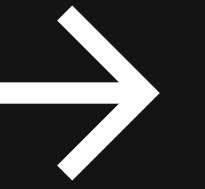


synthesia



Launch Strategy

Contents

- ✦ Opening Act
- ✦ Physical Touchpoints
- ✦ Digital Touchpoints
- ✦ Encore

Opening Act

Synthesia is an experimental platform that creates immersive visuals for music and audio experiences.

With a multitude of use-cases such as accompanying live-music or ambient background art; Synthesia provides an intuitive and simple interface, empowering people to visualise sound without any prior knowledge.

In anticipation of the release of Synthesia, this document outlines how the product and general brand will be advertised in both physical and digital spaces.

Physical Touchpoints

Whilst this is a digital-first product, an even more important aspect of Synthesia is how it can enhance physical spaces and experiences.

Used in a smart way, physical marketing can provide a much more accessible way of gaining traction, compared to using social media without any pre-existing audience

Consideration for these touchpoints is critical, and will be the main focus of the launch strategy. These touchpoints have been distilled into four key areas:

- ✦ Billboards and posters
- ✦ Festivals and music events
- ✦ Live exhibitions
- ✦ Merchandising

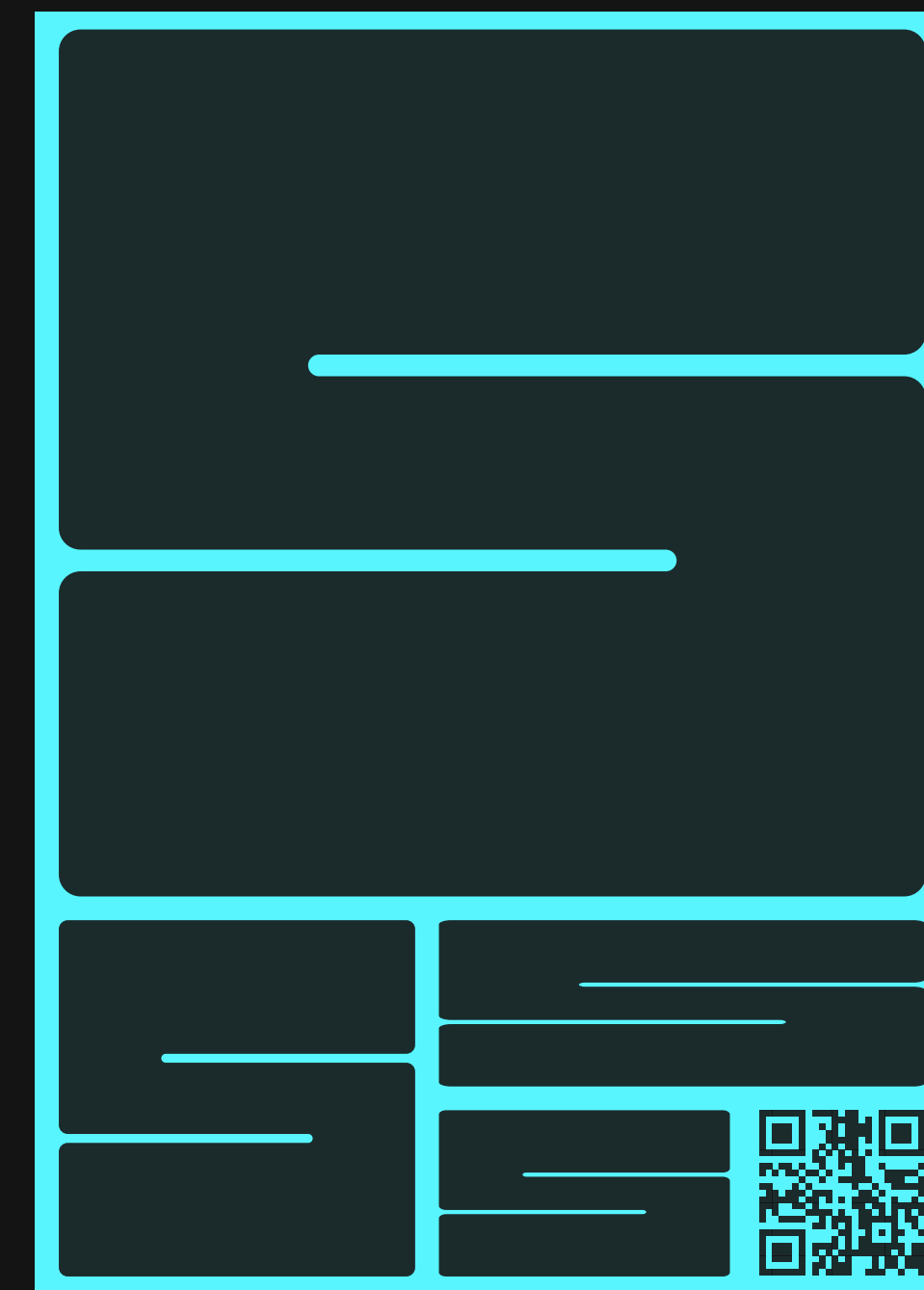
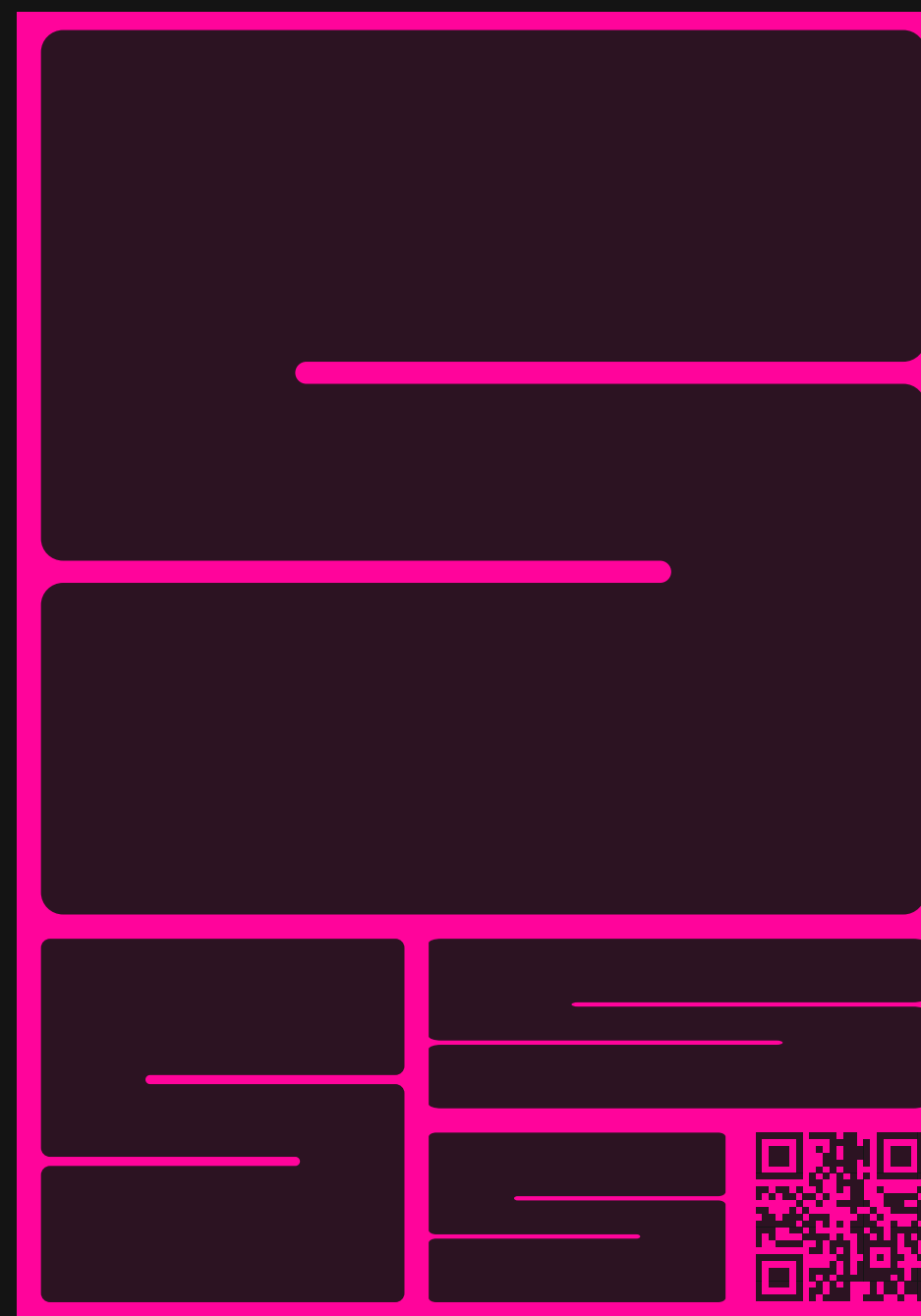
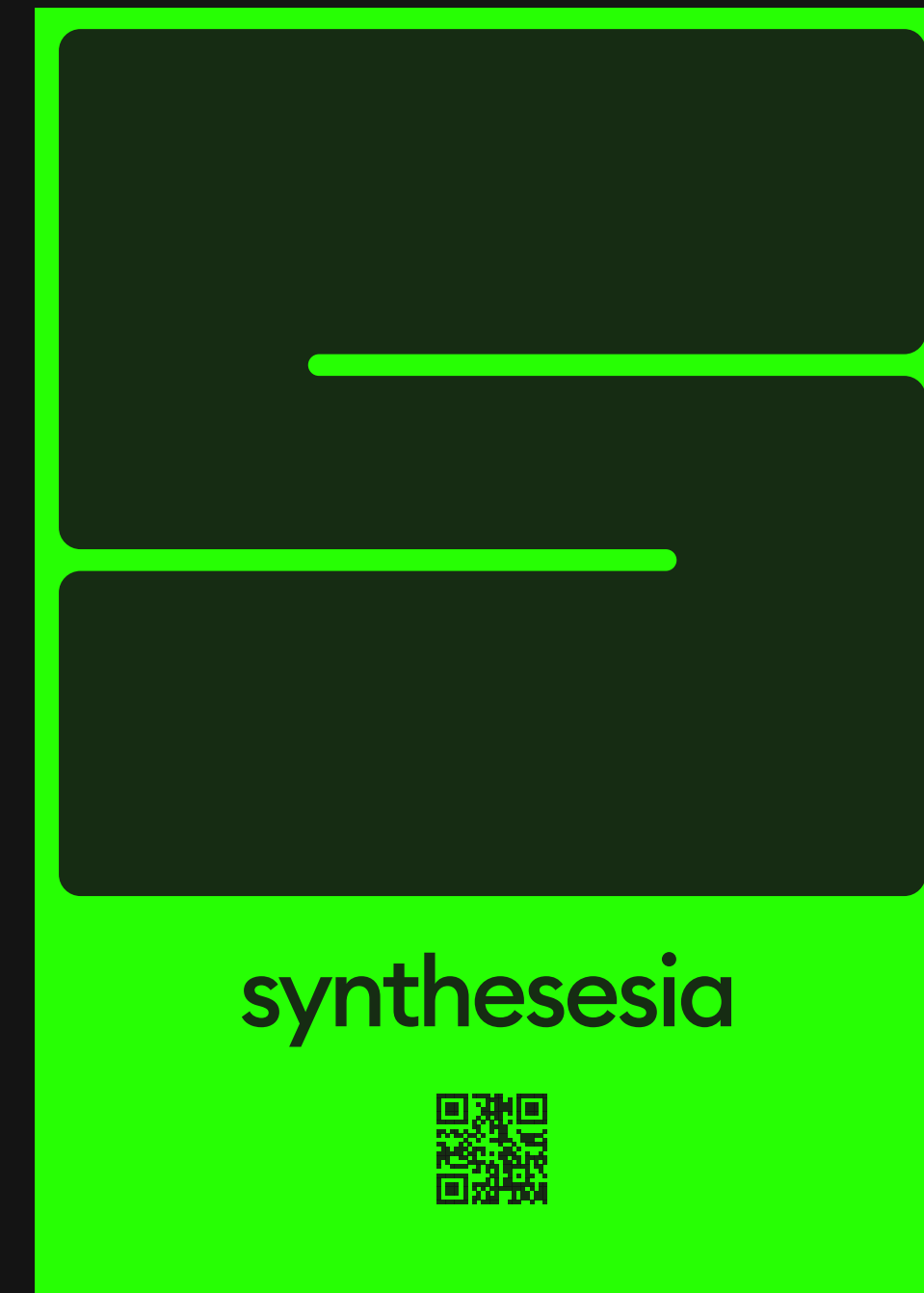
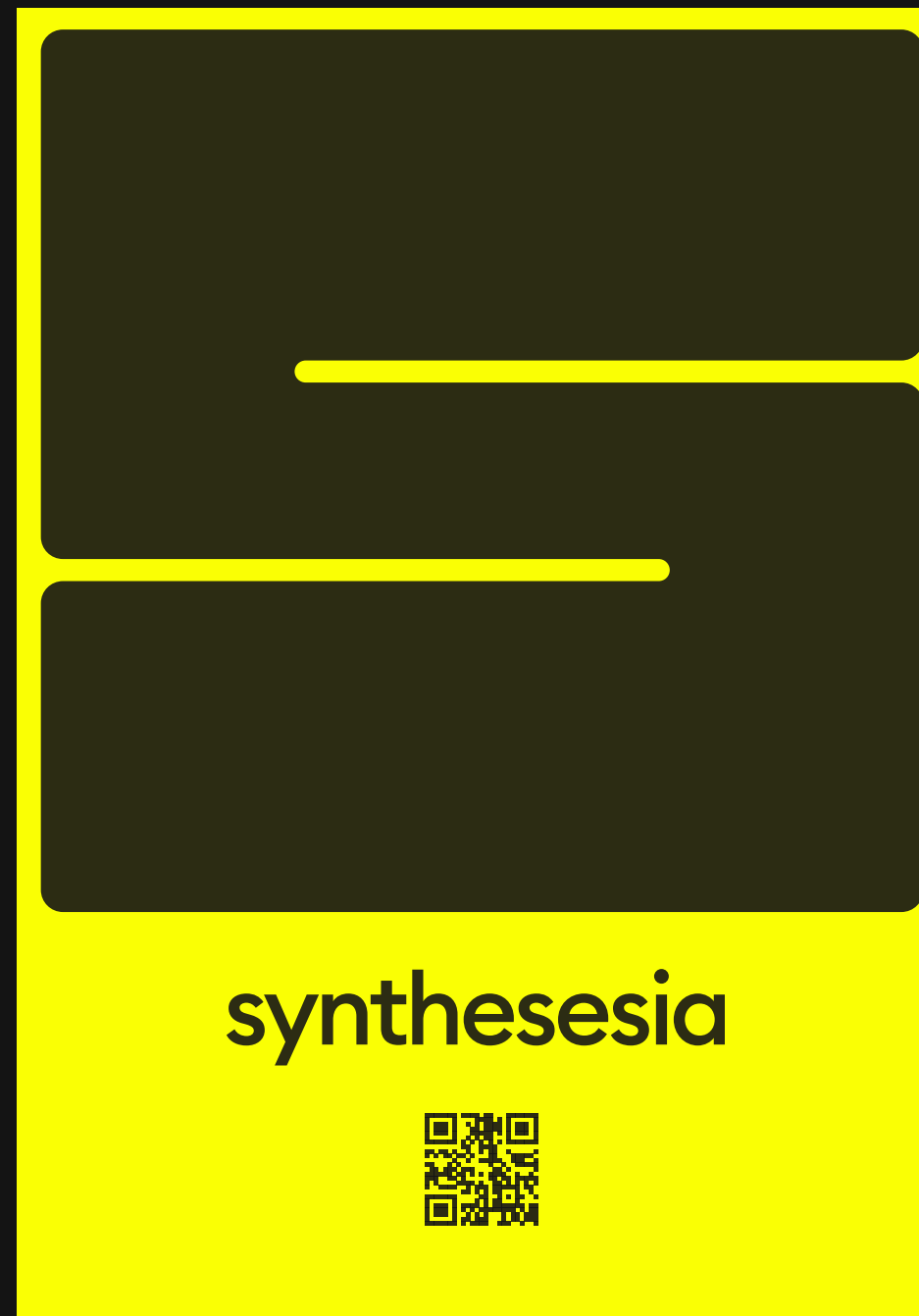
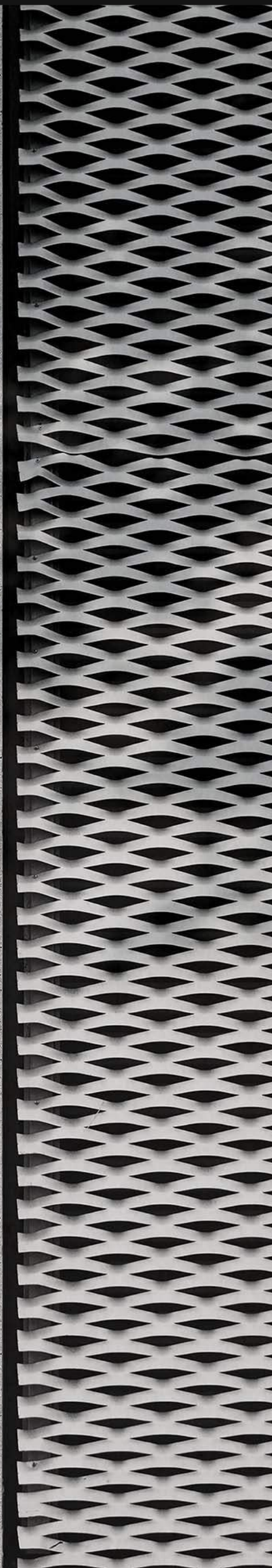
Billboards & Posters

