

Goldenvoice X BCEC

Spring 2024 | Midterm Deliverable



GOLDENVOICE

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BCEC
BUSINESS CAREERS IN
ENTERTAINMENT CLUB

GOLDENVOICE

GOLDE

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Introduction



Introduction

Project Managers



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B.A. Media Studies
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Introduction

Project Members



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B.A. Molecular and Cell
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B.S. Business
Administration

Research Scope and Context

Our Mission

Our goal is to understand the factor of price resistance among the 18–24 year old demographic, according to music genres Rap, EDM, and Indie.

UC Berkeley Survey Goals

Survey goals include understanding genre-specific spending, general purchasing habits, platforms, venue/seating preferences, VIP benefits, and festivals vs concerts.

The logo for GoldenVoice, featuring the word "GOLDENVOICE" in a stylized, white, hand-drawn font inside a white rectangular border.

X

The logo for Business Careers in Entertainment Club (BCEC), featuring the text "BUSINESS CAREERS IN" above "BCEC" and "ENTERTAINMENT CLUB" below it, with horizontal lines above and below "BCEC".



Research Methods



Research Methods

Survey Creation

Created a survey focusing on purchasing habits and factors that influence people to buy a concert ticket and how much they are willing to spend on Electronic, Indie, and Rap/Hip-Hop genres.

Survey Collection

- Goal of 200 survey responses
- Shared survey on social media networks
- Distributed fliers
- Set a table on campus offering students incentives to complete the survey

