

bandcamp

Brett McDonald-Curtis

bmctoronto@gmail.com

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Bandcamp

- Music streaming / storefront website for self-publishing musicians and labels.
- Started in 2008 as an alternative to other music listening services like iTunes and more illicit services like LimeWire, Soulseek, and Napster.
- Operating on a flexible “pay-what-you-want” model, it allows artists to put their catalog up for sale online, with the option to allow free or limited playback, along with merchandise, physical media, and digital bonuses.
- Experientially, Bandcamp seeks to recreate an online equivalent to browsing in a record store.
- It has remained a popular choice of platform for artists in independent music circles and has resulted in many artists who’ve subsequently signed to big-name labels and/or gotten high level attention through the platform alone.

- Unlike nearly all other streaming services, Bandcamp has consistently turned a profit year after year, all the while having the most lucrative payment model via an 80/20 split in favour of the artist.
- The website as well does a fine job of providing good means of discovery for various kinds of genres and has daily editorials on interesting releases.
- With many big-name labels and artists now putting their catalog up on Bandcamp, the platform appears to be moving away from purely a haven for underground music and more so an institution for the independence of artists in the music industry.
- As of March 3rd, 2022, Bandcamp is now owned by Epic Games where it is likely to pursue the aforementioned goals.



Problems

- As previously mentioned, Bandcamp has gone under the radar for people who are not heavily invested in independent music, therefore their name is not mentioned as heavily as Spotify, Apple Music, SoundCloud, etc.
- Bandcamp also doesn't have a wide range of options for streaming music, largely out of choice for the record store feel: you can only listen to albums and songs on an artist's discography or genre search page, you cannot save to libraries, and you cannot download to an app for offline listening without downloading the files outright.
- Bandcamp also doesn't have a big advertising presence at all to begin with, it's success largely existing from word of mouth.
- Because of the recent acquisition by Epic Games, some of Bandcamp's longtime consumers are being cautious of the company's future.

Challenge

- Make Bandcamp a household name among the likes of other streaming services.
- Highlight the unique nature of Bandcamp's streaming model and its benefits.
- Alleviate longtime consumers of fear with assurances that the company will not only survive, but continue to get better.

Target Market

- Music listeners who are already heavily invested in music and/or are casual listeners with the opportunity for more investment.
- Ages 18-35, largely western hemisphere.
- Have slightly above average in disposable income and like to put more towards owning music.
- They are more interested in owning music and supporting artists rather than passively listening to whatever may be popular.
- Many of these people may have come of age in the time when music was bought physically and may still hold an affinity for the experience that provides.
- Many of the more passionate people may still buy vinyl, tapes, and CDs, which themselves often come with download codes.
- Despite all of this, an avid music listener is not inherently adverse to convenience, only so far as it helps an artist.
- The purchasing of physical media may be a result of having bonus art or other materials come with that, along with physical experience of record buying.
- They are also weary of companies that seek profit at the expense of the artist.





Unique Aspects

- A “pay-what-you-want” model which allows those with money to spend more and those with less to pay nothing or at least what they manage.
- A wider selection of music that may be unavailable at local record stores, both in terms of content and physical product.
- More immediate ability to purchase music online from home while still providing the atmosphere of a music appreciating space.

- Bandcamp can bring back what's been lost in the digital age of music.
- Bandcamp can make you a music fan again.
- The digital nature of Bandcamp can allow for bonus materials that a normal record store cannot provide.

Insights

Big Idea


Bandcamp is the true platform for people in love with music culture, so make it feel inseparable from music culture.

Aesthetics

- Mix of contemporary duotone style of modern music advertising and harsh achromatic printing of DIY Punk covers.




When brands are love,
but Sarojini is BAE.
There's a playlist for that
[👉 Dasi Swing](#)



When your Carter's
run takes a foodie turn.
There's a playlist for that
[👉 Fun Run](#)



Tinder match on the
day of your break-up?
There's a playlist for that
[👉 Playing it Cool](#)



Dating a boy from
the 'burbs'?
There's a playlist for that
[👉 Long Distance](#)



carzom

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Bargain!

side 1 U.S.A. NOW MERCY
Cacklen Guit
Necroticore Str

side 2 Britain STUPID BABES
Bite Bite
Bite Bite
FROM CHOLEY
Troggery

side 3 W. Germany DEUTSCH MERKABONCH
FRENDSCHAFT
Ich Lieb Die Weibschel!