Producing posters will be one of the quickest wins for physical marketing. Using places of interest relating to visuals and music, such as museums or even nightclubs can make for simple and effective advertising.

Instead of outright explaining the product and interface, one strategy that will be effective for this project is using minimal visuals throughout, to create a sense of intrigue and mystery.

Including subtle QR codes on the designs allows for easy access to the product, whilst keeping the posters clutter-free.

Additionally, making use of University resources will be beneficial, as a select few locations across Northern Ireland will be displaying projects on animated billboards.



Live exhibitions

Aside from the traditional forms of advertising, this project can benefit from *guerilla marketing* such as random pop-up exhibitions and street experiences.

For example, setting up a microphone and projector next to a quiet street, in which the surrounding sound creates visuals projected onto a nearby wall, without any mention of the product except a QR code to direct to the product.

Another approach in a more formal setting could make use of art galleries or museums, in which the same microphone and projector setup can be used.

Festivals & music events

In keeping with the live nature of this launch strategy, what better way of advertising Synthesia than to use the tool - to partner with and create visuals for - music and multimedia events.

In particular, the AVA music festival at the tail-end of 2021 will be the perfect opportunity to showcase the project, as it combines electronic music with light and laser shows.

In previous events, there have also been dedicated audio-visual experiences set up. Being able to promote the project at such a large event almost instantly guarantees traffic and interest.

