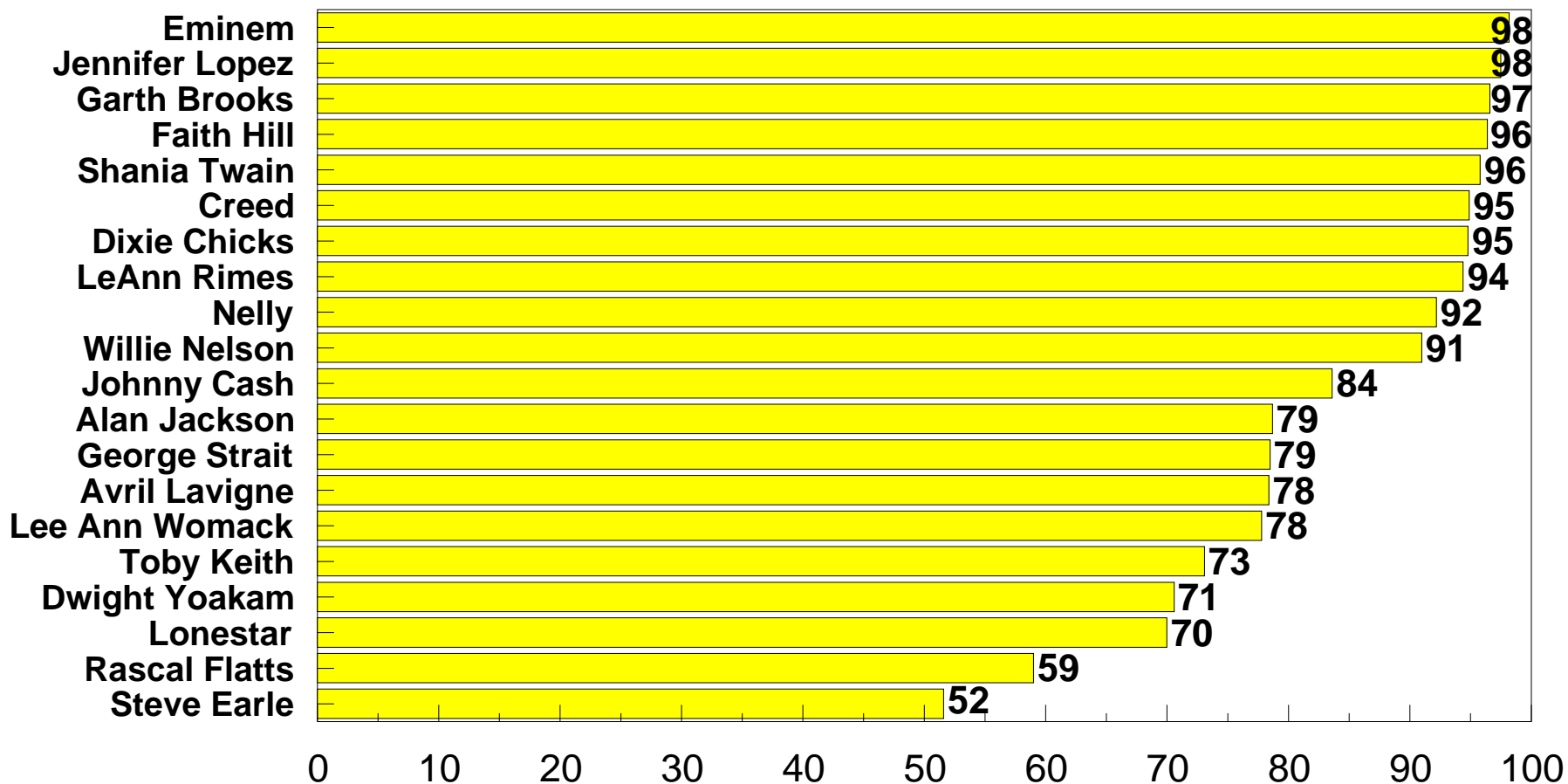


# Are you listening to Country music on the radio **MORE** or **LESS** than you were one year ago?

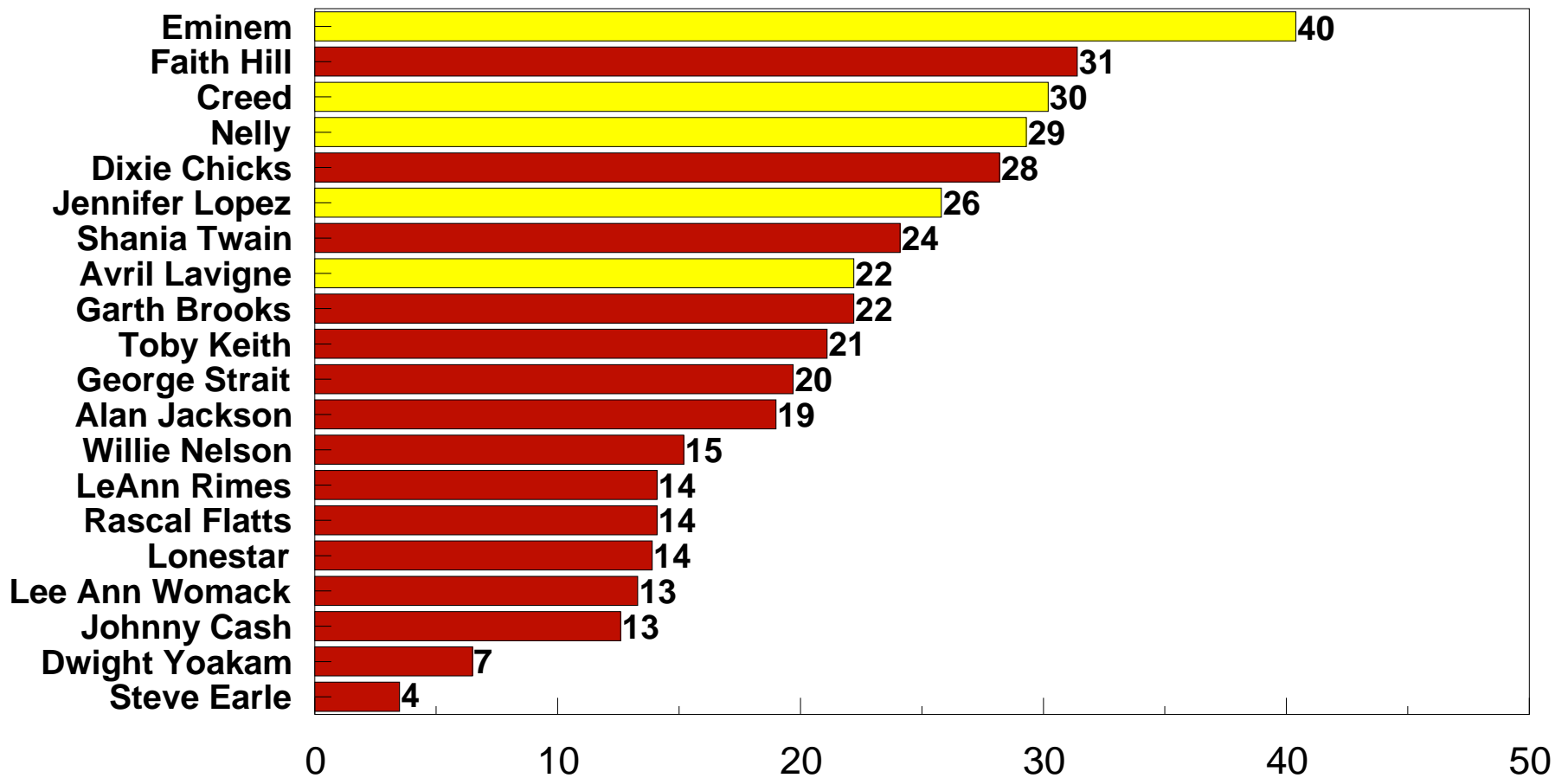
---



