

Report on soundblaster band



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report: Report on SoundBlaster bandreport, IntroductionThe purpose of this report is to prepare a presentation strategy for the band how to remain successful. The music group Soundblaster who successful in Hear to Believe but after three years they have no changes so many fans left . Should give the Soundblaster band a new direction, changing the band sank the same style. Let more people know about them and like their music. The report is give to the band™s manager on December 26. ProceedingsIn the collection of band information or data in the methods and procedures. We used the following methods. First of all, we are from the band™s company to obtain relevant date.

Secondly a questionnaire was completed by those who were surveyed. The third is through interviews with fans. FindingsFrom the band™s company the findings of the investigation indicate that the band™s most prosperous period in 2003 year. From 2001 to 2003, the band career on the rise. But after 2003 year, it began to decline. As it can be seen from the chart the sales of merchandise on last three tours is decreasing.

From 2001 to 2003, the number of CD sales increased from 3.5 million copies to 5.1 million copies. But after 2003 years until 2007, there was a drop in the number of CD sales from 5.1 million copies to 2.9 million copies.

In the questionnaire survey, we mainly investigate what type of music is people like and what are the reasons. We found that everyone favorite type of music is different. However, whether you like the kind of music for reasons including the following that the story described in music, rhythm, stylistically different and artist own charisma. According to statistics, the way forks know

the music is television and other media, friends and magazines. In interview with all fans of the Soundblaster band, we mainly ask fans to like band™s the reason.

And why some of them do not like and do not buy albums. Through interviews, we conclude that love this band™s songs on the music because of their dedication to music, they sing the feeling, theySongs can be sung depths of the human soul and attracted to their personality. Since they have so many advantages, then, why some are no longer used to like the band™s fans to support them. Because they genre did not change in recent year. All the songs are similar. ConclusionsWith the rapid development of entertainment, music development is very fast. There have a lot of singers and bands.

They have created a lot of music. At the same time, artists and their works in order to remember and recognition by others is very difficult. Like music as like people. A long time would have no fresh, no longer like. Therefore, the band needs to make changes. Brokerage firm can shape from band members and music styles to make changes. But some things can not be changed.

Many people like they are serious about music, the feeling of singing. These characteristics are to be retained. RecommendationsThrough data collection and information control, we believe that the following aspects should be improved from the popular band. Define a clear target for Soundblaster: First, we must clearly set for each member, each member assigned to different tasks, to achieve the perfect combination. Second, change the genre, they are beautiful romantic past record, this album is defined as the

nostalgia category. Develop the band™s brand: In today™s society, the brand is very important. We first have to design a logo for the band. The logo must be distinctive feature easy to remember.

When people see this logo you know the band related products. Successful design communicates an idea. This means there is no standard for creating an album cover, logo, or gig poster for the band. The artwork simply must be appropriate to the subject and convey the band™s sound, motivation and style to the viewer. With more and more music being published digitally, the format of the artwork is also a necessary consideration. Develop the band™s music and attract new fans: The quality of the development of the band, the most important thing is the quality of the song. We can record the new production team invited outstanding lyrics and music written for the band.

We can also include some of the album the band™s original songs. Good music will attract more fans. Increasing sales of music and merchandising: We can regard the band as a commodity. First, let more people know their songs. Use their songs on TV commercials or in a film.

When people are attracted to TV or film, the drama of the episode or the theme song will be given a special feeling. We can also play in the major shopping malls of their songs. On website advertising include a link to a free download of one of the new songs. Second, let the band members often within sight of the fans. Can hold concerts, open autograph session, attended the award ceremony, participate in a film, publishing a photo album. They can also participate in product endorsement deals.

Third, launch a range of aftershave or perfume called Soundblaster and includes this smell inside the CDs. Or give out free T-shirt to younger people to wear at fashionable nightclubs.