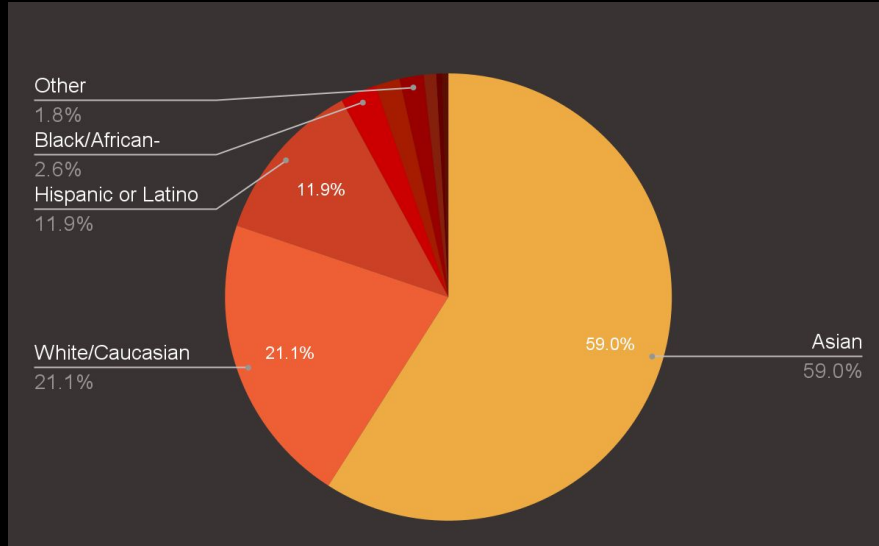


Initial Findings

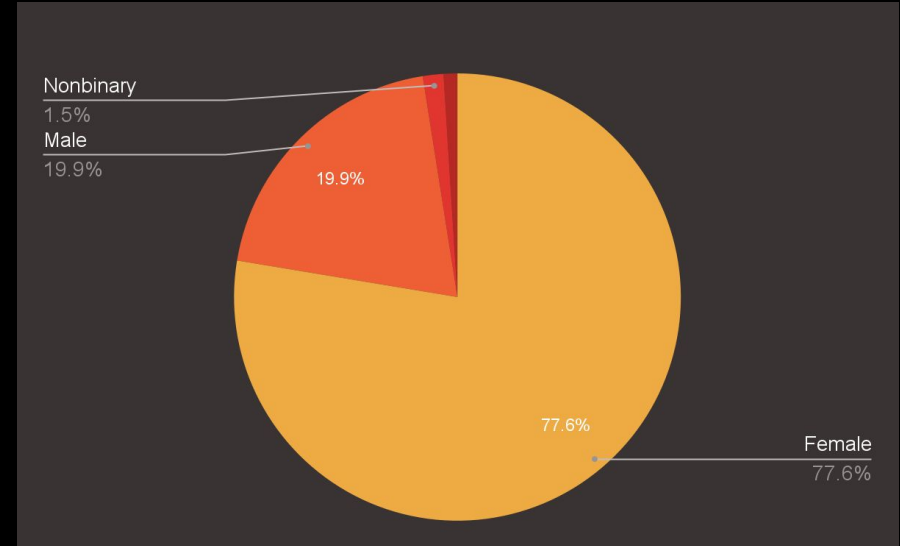


Respondent Demographics

Race/Ethnicity

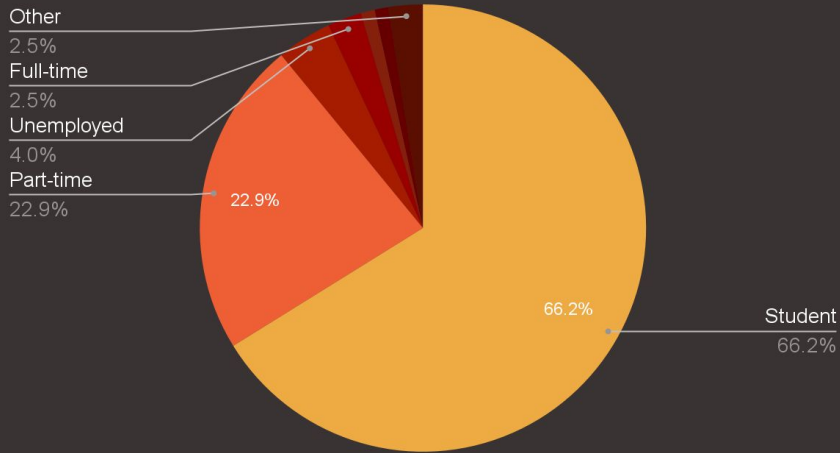


Gender Identity

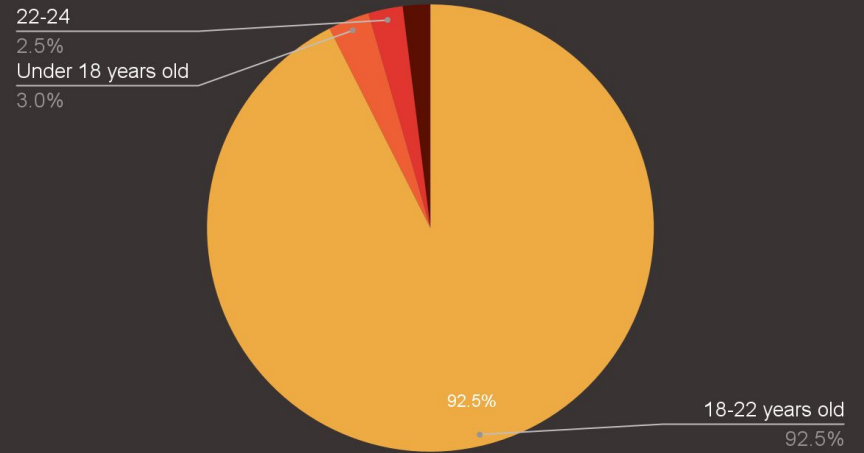


Respondent Demographics

Employment Status

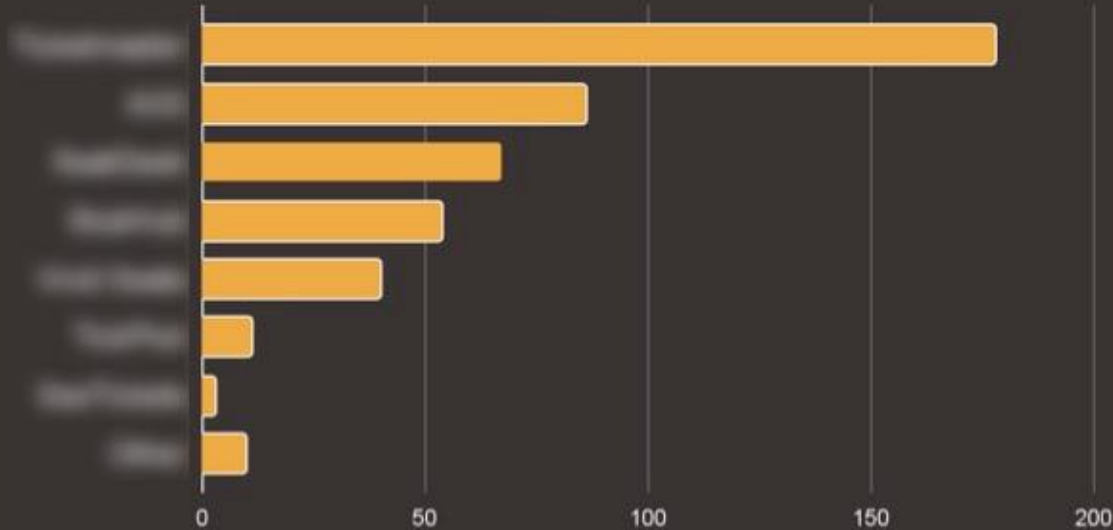


Age



Ticket Purchasing Platforms

From which platform(s) do you typically purchase concert tickets?



A majority of survey participants (approximately 80%) purchased tickets through Eventbrite.

20% of survey participants selected "Other" as their platform.

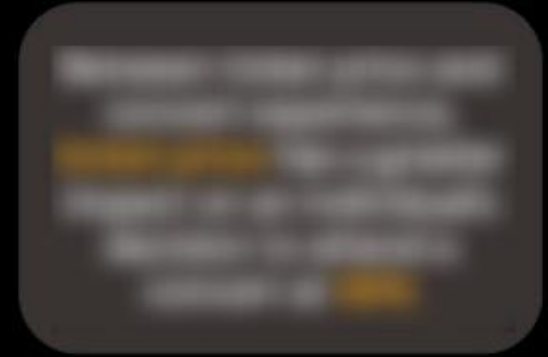
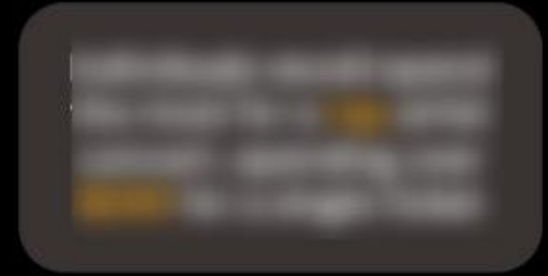
The most popular platform was Eventbrite, with 180 respondents.

Genre Specific Factors

General
Genre
Interest



Cost
Ranges &
Genres



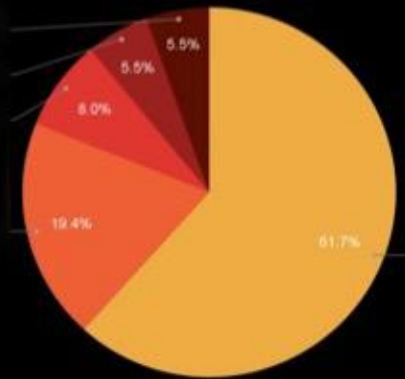
VIP Specific Factors

Budget for VIP packages



Event Production Budget: 40-50% of total budget, often 10-15% contingency included.

Marketing & Promotion: 10-15% of total budget, often 5-10% contingency included.



Genre Specific Factors



EDM: [Blurred text]

Indie: [Blurred text]

Rap: [Blurred text]



Purchasing Habits

Day of the Week:

Majority of individuals (80%) prefer seeing the concerts on the weekends.

80% of individuals don't have a preference.

Ticket Price:

Over half (55%) of respondents consider ticket price as a significant factor when deciding to purchase concert tickets.