# Artist Familiarity (Total)

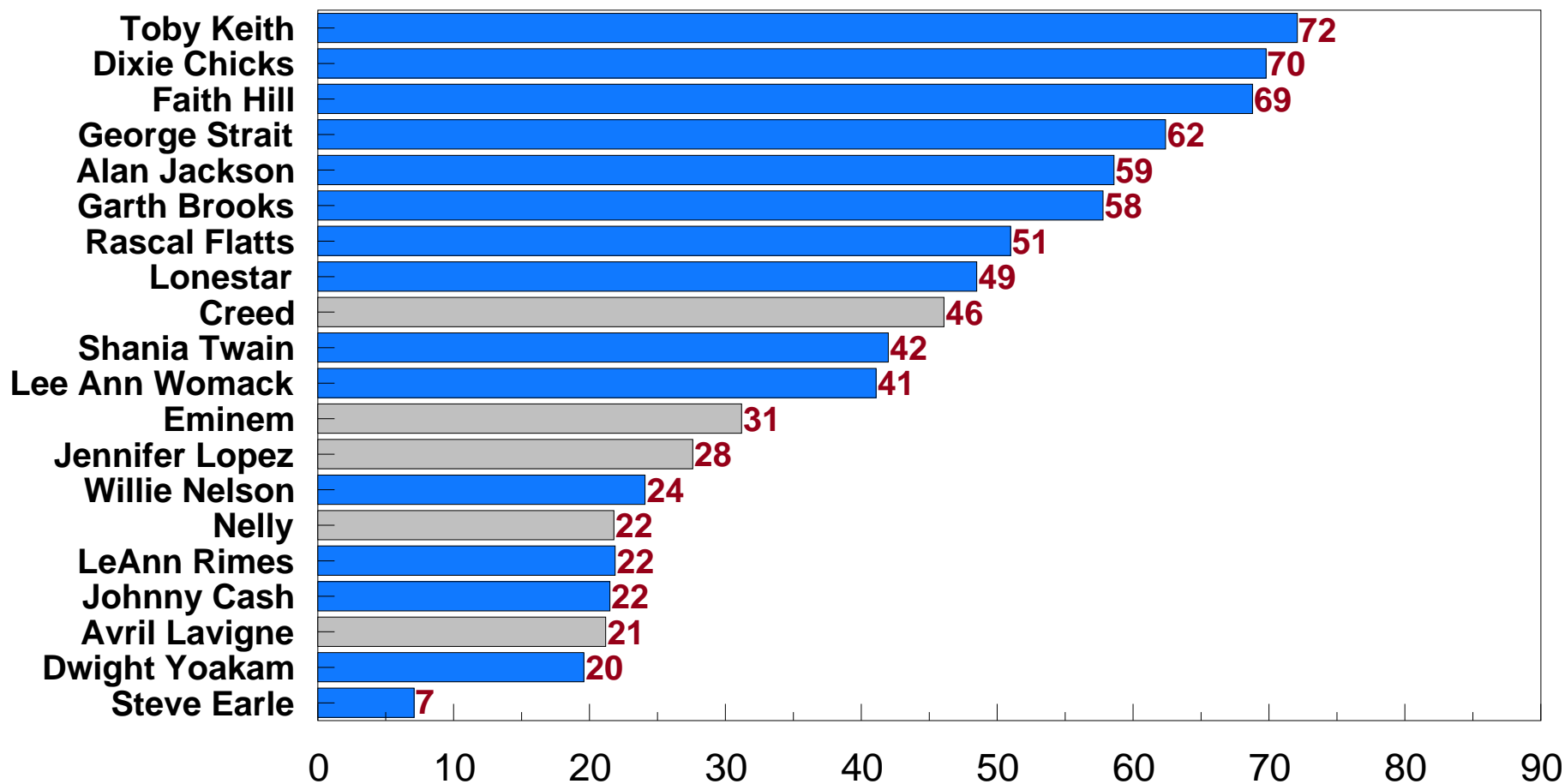


# Artist Ratings (Total)

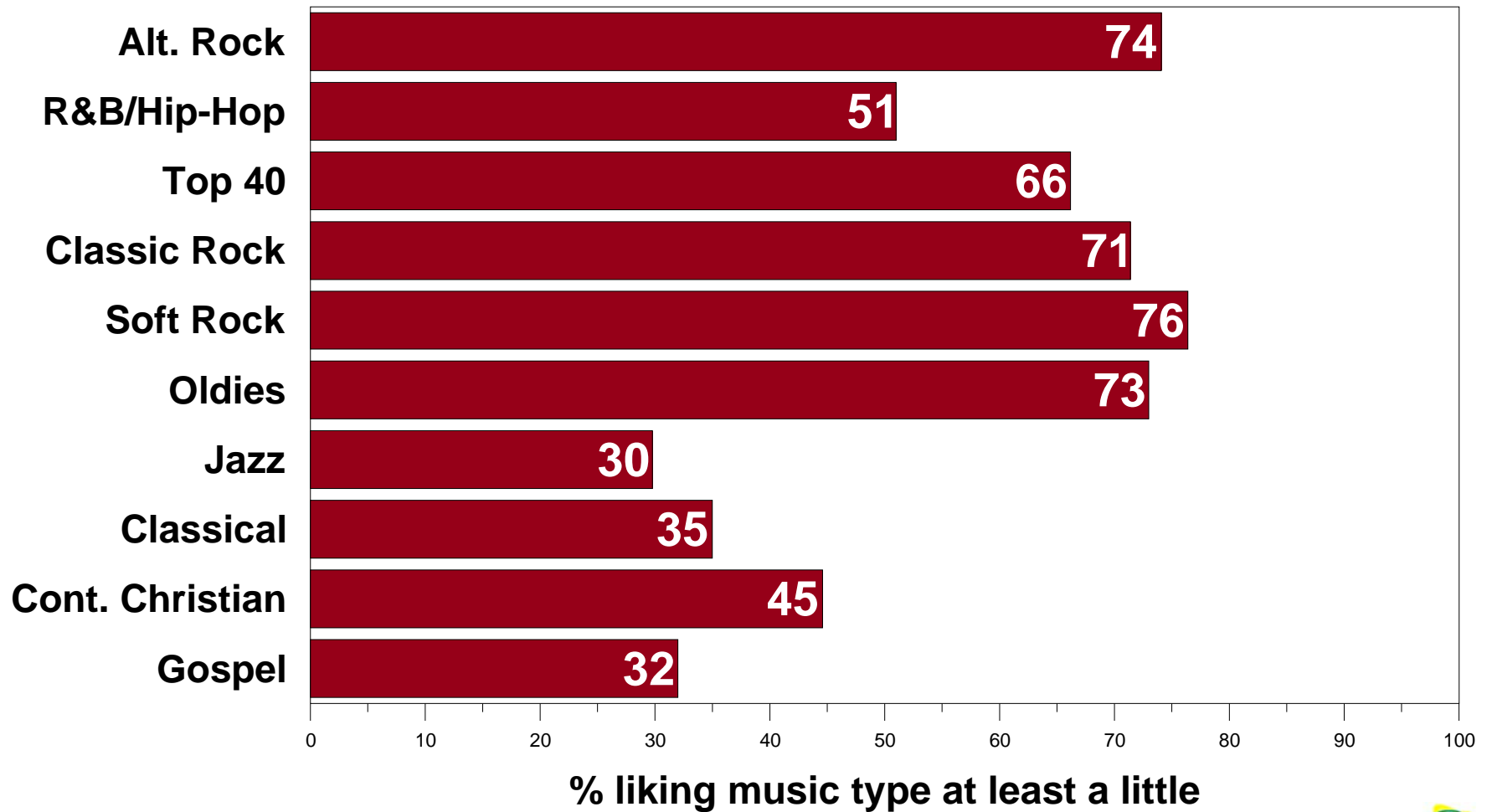


# Artist Ratings

(Among those who listen to Country music a lot)

