LAUNCHING CAMPAIGN FOR LOCALIZATION OF MUSIC TELEVISION (MTV)

PROJECT REPORT
Comprehensive Design Project

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Project - Launching campaign for localization of music television (MTV)

Client- Digital broadcasting systems

Client over view

"Digital broadcasting" is on-air branding agency providing innovative solutions for the film and television industry. Sri Lanka's terrestrial broadcasting system will be fully converted to digital by 2017, the converting process would commence next year, the minister said. In line with digital technology, analogue television sets would have to be replaced with digital television sets by 2017, since only digital signals would be transmitted after that. Sri Lanka will use the DVB-T2 digital standard. The first region to have the service will be the country's Western Province which includes the capital, Colombo. The other trends in the global television industry also came to Sri Lanka rapidly. Scrambled cable TV, broadband cable TV, satellite television and Internet Protocol Television (IPTV) are all available here. These technologies have made massive inroads in a short period - go to any remote village and you will come across satellite dishes. Technology alone cannot save television services if the content is not up to standard.so we have to plan introduce globalized television channel establish as localized.

Requirement

Globalized television channel is seeking a localized channel identity – to promote the Globalized television channel's unique approach and vision to a global and local audience. Additionally, television would like to promote additional capabilities including print and interactive channel identity campaigns. Immediate goals include advancing marketing and promotion of the channel Sri Lanka via creating a local channel identity whilst sticking with the channel identity. In addition, a significant goal is to localize the MTV as Sri Lankan television station.

Target Audience:

Target audience mainly includes the youth community of Sri Lanka who is hand in hand with the globalizing world. These individuals are looking for the latest updates in everything including music, technology and Fashion. The audience must feel that the channel has the capacity to keep up with the latest in the music world and that it brings the best of everything.

There will also be an effort to attract a wide range of people, belonging to different age groups who are looking for change in the local neo culture through the presentation of entertaining from all times and within a wide range of music types in different languages.

INTRODUCTION

Observation

Television is a powerful medium from which affects to very soul of people. It has the ability to globalize the world, Communication Medias of any age responsible for the growth of intellectual property of any era. In the modern era, the television has a similar position. In television it is important to keep the relationship between visual and sound. It is easier to present miracles through a theatre screen than from TV. The visual power of television is 60% of the total power to the rest 40% is sound. Natural sounds dialogues and music give power to the visual in television since eye cannot create sharp images through the light from the small TV screen this power rendered by sound is vital for success. The ability to see the picture (visualization) is importance for a producer. The television should have the ability to express through the picture (visual expression) as well. The meaning brought by colour and set designs must be brought out through the television

Television channels

In present day the programs can be categorized according to this news drama documentary, music to a main place in these. These programs vary from each person's like and dislikes. In the current situation there are separate channels for these separate selections, ex discovery, animal planet, Nat Geo, for Nature and HBO, AXN, Star for movies, MTV, Vh1 for music

Choosing Target Groups

TV channels that appeal to an audience recognize that they cannot appeal to all society in general, or at least not to all viewers in the saint way. Viewers are too numerous, too widely scattered and too varied in their needs and watching TV. Channels vary widely in their abilities to serve different segments of the community. Rather than trying to compete in an entire community, sometimes against superior competitors, each channel must identity the parts of the society that it can appeal to best. Segmentation is thus a compromise between mass advertising, which assumes everyone can be treated the same, and the assumption that each person needs a dedicated way of appealing. Consumers are grouped in various ways based on geographic factors (countries, regions, cities); demographic factors (sex, age, income, education); psychographic factors (social classes, lifestyles); and behavioral factors (purchase occasions, benefits sought, usage rates). The process of dividing a society into groups of viewers with different needs, characteristics or behavior, who might require separate sets of advertisements, trailers or programs, is target group segmentation.

Target group segmentation means dividing a community into distinct groups of viewers with different needs, characteristics or behaviors, who might require separate attractions or hold. The channel identifies different ways to segment the community and develops profiles of the resulting target group segments. Group targeting involves evaluating each group segment's attractiveness and selecting one or more of the group segments to enter. Channel positioning is setting the competitive positioning for the channel and creating a detailed group mix. We discuss each of these steps in turn.

Scope of study

Most international channels specialize in a certain form of entertainment (music, sports, adventure, movies, etc.) which they specialize. The scope of includes studying the positioning of an international brand in a local environment which would make the brand more tangible for the local target audience. This is studied with attention to special cases, to find their localizing strategy so that it can be used to localize MTV in Sri Lanka.

Aims & Objectives

Technology alone cannot save television services from degradation if the content is not up to standard. Therefore the localizing of an International television brand must be done with exceptional quality and standard for it to be embraced by the local community which is targeted. The success of the channel depend largely on the localized launching campaign which would communicate the content of the channel to the audience though a localized international vision. The objective is to achieve exceptionally good bonding with the target audience so that the channel will be embraced and be stable in the local market.

Limitations

The local launch of an international channel would involve many events and tactics. The focus here was to create only the channel graphics and a few programs which would be broadcasted. This intends to create the feel of the channel which will be locally broadcasted.