Service Fees Takeaways:



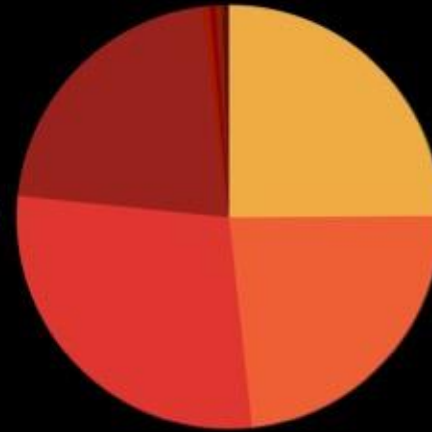
Venue/Seating Preferences:

Venue

> 80% of ticket purchases aren't impacted by the venue, amenities, or convenience.

Seating Preference

- Most purchases (> 70%) are impacted by seating preferences.
- Evenly distributed between preferences for 5th, assigned seating, or both.



- Assigned Seating
- 5th
- 6th
- 7th
- 8th
- 9th
- 10th
- 11th
- 12th
- 13th
- 14th
- 15th
- 16th
- 17th
- 18th
- 19th
- 20th

Why: Venues are often uniform given these spaces are used for sporting events, etc. and seating variety offer different benefits catering to each individual's needs.

Festivals vs Concerts

Participants are more likely to spend on a festival than a concert, with 70% of festival attendees willing to pay more than \$100 for a ticket, compared to 45% for a concert.

Key Takeaways:

70% of festival goers are willing to spend more than \$100 on a ticket, compared to 45% for a concert.

65% of festival attendees are willing to pay more than \$100 for a ticket, compared to 45% for a concert.

70% of participants are willing to spend more on a ticket to a festival

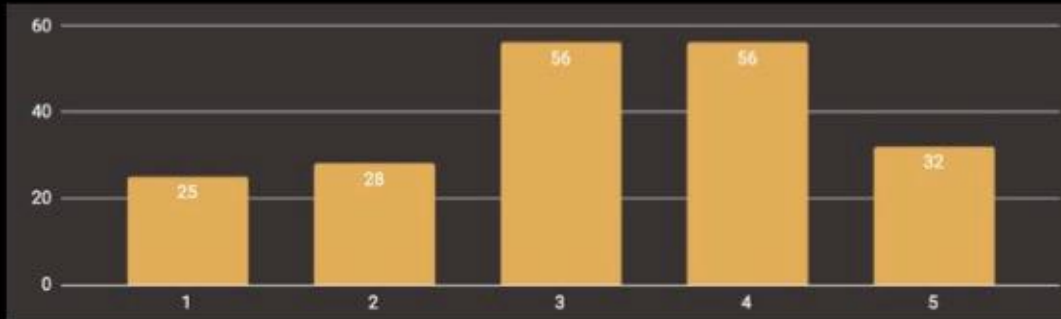
65% would not pay more than \$100

45% would pay more

Additional Factors

Artist Popularity

The popularity of an artist is a significant factor in the pricing of their live shows. **Popularity**



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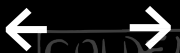
Resale Tickets and Risks

Fans are willing to buy discounted or resale tickets despite risks.

The popularity of an artist is a significant factor in the pricing of their live shows. **Popularity**



Major Takeaways



Major Takeaways

Respondent's Preferences & Influences

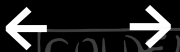
- **60%** of respondents are influenced by the **entertainment industry** when making career decisions.
- **55%** of respondents are influenced by the **entertainment industry** when making career decisions.
- **50%** of respondents are influenced by the **entertainment industry** when making career decisions.
- **45%** of respondents are influenced by the **entertainment industry** when making career decisions.

Willingness to Spend

- **65%** of respondents are willing to spend **\$100** on entertainment products.
- **60%** of respondents are willing to spend **\$100** on entertainment products.
- **55%** of respondents are willing to spend **\$100** on entertainment products.
- **50%** of respondents are willing to spend **\$100** on entertainment products.



Next Steps



Next Steps

1

User Research

Campus research through survey distribution

2

Data Analysis I

Initial findings based on survey results

3

In-depth Interviews

Conduct interviews recruiting people who consider themselves fans of electronic, indie rock, rap / hip-hop

4

Data Analysis II

Continue analyzing and drawing conclusions from data, segment by genre to identify trends

5

Conclusion & Suggestion

Summarize results and provide Goldenvoice with comprehensive data analysis and potential suggestions



Questions?