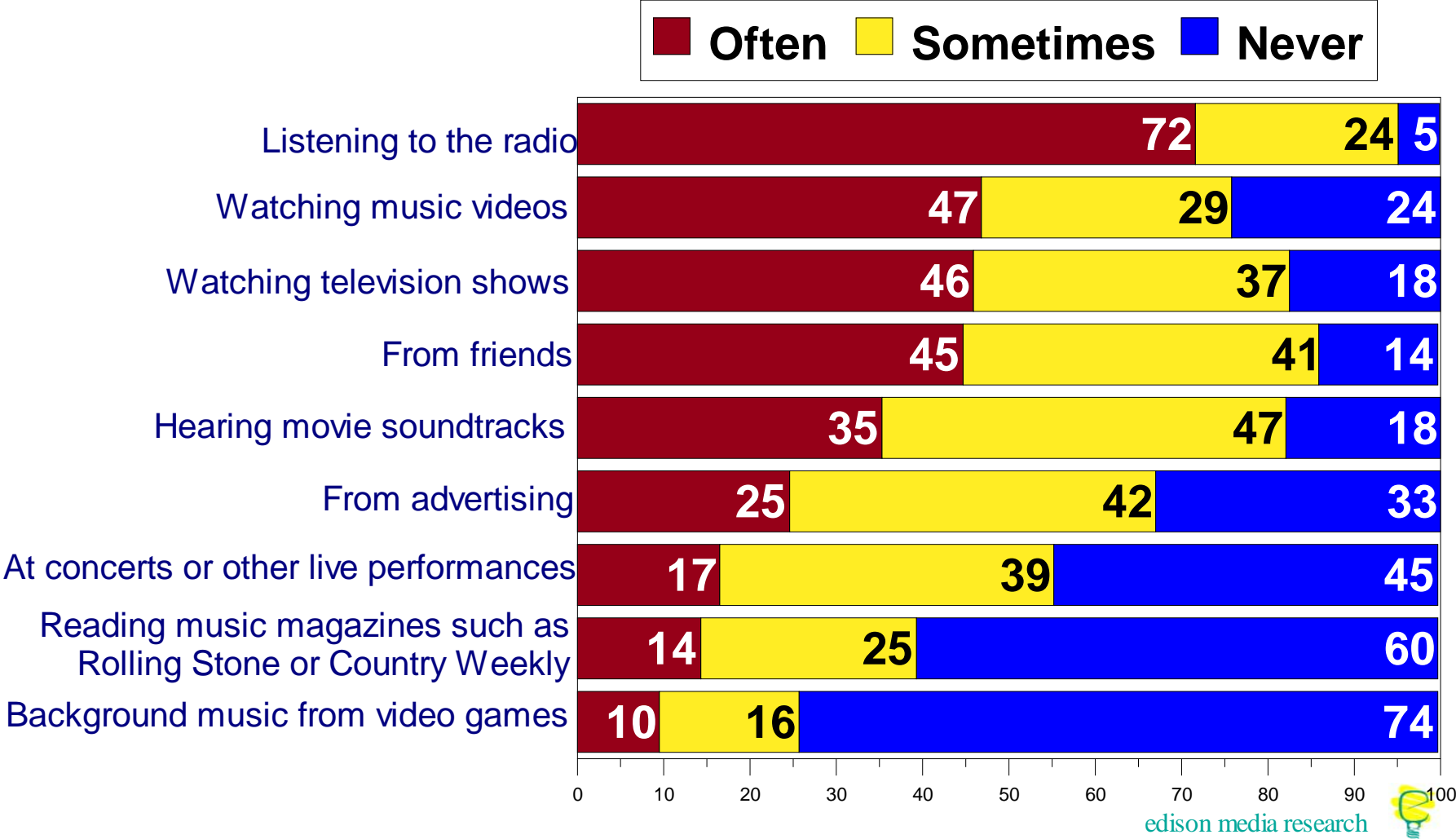


# 15-29 year old Country Fans are also listening to...

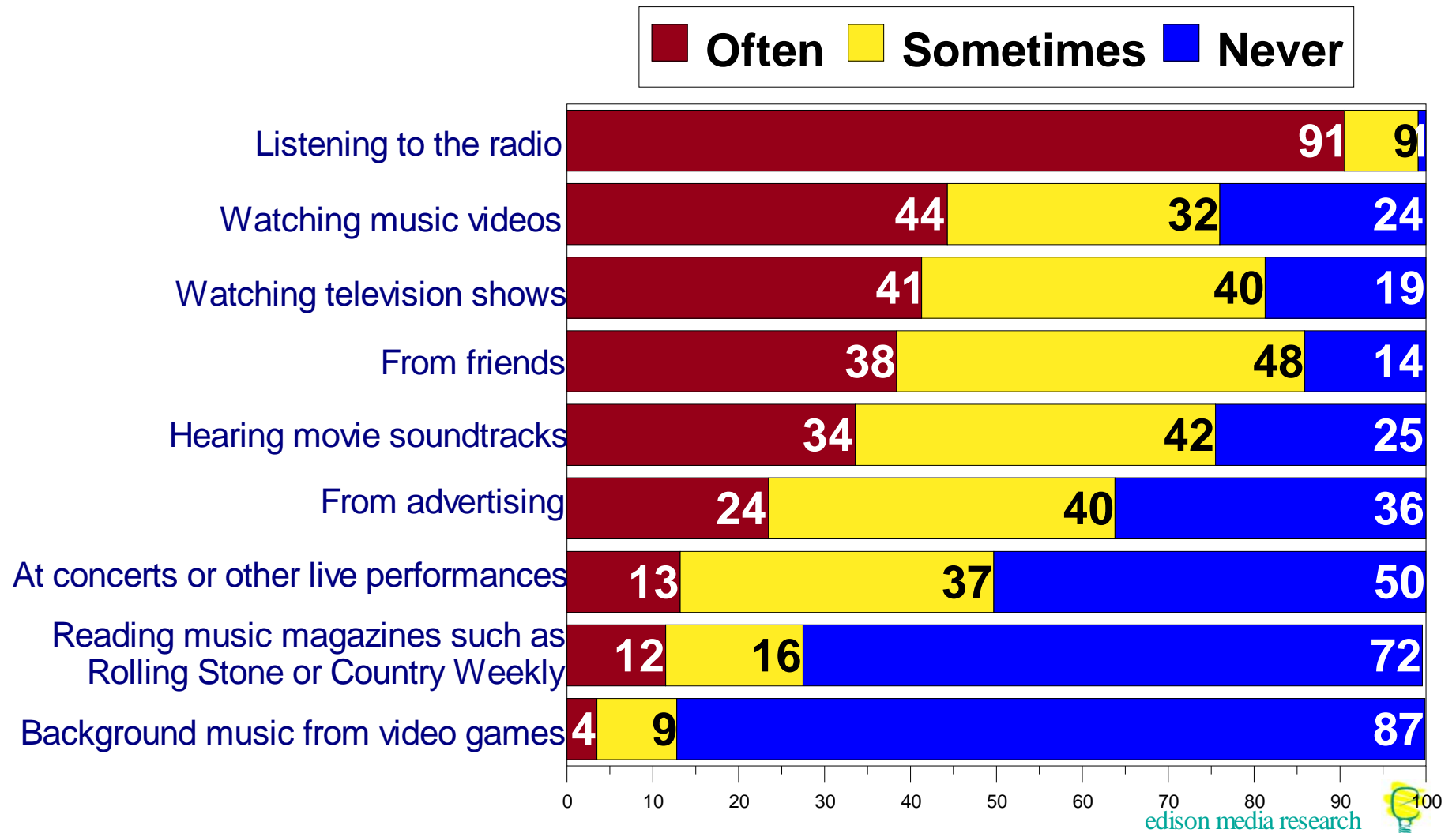


**Fighting for  
Country's Fair Share  
of Young  
Hearts and Minds**

# How often do you find out about new music by...? (Total)



# How often do you find out about new music by...? (Among those who listen to Country music a lot)

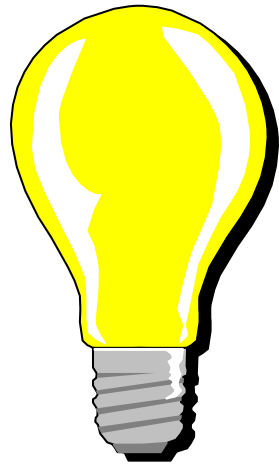


# Key to Success:

---

- Dedication and commitment to listening to, understanding, and serving this audience
- No quick fixes or killer ad campaigns



