



# RECORDING ACADEMY™

## Cannes Brief – Recording Academy

### Background: The Recording Academy

When a few of music's most influential and iconic names gathered together in a Los Angeles restaurant on May 28, 1957, what started as a meeting to determine the proper means for rewarding musical artistry quickly turned into something bigger and laid the groundwork for the Recording Academy, an association committed to promoting the cultural relevance of music.

As the Recording Academy, our first initiative was to establish music's only peer-voted award: the GRAMMY Award. Shortly thereafter, there came the idea of producing an accompanying telecast that would become one of the most recognizable cultural moments in the world.

Today, the Recording Academy is music's leading membership-based professional organization, representing songwriters, producers, engineers, and recording artists across the United States. And while the GRAMMY Awards are where the Recording Academy has greatest visibility, our deepest impact resides in our philanthropic and advocacy work on behalf of creators.

The Academy celebrates artistic and technical excellence in music, honors music's rich history, invests in education, and advocates for the rights and livelihood of the music community through its affiliates, including The GRAMMY Awards, the GRAMMY Museum, GRAMMY Foundation, and MusiCares.

### SDG Area: The Value of Music in Society

Music is much more than a soundtrack to our lives. It binds us through shared cultural experience, transcending race, gender, income, and every other socially manufactured human barrier. It's the voice that speaks to you when you're feeling alone. A unifying chant, it creates spiritual spaces for individual and collective meditation. Music rallies tribes around political causes, as it did during the French revolution with the Marseillaise. It comforts the suffering, as it did with the slaves that birthed gospel music through their pious cries. Music has the power to ease the perceived intensity of pain, strengthen personal endurance, and increase cognitive and emotional understanding. Through it, we find common ground, inspiration, and purpose.

The Recording Academy believes that the world is a better place when we give music as much as it gives us.

Over the course of our history, we've worked to ensure that music remains a valued part of our society. But in a world of increasingly rampant consumerism and freely accessible media, the arts and music are not as valued they ought to be. Attention spans have dropped 40% within the past few decades and although people are more connected than ever, studies indicate that the depth of those connections has waned. American consumers currently listen to more music than ever, yet they often do so without considering the creative effort required to produce what they consume. We use and dispose while giving little thought to the human lives behind the products we enjoy or the broader impact of our cheap-and-fast consumption habits. America has witnessed these behavioral patterns jeopardize its food, textile, and media industries, diminishing the quality of life of those who work in these sectors and negatively impacting the quality of product delivered at large. And, as we continue to evolve in the digital age, music is precipitously close to operating in an unsustainable model. The Recording Academy is wary that consumers' increasingly superficial relationship with the arts will lead to similar results with music, in turn, diluting its inherent value and undermining its ability to fulfill its critical role in society.



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## What is the challenge?

How do you create value in something that is already taken for granted? Most of the world doesn't perceive music as something in need of protection, thinking of it solely as entertainment that will endure with no great effort on our part. The under appreciation of music's value naturally leads people to neglect the rights of its creators, the need for its preservation, and the importance of funding its future through music education.

While this general sense of apathy results in a lack of active measures in support of music, there is also a second dynamic at play: That is consumer distrust of institutions and corporations, including the music industry, and a growing frustration about being asked to subsidize the lives of artists who ostensibly have much more than they do.

When considering artist compensation, people often think solely of the industry's highest earners. When reflecting on music's place in society, they leave it to find its own way. In turn, people effectively absolve themselves from the role they play in shaping our creative ecosystem and culture at large. This dynamic not only rationalizes a lack of support for the arts, but also generates a friction between consumers and those in the creative community who seek support, especially when that support is monetary.

Together, these two forces work quietly to degrade music's future vibrancy.

## What do we need you to do?

We want a big idea to shift the perception of music from something that we automatically receive as disposable entertainment to something in which we collectively invest for the betterment of our culture. We need more people to realize that music is a vital part of any healthy society, and that, as consumers, we play a role in shaping that society, specifically through our support of cultural institutions, the recording arts, and creators themselves.

## Target Audience

18-34 year olds are a contradictory crowd. They're the most likely to connect with a company or product based on the mission behind the offering, but are the most comfortable stealing media and not investing in the arts, despite the fact they listen to music significantly more than any other generation.

- Millennials listen to music 75.1% more than Baby Boomers on a daily basis, according to data shared this morning with Digital Music News.
- 30% of all consumers of licensed music engaged in stream ripping and that number is growing yearly. That number is 49% when focused on the 16-24 year olds category and 40% for the 25-24 category. Thankfully, 64% of 13-15 year olds see stream ripping as stealing. How do we make sure they don't form bad habits as they grow?
- 77% of people aged 18 to 24 responded "yes" when asked, "When nothing is occupying my attention, the first thing I do is reach for my phone,"
- When asked about the importance of participating organizations' mission statements, 18-34 year olds were more likely than any other age group to say the mission was very or extremely important. True for nonprofits of all sizes and a variety of sectors.



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- When asked about their likelihood to donate in the future, 18-34 year olds were more likely than all other age groups to say they probably or definitely would donate. True for organizations large and small, and across sectors.
- 92% of Millennials believe business should be measured by more than their profits.
- 78% of surveyed Millennials say they would choose to spend money on experiences over buying something desirable.
- 80% of Millennials attended or participated in live experiences, concerts, festivals, and performing arts in 2016.
- 72% of Millennials say they would like to increase their spending on experiences rather than physical things/objects in 2017.
- Consumers respond to brands that they perceive as authentic and seek to create genuine connections.

There is a disconnect between millennials' desire to connect with the world around them based on mission or desire to spend on experiences and their spending or investment in the arts. How do we make that connection?

## Key Message

We must actively support music and its creators.

## KPI

### **What does success look like with this Film?**

We'd like to see a conversation started on the social web that results in viewers expressing shifts in their perception around social issues. It might be easiest to track along with a hashtag. Initial thoughts are 1 million views in the first month and 20K shares, posts, or retweets.

**Are you looking to purely change mindsets or would you like people to donate to the cause, buy music from a certain site/supplier, support certain institutions, join a movement, sign a petition.**

We're really looking to change mindsets but can invite people to follow our organization to stay up to date. The primary goal is around education.

### **Is there any call to action that you would like to be in the film big or small?**

Share the video and join in the conversation. Secondary CTA is around following our social accounts to stay up-to-date, but the main concern is that they amplify the video.