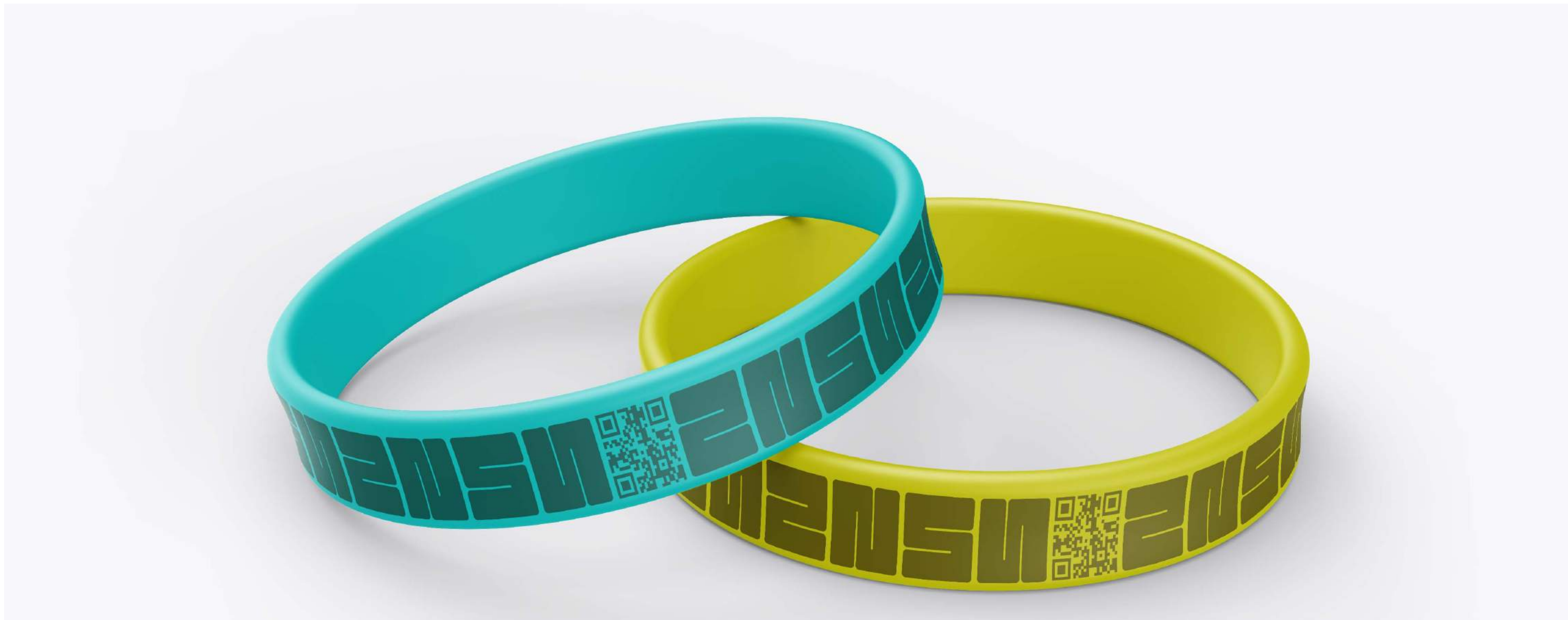
Merchandising

To complement Synthesia being used at live events, merchandise will also be produced.

Instead of creating generic products that nobody would buy, the strategy for the merchandise will be to produce subtle and functional items that people will most likely need at a festival or live event.

These items will include:

- ✦ Bags (crossbody pouches/waistbags, tote bags, & drawstring bags)
- ✦ Wristbands and lanyards for entry
- ✦ Hats (bucket hats, beanie hats)
- ✦ and even branded glowsticks



Digital Touchpoints

In addition to the physical touchpoints, having a branded digital presence will be important for retaining an audience.

There are three main areas of focus for the digital marketing strategy:

- ★ Promotional marketing website
- ★ Social media accounts
- ★ Product Hunt launch

Promotional website

Whilst Synthesia itself is a web application, it will be beneficial to have a promotional landing page as well.

The promotional site will act as a way to explain the product to new visitors and will prompt them to dive straight in. The main areas of interest for the promotional site are:

- ★ Frequently asked questions and information to get started
- ★ Product tour
- ★ Links to social media

Frequently asked questions

- + Do I need to pay for Synthesesia?
- + What devices are supported?
- + How are the visuals created?
- + My microphone isn't connecting, help!

synthesesia

An audio-visual playground

Start

About

Synthesesia is an experimental web experience, standing at the intersection of art and music.

This project seeks to create an immersive experience for the modern web, using a blend of audio and generative visuals.



synthesesia

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Start

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Frequently asked questions

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- + What devices are supported?
- + How are the visuals created?
- + My microphone isn't connecting, help!
- + I've found a bug, where can I report it?

Social media


As mentioned before, I don't believe that focusing on social media is worth the time investment without a pre-existing audience to boost traffic, especially on a project produced by one person.


With that being said, a branded social media presence will still be available.

Making use of Instagram and Twitter, the devised content strategy is to automate the entire process, using a script that generates and posts a random animated visual from Synthesia every day.

For Twitter, in particular, having a pinned tweet with an explanation of the product can help any new visitors understand what they have landed on.

In addition, choosing popular songs from the likes of Spotify or Youtube as input audio could prove to be an effective strategy, as the resulting visuals can be shared and tagged to each artist's fanbase.

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102 posts


563 followers


125 following


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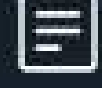
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 United Kingdom

 [synthesia.com](#)

 Joined April 2021

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378 Followers

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Product Hunt

Finally, upon the official launch of Synthesia, a campaign will be posted on Product Hunt. Product Hunt is a platform used mostly in the design and tech industry to showcase new product launches.

This is a quick and effective way to advertise to a wide audience without having to gain a large following, which is a great entry point for attaining early traffic.



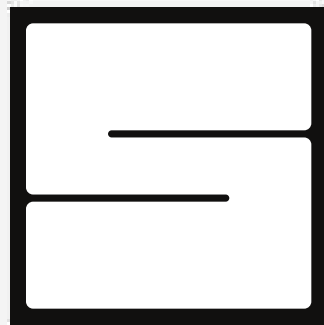
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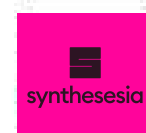
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Synthesia

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EXPERIMENTAL TOOLS



Synthesia is an experimental tool to create stunning audio-visuels for live experiences.



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1 MAKER

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Designer @ Little Thunder

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Encore

To summarise, the launch strategy for Synthesesia is split into two areas of focus, physical and digital.

The physical advertising uses the allure of mystery and intrigue, in combination with guerilla marketing tactics to attract a wide range of people interested in art and music.

Whereas the strategy for the digital launch will be to share more information and visuals from Synthesesia. Entirely automated, the generated visuals can be tailored to individual artists and fanbases.

Thank you!