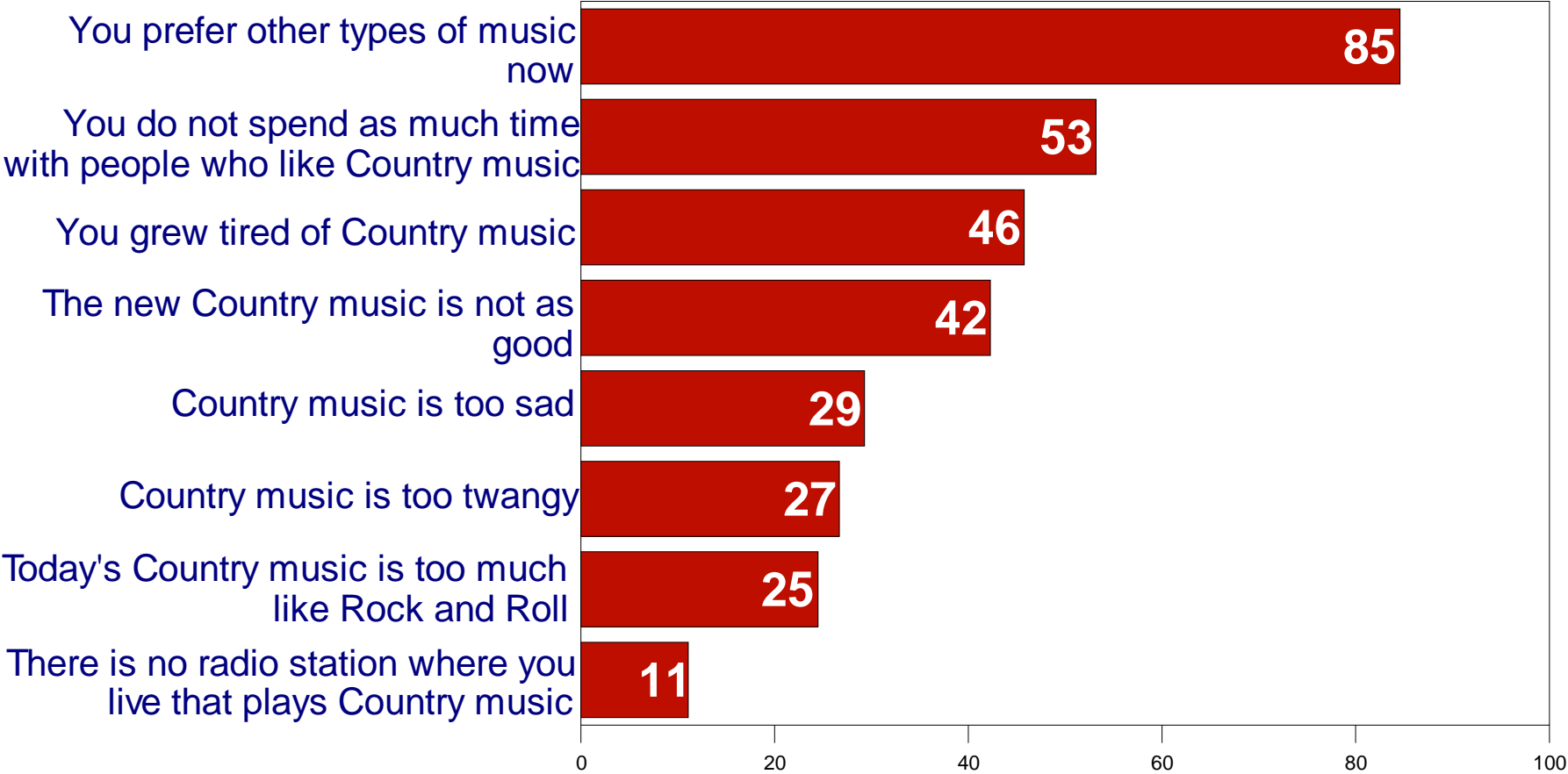


**Thought-Starters,**

**Ideas &**

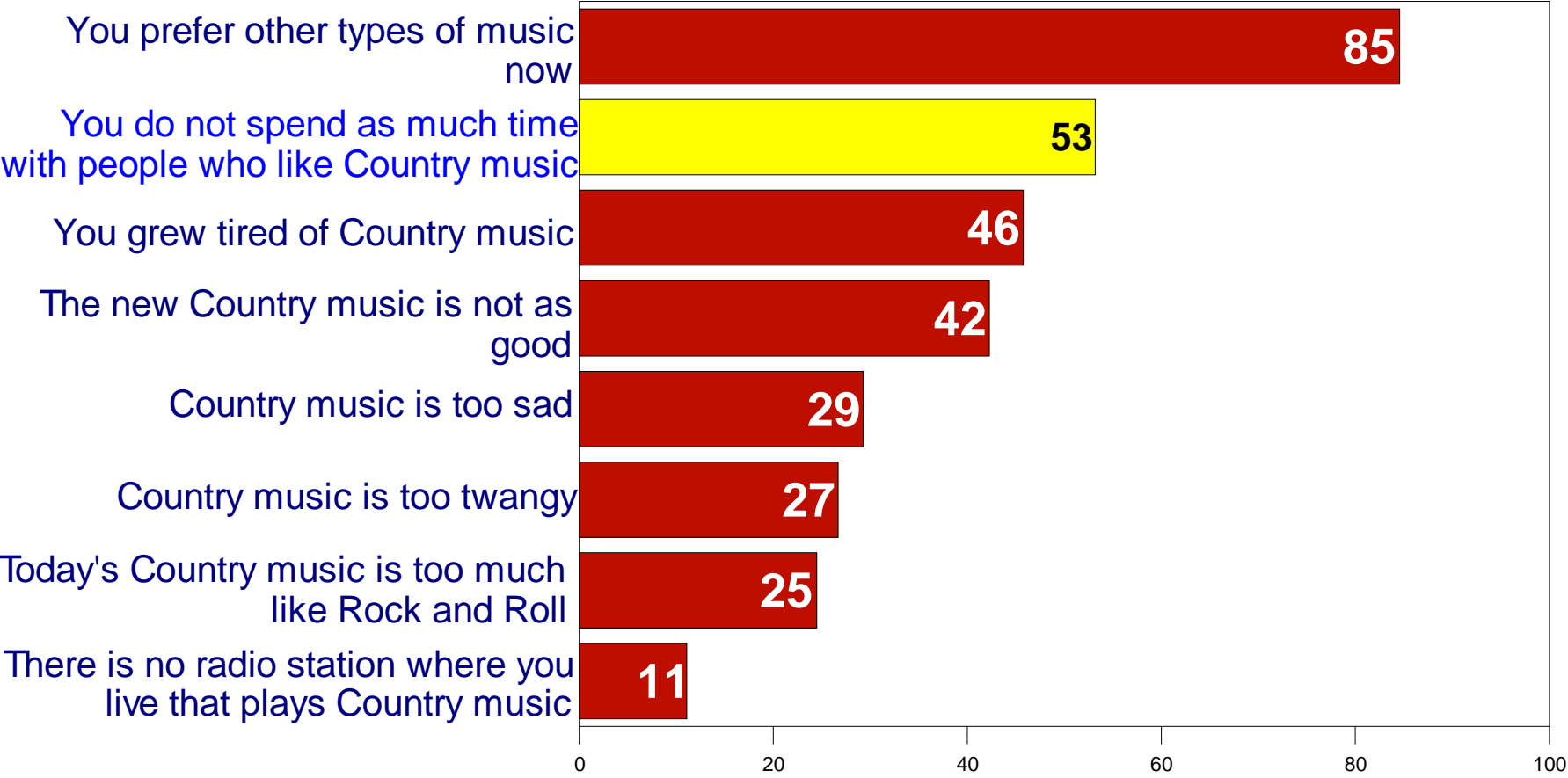
**Recommendations**

# Reasons listening to Country music LESS than one year ago



% agreeing with statement

# Reasons listening to Country music LESS than one year ago



% agreeing with statement

edison media research



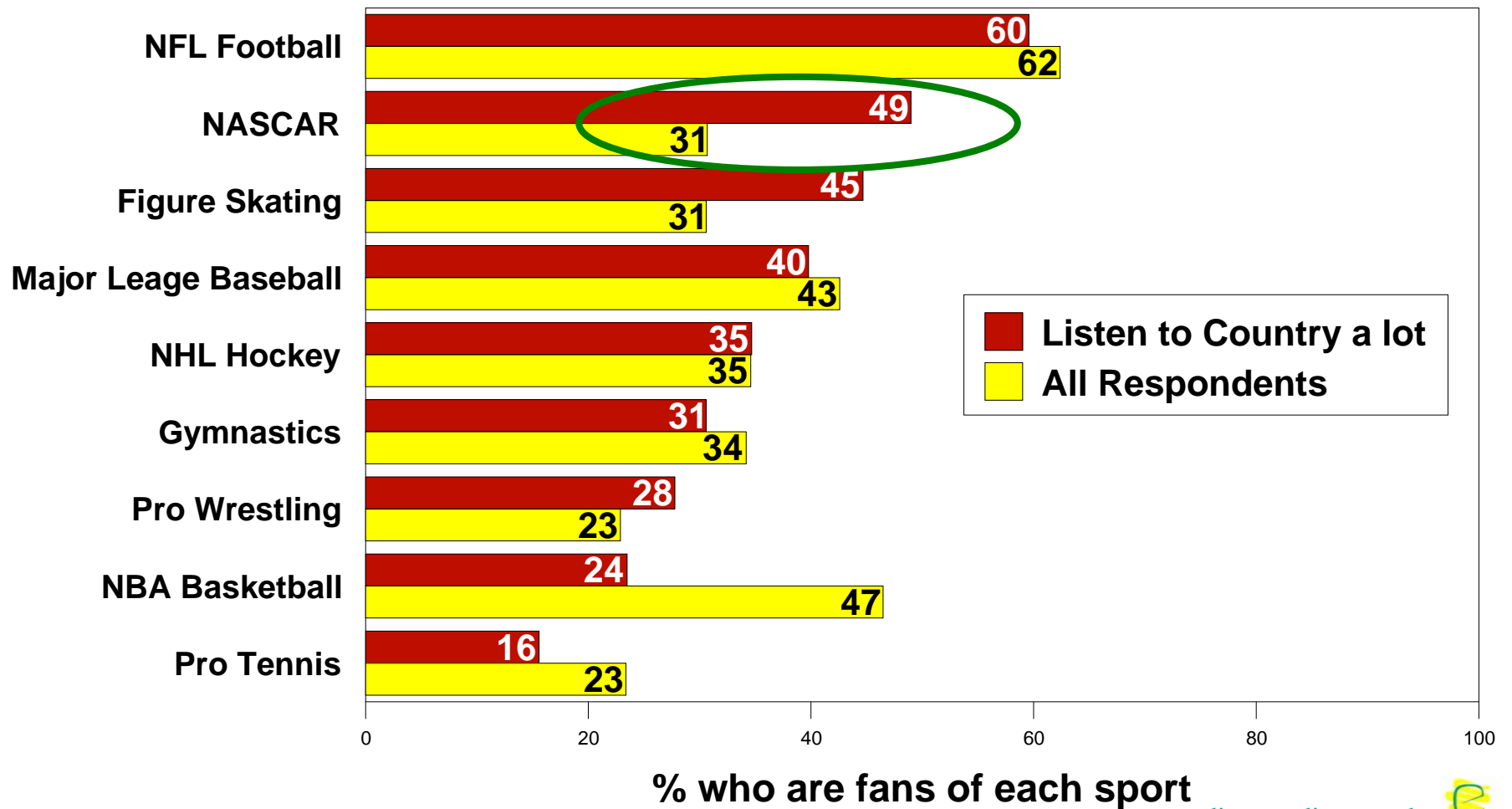
# Thought Starters:

---

- Bringing Country music and Country artists to big events and places where groups of young people hang out
- NASCAR



# Are you a fan of...



# Thought Starters:

---

