



Today's Youth — Tomorrow's Decision-makers

West Nally Music is a subsidiary of the West Nally Group, the London based, international sports marketing group. The music division has been set up in recognition of what is undoubtedly a major growth area for the communications industry — the medium of music.

The company is perfectly positioned within the industry to package the all-important youth market for the benefit of advertisers in a format that is readily understood and used. Similar disciplines to those used by the West Nally Group over the past decade in creating many successful programmes in sport in both the UK and around the world, are now being applied to the medium of music.

Music is a phenomenon which transcends all emotional, cultural and economic barriers and is used in many walks of life. In this sense it is a more versatile and flexible medium than sport, but above all it provides the vehicle through which the increasingly important youth market can be reached. This is a notoriously fickle market which conventional media have not satisfactorily tapped. Young people identify very strongly with the music of the moment and bring these memories with them through to adulthood. Music is a symbol of youth culture and reinforces self-image.

Today's youth are tomorrow's decision-makers which is a vital consideration to be included in any advertiser's plans when budgets are being allocated and strategies drawn up. It is interesting to note that in the 1981 Census, 21 million (38%) of the UK population are aged between 10-35.

As regards the ownership of consumer goods amongst young people, music related products are more preferable than any other type. Furthermore, more young people listen to music than watch television.

Whilst the link between music and the young is undeniable, there have been several significant shifts in the music market which clearly indicate change and growth in both listening and purchasing patterns.

On a European basis, the Eurovision Song Contest has grown from humble beginnings into one of the major televised events of the year. In 1956, 7 countries participated in the Contest. By 1983, this had mushroomed to 20 countries with 32 television and 6 radio services in 29 countries receiving live transmission.

The live audience viewing figure is 500 million and the Contest is also renowned for launching the ABBA pop group on its spectacularly successful career.

Britain is a major creative influence on the world of pop music and 25% of world sales of recorded music are accounted for by British recordings. This fact is clearly illustrated in recent articles in Rolling Stone, Time magazine and Newsweek in which the "second British invasion" of the American music market is scrutinised.

In 1964, it received a severe jolt with the arrival of The Beatles who had 12 singles in the Top 100, 5 of which formed the Top 5 and then on June 18, 1965, 14 of the Top 40 were of British origin.

Just under 20 years later, 18 singles of British

origin were in the Top 40, which included 6 out of the Top 10. These 6 were The Police, Kajagoogoo, Madness, Duran Duran, Culture Club and The Kinks (the latter incidentally also charted in 1964/5). Many factors have been attributed to this invasion, but the most tangible and logical explanation lies in the ability of bands such as Duran Duran to creatively exploit MTV in a vastly superior manner to their American counterparts.

MTV has been an outrageous success in America and with the advent of cable TV in the UK, music programming is predicted as the most likely success area. The bulk of MTV's audience is under 25. MTV went on air in August 1981 with 300 cable outlets reaching 2.5 million homes; the popularity of music programming is clearly underlined in the fact that there are now 2,000 cable outlets reaching 17.5 million homes. The power of music has attracted a significant youth audience and advertisers take airtime as a result. Some of the product categories involved are:- beer, confectionery, clothing, cosmetics, soft drinks, video games, blank tape and other music related accessories.

Cable TV and videos are just part of the music and entertainment explosion. In 98% of the homes in the United Kingdom, there is at least one television set, and most of these have four channels and breakfast television — but now there is cable as well. Radios, stereos, compact discs, video cassette recorders are all in regular use which indicates the explosion in home entertainment is based on music and vision. Outside the home, discos, jukeboxes (audio and video), in-car stereo, ghetto blasters, giant video screens, theatres, cinemas, music venues, open air concerts and of course Sony Walkmans all contribute to bringing music and entertainment to a mass audience.

The Walkman has been spectacularly successful and by the end of 1983, at least 9 million had been sold world-wide. In the USA alone, 12 million portable head-phone tape machines are now being used.

Further evidence of the growth of music in the UK is illustrated by the statistics in the sales of LPs, singles, cassettes and blank tapes.

