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MC 3031
Creative Brief

Galactic- *Ya-Ka-May*



What are you trying to say?

Galactic represents everything good about New Orleans. It is a melting pot of cultures, music, food and people. The album *Ya-Ka-May* brings together the old and new styles of music, as well as people. We want everyone to accept people from all walks of life, regardless of race, age, gender and origin. New Orleans' flavorful atmosphere is something that needs to be shared and spread throughout the world. When you think of going out for a night on the town in NOLA, you immediately think of grooving to the beat of the street drums and brass with a drink in your hand and a smile on your face. It's a time you will always remember (well, maybe not, depending on how many of those drinks you've had). Why should this feeling be restricted to New Orleans? The essence of *The Big Easy* can be found anywhere.

Who is your target audience/community?

The audience is people outside of South Louisiana because Galactic has a particularly strong following in the lower part of the state. We want to spread the love New Orleans has to offer. Since Galactic is such a fusion of different musical styles, this love can be dispersed across nearly every demographic. From hip-hop to smooth jazz to rhythm-rock, this band can appeal to everyone, but our focus will be on the average person who is looking to mix things up a bit.

Why should they care?

New Orleans is its own melting pot, much like America as a country, and people are missing out on the spirit that New Orleans and Galactic has to offer. Everyone likes having light-hearted fun, and this is what New Orleans is all about. People will definitely be able to relate this type of music to New Orleans and spicing things up. Most of the population has settled for the typical, bland existence, but we are going to shower their lives in hot sauce.

What is the tone?

The tone of our campaign is exactly like the tone of Galactic's music and culture of New Orleans—lively, loving, inviting, soulful, spirited and, most of all, eccentric. Only by incorporating these traits can we truly spread the right message.

Who are the competitors in this genre?

Bounce is a very different and unique genre. It mixes together jazz, brass, funk and hip-hop. Other New Orleans bands are the competitors as well as various brass bands, jazz bands and hip-hop artists. Even though the two groups often collaborate together, Galactic's biggest contender is the Rebirth Brass Band.

Who is leading the genre?

Galactic is definitely the leader in this genre especially since it is such a different type of music. Galactic is the most successful and has generated a considerably loyal following in Louisiana.

What makes your album different?

It is a unique conglomeration of musical influences from around New Orleans. Each song is different and the album itself can appeal to several types of listeners, while staying true to their core values and inspirations. This also can be said for New Orleans itself, which only makes Galactic that much more unique and special. It is a fun and exciting album that directly represents the people and overall culture of New Orleans. There are several artists featured on this album as well (Rebirth Brass Band, Irma Thomas, Big Chief Bo Dollis, Allen Toussaint and Walter "Wolfman" Washington, Trombone Shorty, Corey Henry, John Boutté, Josh Cohen and Scully, and Glen David Andrews, as well as groundbreaking new "Bounce" artists like Cheeky Blakk, Big Freedia, Katey Red, and Sissy Nobby).

How will people get involved?

The album title itself, Ya-Ka-May, is a type of soup. We propose to partner with Campbell's Soup in order to promote Galactic's album and overall message. With each purchase of five soup cans, the customer can go online and download a free Galactic song from the album. Galactic is very involved in giving back to the community, and they will hold a canned food drive at every concert. If you bring five cans of food to any Galactic concert, the listener would receive a 20% discount off their ticket price. There is also the possibility of having Campbell's come up with a Ya-Ka-May soup to be sold in stores everywhere.

In an effort to "bring New Orleans to the world," listeners will be encouraged to do spontaneous acts in their community that are easily identifiable with New Orleans. This would include things like second lining down the halls of a school or office building, throwing Mardi Gras parties, giving away gumbo on a street corner, dressing up in Mardi Gras colors and putting a fleur de lis in an unexpected place. They will be able to post videos or pictures of their efforts to Galactic's facebook page or mention them on twitter of them actively spreading the NOLA spirit in their community.

Galactic would “like” or “retweet” the posts to make fans feel a greater personal connection with the band.

What will make it ongoing?

The social media aspect will obviously be an important part of keeping the interest of the listeners, but there is also the possibility of holding annual Mardi Gras bashes throughout the country. During this time, there would be block parties all-day long filled with local bands playing, second lining and parading. Then at night, Galactic would live stream a concert played at Tipatina's.

The spirit of New Orleans will never die... just ask Katrina.
So, let's always spread it.