- Bringing Country music and Country artists to big events and places where groups of kids hang out
- CMT "Spring Break"



# Thought Starters:

---

- Bringing Country music and Country artists to big events and places where groups of kids hang out
- College Music Tours



# Crossovers

# Crossovers ARE effective:

---

- Dixie Chicks "Landslide"
- Lonestar "Amazed"
- Faith Hill "Breathe"



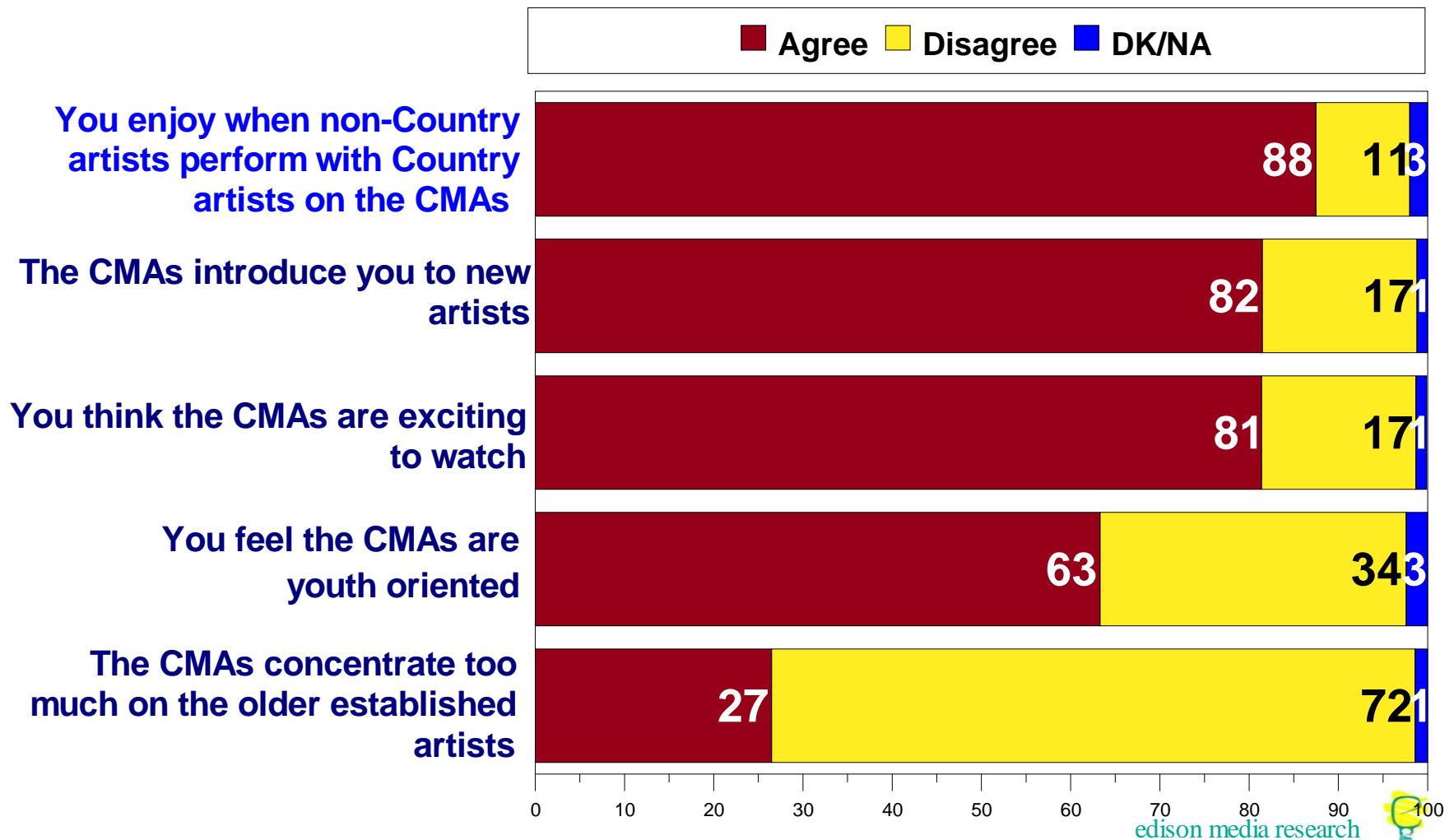
# Crossovers can double back:

---

- Reverse Crossover
  - Big, popular artists cover Country for Country radio and CMAs
    - ▶ Creed
    - ▶ Dave Matthews Band
    - ▶ Michelle Branch
    - ▶ John Mayer