Consumer spending on records and pre-recorded tapes has risen from £103.0 million to £440 million between 1972-82. In terms of unit sales, LPs, cassettes and singles increased by 55% between 1971-81 and between 1977-81, blank tape sales rose by 71%. The blank tape market accounts for 82 million units and a consumer spend of £80 million (1983). Sales reached a peak with the disco boom of the late '70s and have steadily declined since. However, the most recent figures indicate that sales have now stabilised. The trends worth noting in these figures are as follows: blank tape sales have grown spectacularly largely at the expense of LPs, pre-recorded cassette sales have risen significantly so that many new album releases are released with a significant quantity now in cassette format, and the sales of singles have increased steadily. The decline has



Des Manwaring (left) and John Gaydon of West Nally Music Limited.

been in the sale of LPs.

The magnitude and significance of a blockbuster rock tour are staggering. Taking David Bowie's 1983 *Serious Moonlight World Tour* as an example, the facts speak for themselves; the album reached No 1 in several markets as did singles taken off the same album; the release of two major feature films and videos; a world-wide tour which was seen by 2.5 million young people in 15 countries; merchandise sales from the Tour exceeded 6 million US dollars; gate receipts were in excess of 20 million US dollars; ticket applications exceeded availability by 800% and in Los Angeles, all concert tickets were sold within 90 minutes; in Europe the Bowie Tour surpassed The Rolling Stones 1982 record-breaking figures. These facts represent a powerful promotional vehicle and the motivation and benefits an advertiser can receive from an association with a major force within music are endless.

Research therefore has identified the importance and growth of the medium of music. West Nally Music is now packaging the medium for the benefit of advertisers and the key personnel possess the necessary experience to organise this in the most professional and sophisticated way.

Managing Director, John Gaydon, started as a musician 20 years ago and has grown up with the music industry, from Beatlemania to the current trend fronted by Boy George. In 1961, he set up a management company to represent King Crimson, Tyrannasaurus Rex, Emerson, Lake and Palmer, Strawbs and Roxy Music. Recording deals for Elkie Brooks and Leo Sayer followed and more recently Godley and Creme. For Godley and Creme, Gaydon also represents their videos and commercials interests and indeed, they have just been named Video Directors of the Year, and 'Rock-It' as best Video of the Year. Their Wranglers commercial received the Silver Lion Award at Cannes in 1983.

Desmond Manwaring gained experience in production, media planning/buying and account management at advertising agencies such as J Walter Thompson and McCann-Erickson before moving to the West Nally

Group in 1981. This was prompted by the belief that advertisers would be spending a significant percentage of their budget on alternative media, such as satellite, cable TV and the increasingly sophisticated techniques now used in sponsorship.

West Nally Music's marketing activities are attracting considerable interest in the media, and articles have appeared in the national business press, marketing magazines and music trade journals.

The Sony Tape/Duran Duran sponsorship has been identified as a classic case history in music sponsorship. West Nally Music are pioneering a new marketing phenomenon, and in a recent article in the *Financial Times*, of February 9th 1984, David Wallace of Sony UK expressed his satisfaction with the sponsorship saying: "It worked at three levels. We were able to put the name across at the concert venues, with posters of the band carrying the Sony name, plus a free tape in the programme. Secondly, we could interest 2,500 dealers in an in-store promotion in the vital pre-Christmas period. Finally, there was a wide media coverage of our connection in local and national press and radio, linked to competitions." This coverage in fact extended to national television and the Saturday Show. In the US, the American corporations have already invested in reaching the youth market through pop music with Pepsi-Cola and Michael Jackson, Coca-Cola and Duran Duran, Jovan cosmetics and The Rolling Stones and Kenny Rogers, Mamiya cameras and Barry Manilow, Canada Dry and Hall and Oates and the list goes on.

West Nally Music's marketing activities are extending the boundaries of sponsorship into new areas where there are several exciting, major and unique projects all being packaged in terms understood by advertisers.

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Today, as never before, the communications industry is changing. Advertising and public relations, utilising network television, radio and the press, is the known way.

But with the advent of cable and satellite television, the growth of sport and leisure activities and the application of new technology to the art of entertainment, the communicators face a challenge.

The West Nally Group is a leading international marketing organisation in sport, television, music and outdoor entertainment. We can help companies to reach people more effectively through these 'alternative media' as they expand to meet the demands of the future.

West Nally
The communication alternative

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