

Executive Summary

Gen Z are becoming the new tastemakers of the US. With the oldest members in their mid-twenties and forming their own brand loyalties, it is important to begin tailoring marketing efforts to the specific characteristics of this group of young consumers. A significant portion of Gen Z is LGBTQ – as of 2022, 21% of adult Gen Zers self-identified. Even among the rest of the generation, many have LGBTQ friends and family, and care strongly about LGBTQ issues. It is clear that LGBTQ Gen Zers are at the forefront of the country’s cultural conversation.

Few companies have been able to match their distinctive humor and social values through traditional marketing strategies. Gen Zers are sardonic yet silly, using memes to find humor in the bleakest circumstances. They grew up on the internet, but they crave personalized connections. They prefer to spend their money on meaningful products and experiences from values-driven companies. They are vocal online about what they don’t like, and even louder about what they love. The brand that can capture and hold the attention of this demographic will secure long-term relevance from an extremely loyal and influential customer base.

██████ is a leading independent music publisher that takes pride in constantly innovating its role to adapt to changes in the music industry. Its website homepage boasts “(Redacted quote).” ██████ can deliver this promise by evaluating key markets and strategizing how to best reach them. While ██████ has had some breakthroughs such as ██████, ██████, and ██████, an intentional approach will establish ██████ as the leading music company among the LGBTQ Gen Z demographic for years to come.

LGBTQ Gen Z’s meaning-making extends to their connection with music. The shared emotional experience of live music holds a special importance for them, and they are willing to pay good money for it. They are more likely to listen to artists that they know share their identities. They want to feel closer to their favorite artists, and they take to the internet to find out the stories and lyrics behind the songs. This is where ██████ has an edge: as a publisher, stories are the lifeblood that form its rich catalog. ██████’s roster has many songwriters who are outspoken members of the LGBTQ community, a great number of whom are performers as well. Finally, sync placement in film and TV is experiencing a renaissance, allowing publishers to tell stories with their songs on screen.

██████ will raise the awareness of and engagement with its catalog among LGBTQ-identified adult Gen Zers ages 18-26 by the end of CY2024. It will do so by applying an integrated marketing strategy with three areas: social media, a live music experience, and targeted sync placements. I bring my expertise to this project as an experienced music industry professional with a background in performing rights, an undergraduate degree in Communication, and graduate coursework in Media Management.