# Do you agree or disagree with the following statements about the CMAs?



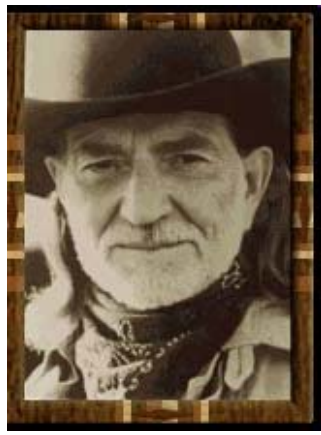
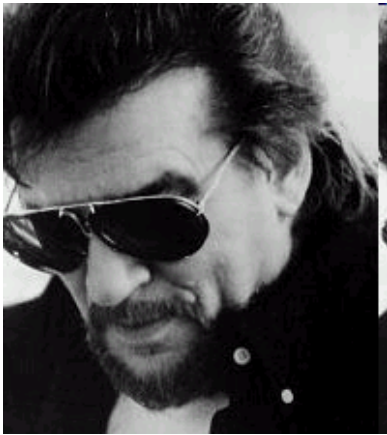
# Crossovers can double back:

---

- Duet Crossover
  - Leverage CMT "Crossroads" on Country radio



# Tap the Legends



# Rally efforts behind a **Tribute**:

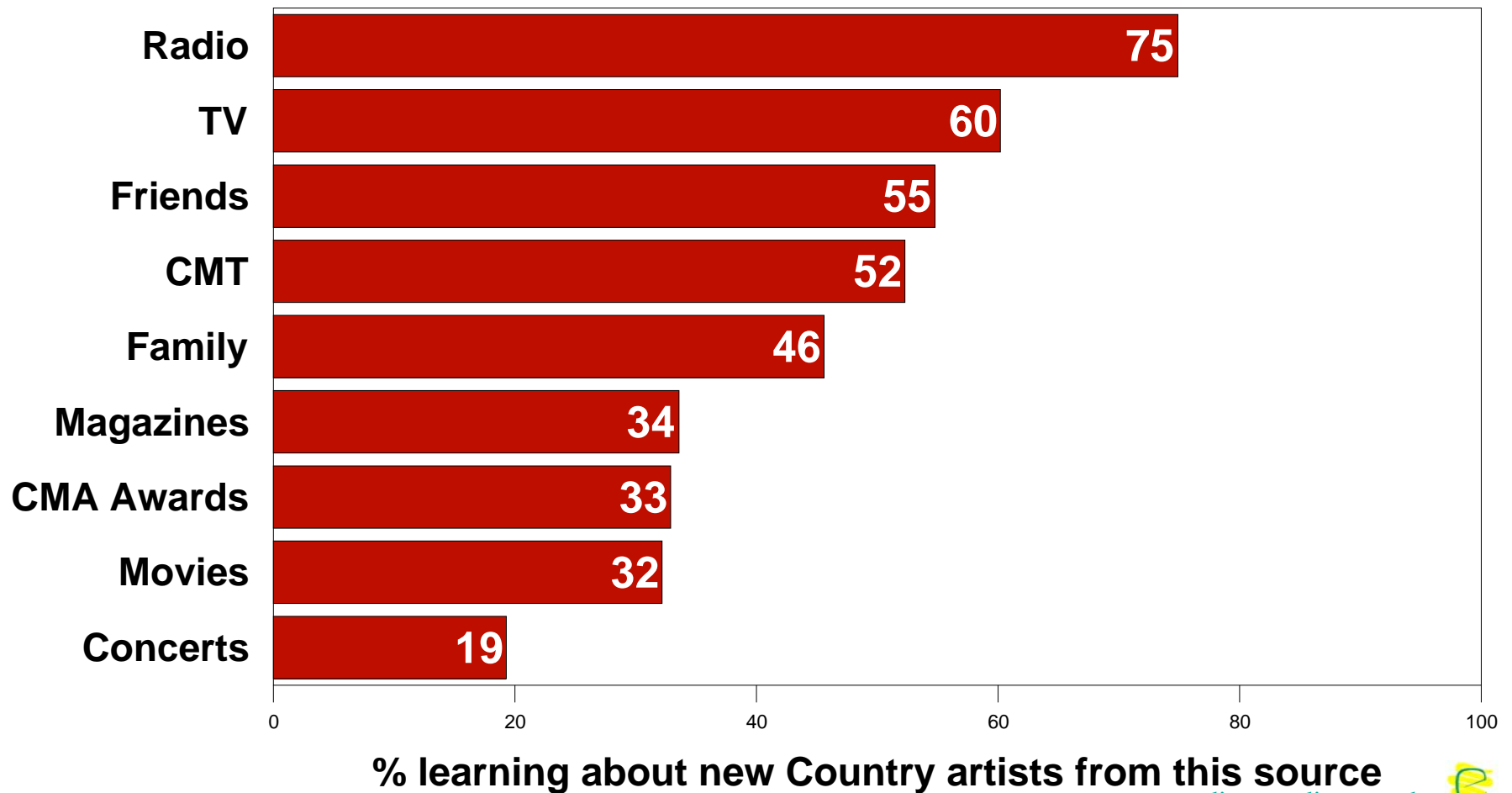
---

- Organize a tribute project of a transformational legend featuring Country and Non-Country Artists
  - ▶ Elvis
  - ▶ Waylon Jennings
  - ▶ Patsy Cline
  - ▶ Willie Nelson
- A record, a book, a television special...multi-media



Where do young people  
learn about Country artists?

# Do you learn about new Country artists from...



# Infiltrate Pop Culture

---

- Aggressively infiltrate mainstream popular media to showcase Country music and Country artists
- **Movies:**
  - If Ja Rule, Busta Rhymes & JLo can play in Hollywood, why can't Faith Hill, Toby Keith & Brad Paisley
  - Inspire Hollywood to develop and green light the next "Urban Cowboy," "Coal Miner's Daughter," and "Sweet Dreams."
- **Easy Pickins:**
  - Promote current releases within Country themes and Country soundtracks
    - ▶ "The Rookie"
    - ▶ "Sweet Home Alabama"



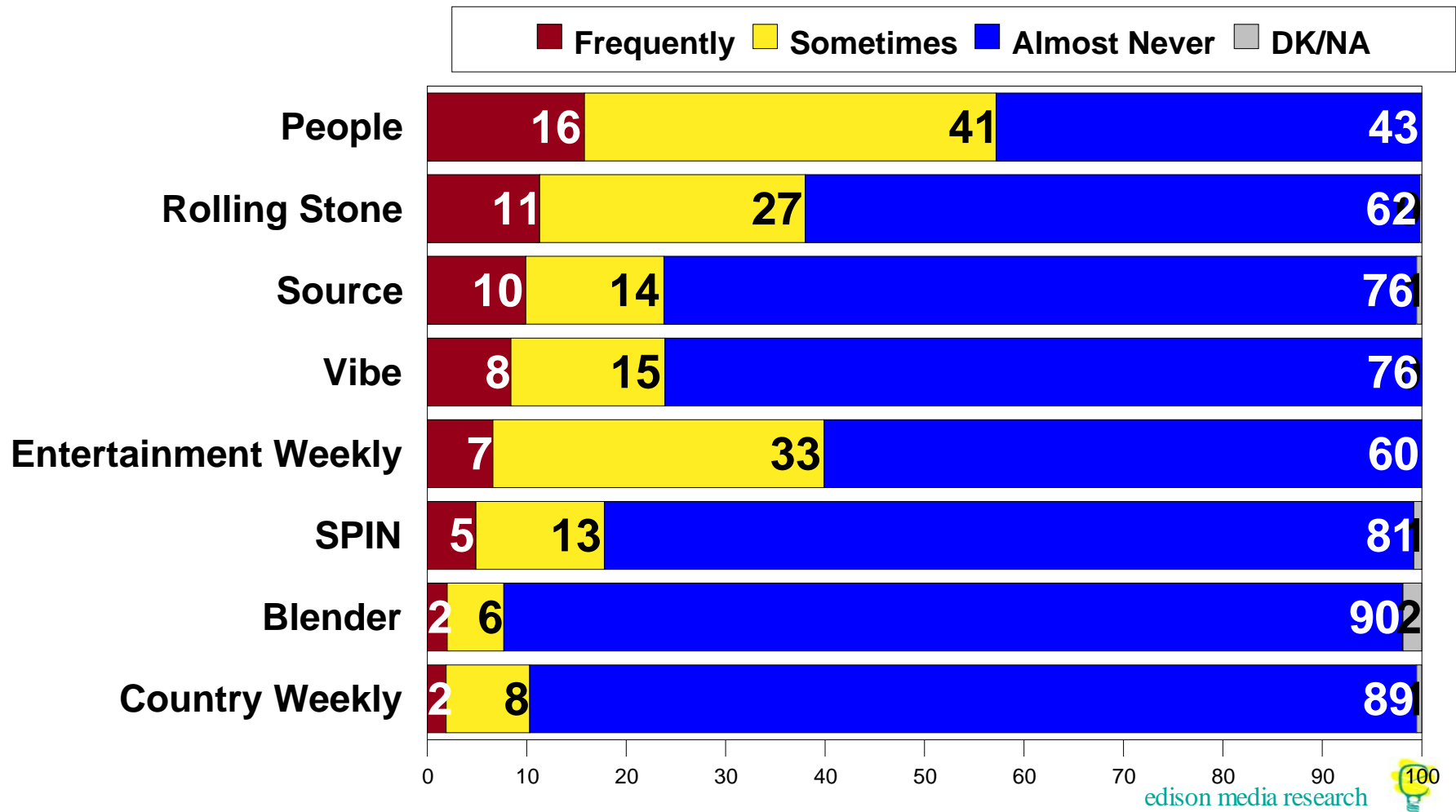
# Infiltrate Pop Culture

---

- Magazines:
  - ▶ Target "Teen People" & "Entertainment Weekly"