side 4 U.S.A. THE MODA CLASS
Out of Vogue
Shawnee

VFASTI

Vietnam

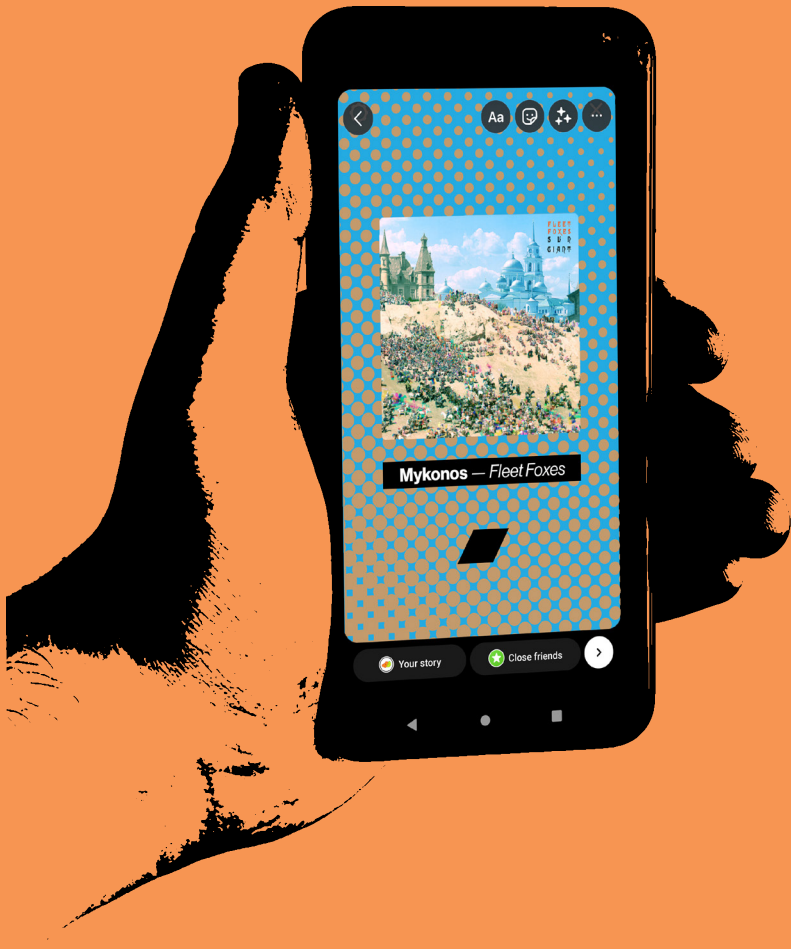


strange thing by night

shiny record



calling let's have another baby



Instagram Story

- Shares music to your Instagram stories
- Colour-coded to cover art
- Links to music page

2018 — Veteran
 2019 — All My Heroes Are Cornballs
 2021 — LP!

Now — All On...

2012 — 12 Bar Blues
 2014 — Outbrems
 2014 — Tim in Your Mind Puz
 2015 — Quarter
 2016 — Paper Macho
 2016 — Nonstop Intents
 2017 — Flying Microtonal Banana
 2017 — Murder of the Universe
 2017 — Polygodonland
 2017 — Gunshot Song
 2019 — Fishing For Flansie
 2019 — I Wrote The Best! Need
 2020 — K.A.
 2021 — Butterfly 2002
 2022 — Omnium Gatherum

Now — All On...

1999 — Operation: Doomsday
 2003 — Vaudeville Villain
 2004 — Mm...Food
 2004 — Madvillainy
 2009 — Born Like This

Now — All On...

Transit Posters

- Digital Indie / DIY aesthetic Bandcamp currently uses



Listen to...

MF DOOM

Scan QR Code for Bonus Content

bandcamp

Listen to...

JBEGMAFIA

Scan QR Code for Bonus Content

bandcamp

Listen to...

KING GIZZARD AND THE LIZARD WIZARD

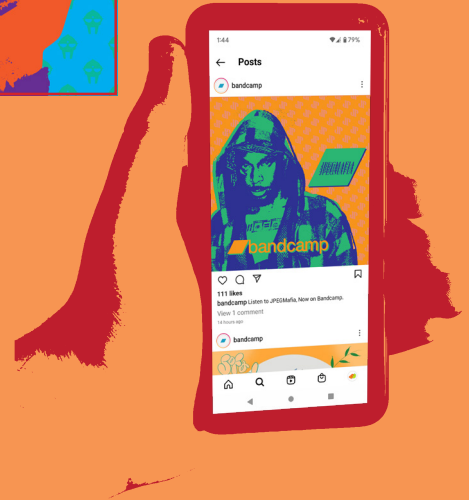
Scan QR Code for Bonus Content

bandcamp

- QR codes for album link / bonus materials



Social Tiles



Art Sleeves

- Sold at discount at physical record stores
- Physical sleeves of albums otherwise not pressed onto vinyl
- Including full artwork, layout, and physical inserts
- Download code for album on Bandcamp w/ bonuses



Vinyl Sleeve – 12"x24"



e.g. Powers Liquids Tablets Pellets – self-titled



Go To
www.sleeves.bandcamp.com
To Redeem Code

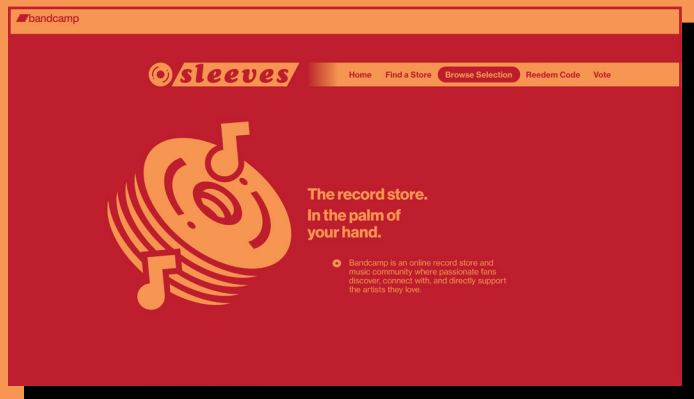


12345 - 67890 - 12345



Download Code

4"x4"



Website

- List of artists and locations of record stores
- Stylized with art direction

Thank you!