# Publications 15-29s read



# Infiltrate Pop Culture

---

- Television:
  - ▶ Embrace "Nashville Star" on USA Network (Tap the American Idol phenomenon)
- Advertising:
  - ▶ Target Madison Avenue to generate the next Dr Pepper, The Gap...



# Infiltrate Pop Culture

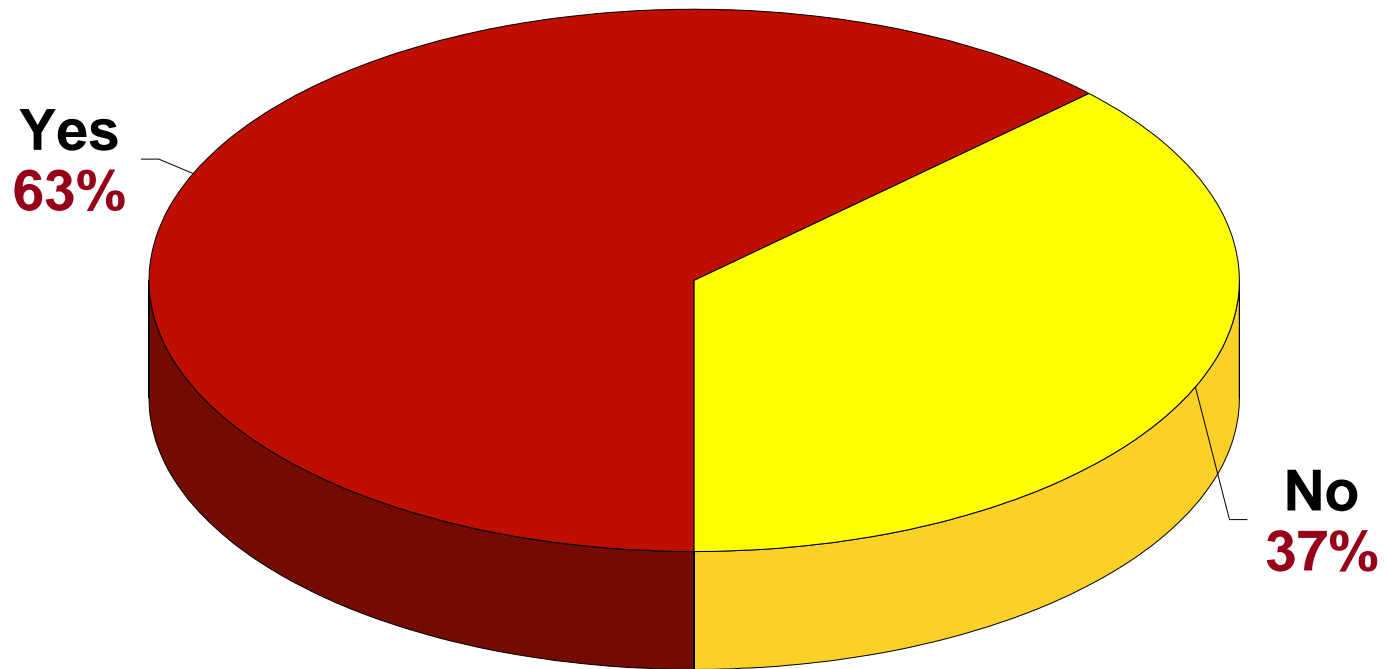
---

- Video Games:
  - ▶ *The Soundtrack* among today's young men



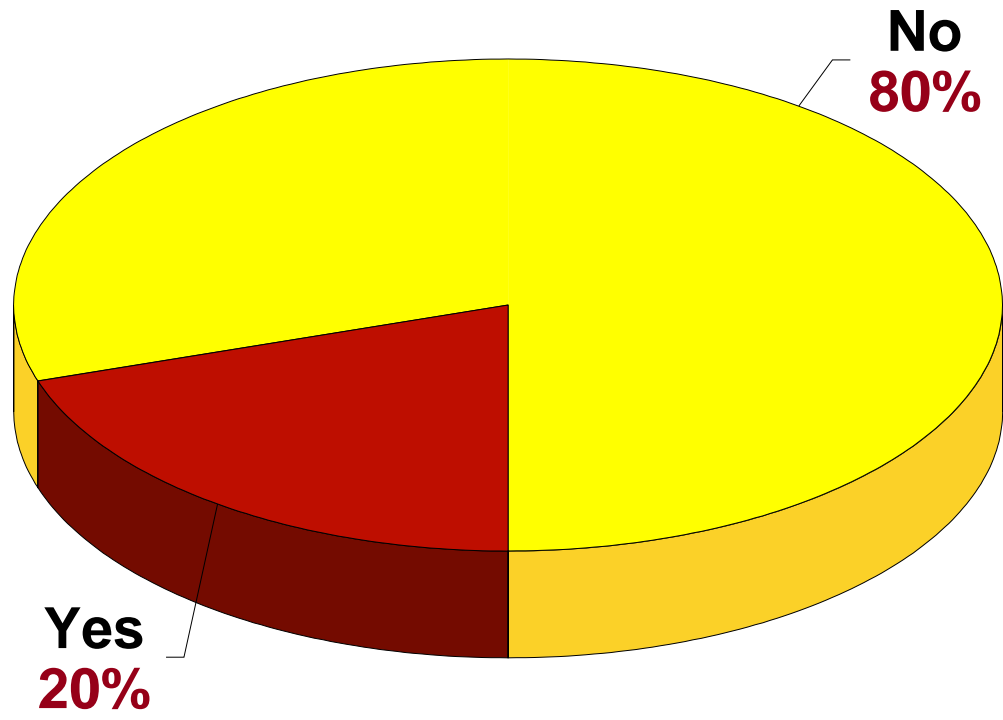
# Do you ever play video games?

---

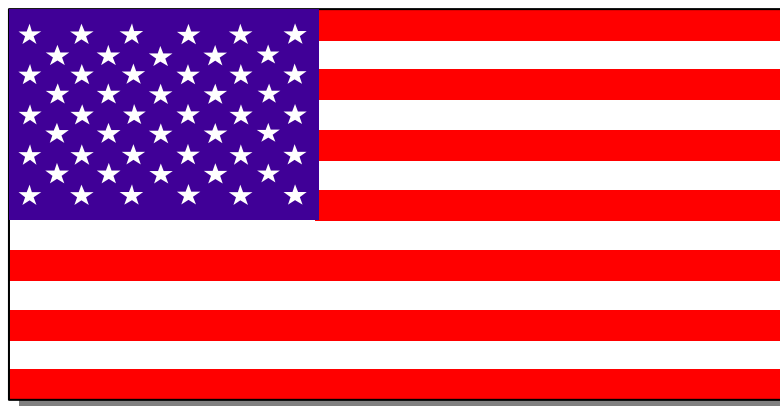


# Have you ever purchased a music CD because you heard that artist's music on a video game?

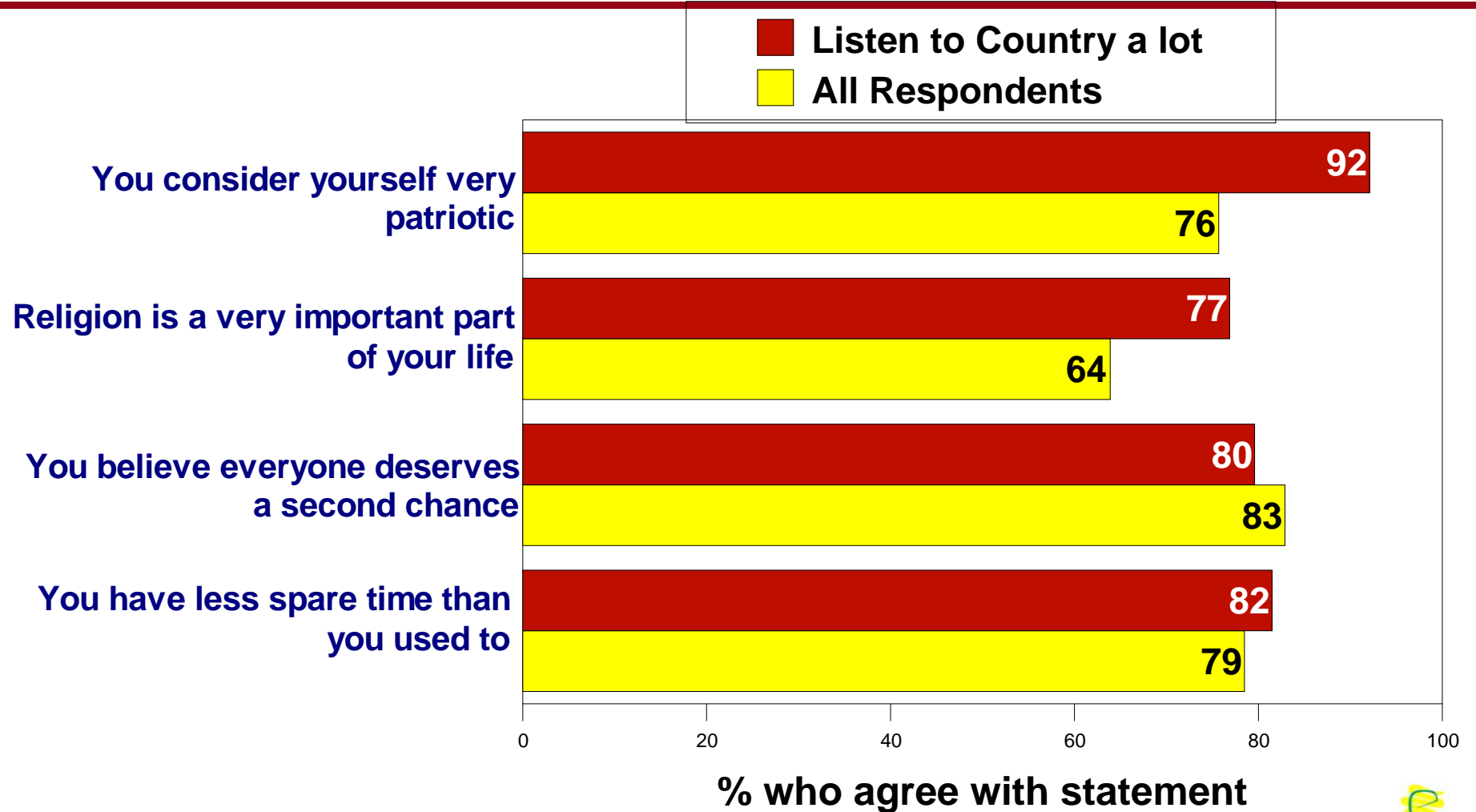
---



**Patriotism**

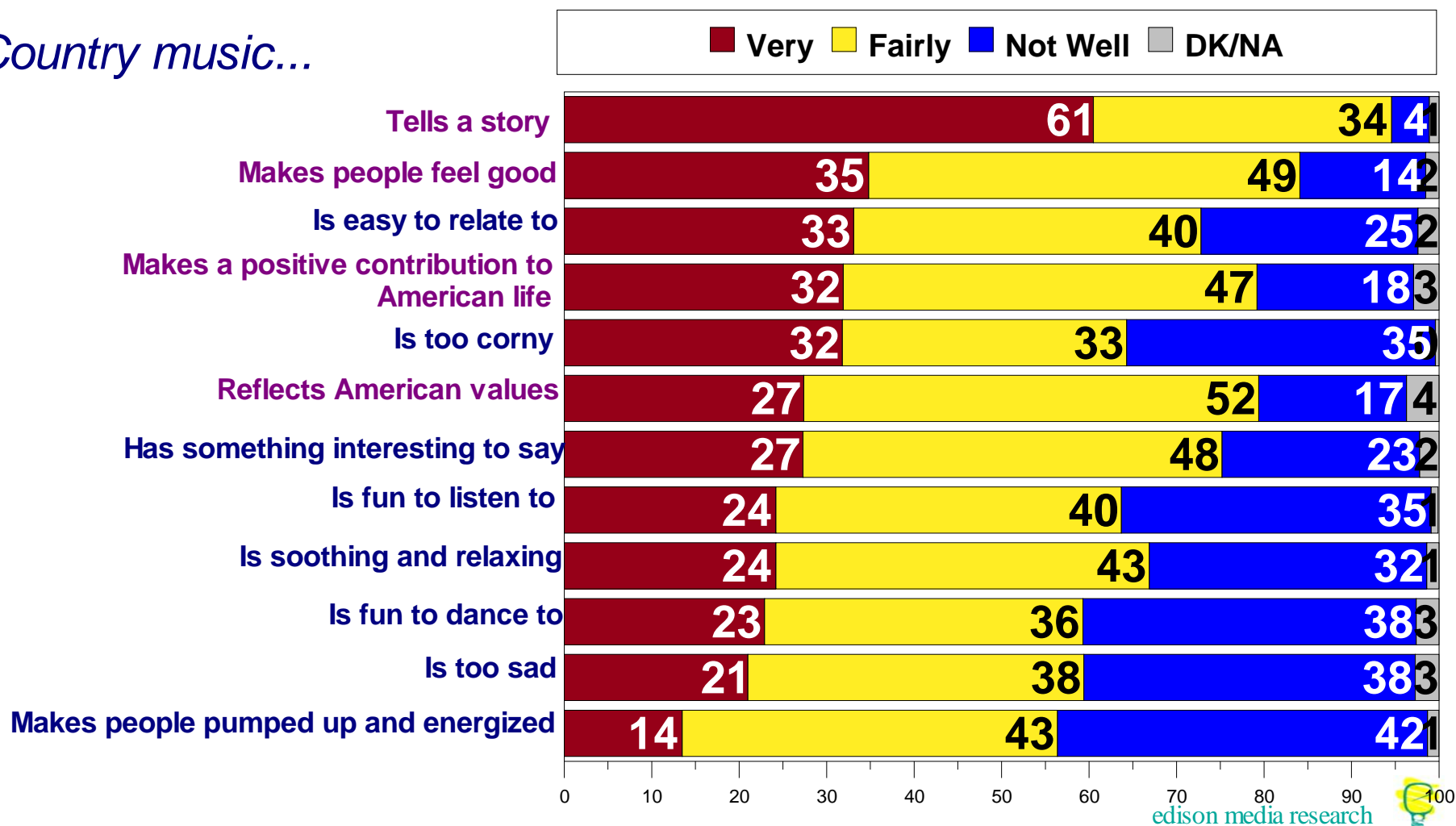


# Attitudes of 15-29



# Do the following phrases describe Country music very well, fairly well or not well at all? (Total)

*Country music...*



# Embrace the Flag, own the high ground

---

"You look at Sept. 11 - this was the only format that spoke to people in their hearts about what happened, whether it was Alan Jackson, Aaron Tippin or even Toby Keith. This format is still doing what it does best, delivering incredible lyric-oriented songs...that touch people and make them think about their place in the world."

-Lon Helton, Radio & Records

- Patriotism is an especially relevant point-of-connection and unifier for young people in an uncertain, fragile world.
  - ▶ Dixie Chicks/Super Bowl National Anthem struck a chord
- Broadcast & showcase locally-originated National Anthem performances and other interpretations of American songs



# Hearts and Minds

---

- Dedication and Commitment
- Break out of the mold
- Lots of Platforms
- Lots of Ideas





edison media research