Methodology

The youth attention is captured by the slogan "Dare to be" which entwines locality and the MTV culture in a way that talks to the youth generation and becomes a part of their lifestyles whilst giving a motto for life. A language of graphics which speaks to the target audience about the content of the channel is designed with local inspirations and precedence study. The glocal (Global + local) influence is attributed to the designed graphics which will set the channel identity and feel.

Television Station identity

Station identification is the practice of television stations identifying themselves on air, typically by mean of a brand name, may also practice regular identification as a form of branding Station identity are normally used in between shows, and by some are considered the most important portion of a network's presentation. Nowadays, many networks have complete sets of identity based on a central theme or branding element, and most of the time these identity also build the basis for the rest of the appearance of the channel. Many television stations have devised a clever way to use station identifications as a promotional tool. By combining a short promotion

for an upcoming show the station can fulfill its identification requirements while building its audience. Television stations are also required to identify themselves each hour. However, because television is a visual medium, these announcements can be either visual or audio.

With the beginning and the development of the television, a huge competition was started among television channels to grab the target audience. Television graphics holds a key to attract and capture the target audience and to keep the identity of the television channel. The main element of a television channels identity is the logo of the channel. Logo is the strongest element is showing identity. The television station logo makes a different impact on the other graphics of the television channel. Apart from that seasonal graphics, annual themes, information graphics and tagging graphics are other elements that help to keep the identity of the channel.

Logo

"A logo's design is for immediate recognition, inspiring trust, admiration, loyalty and an implied superiority. The logo is one aspect of a company's commercial brand, or economic entity, and its shapes, colours, fonts, and images usually are different from others in a similar market. Logos are also used to identify organizations and other non-commercial entities."

Logo symbolizes station identity and provides an image nothing else can. It is crucial to have one for branding purposes and gives your company an identity. A station without a logo will raise questions about stability and a list of identity. Color also plays an important role on catching the eyes of viewers. The color has to be catchy but not uncomfortable for the logo. Mainly station identity based on their logo, colour, shape, texture etc. design principals play around this.

Promotional graphics and themes

The brand name is a most important fact in the television station. The channel uses many tactics to communicate their brand name to the audience on air. It is call as "on air id entity prom" and it differs from channel to channel. It is presented according to special characteristics of the target audience. Television channels changes their graphics and themes in different themes of year, according to the especially of the period for example Christmas seasonal graphics are presented while keeping the identity of the channel. As to relate with the brand strategy the annual themes are designed with various concepts mostly these graphics are designed using 2D and 3D animations.

Information graphics

"Information graphics are graphic visual representations of information, data or knowledge. These graphics present complex information quickly and clearly. Information graphics are visual devices intended to communicate complex information quickly and clearly. The basic material of information graphic is the data, information, or knowledge that the graphic presents" Line up graphics, super beds; tagging graphics are taken as information graphics in television

Super beds

superbeds

Superbed is used to advertise a program graphically, while another program is on air. Superbeds also communicate the channel identity. Superbed is placed in the bottom or the top of the television screen as not to disturb the visuals broadcasting on television.

Line-up graphics

line up graphics

Line graphics are used to communicate the program line up such as a description of programs coming up. This is presented in different ways in different channels. These graphics are mainly based on typography.

Tagging graphics

tagging graphics

Commercials have become a very important part in television as it plays a major role in the existence of the channel. Tagging graphics are used to introduce the broadcasting program and to promote the sponsors of the program to the audience.

Sound effects

Sound effects also an important element in the station identity, because identity can talk into the audience with the sound also. But usage of sound effects cannot be presented on a written way, so that a communicating identity through sounds is not discussed in this study. These all the above identity is brought to the viewer through visual medium.

MTV

MTV an institution viewed in over 140 countries, 342 million households on 31 channels and in 17 languages is unquestionably a consistent broadcaster in its stronghold over the age groups of 13 to 24 while closely touching the ages of 12 to 17. MTV which is considered as a highly reputed television broadcasting network currently yields the worldwide name as the leading youth broadcaster. Tying all media together, MTV has the ability to create a fully branded experience at all contact points with its target audience while enabling all, MTV viewers lead a "360" lifestyle. Nevertheless MTV's meaningful brand image as a whole has the ability to create platforms that provide original programming that goes beyond content appearing on other screens.

Additionally, MTV has the capability to obtain credit for reconstruction of the music industry. In once perspective it could be stated as a hard pressed feeling to find a person who dislikes the enjoyment of some types of music of MTV. Hence, "Music" television was built on a groundwork that was virtually uniting the whole world, and as a result its popularity was foreseeable. The popular music chosen as the beating heart by MTV, instead of classical or jazz music has won every single individuals heart around the world, while enabling youngsters around the world to view their favorite music icons 24 hours a day, seven days a week. As a result, youngsters were given the chance to share their common voice, a voice that is wanted to be heard by the majority on that day on a national/international platform. Since MTV plays the major role of influencing young minds of today, it's essential that both parents and children take into consideration and be aware of the major impacts MTV has on their day to day lives.

Out of many achievements, one outstanding achievement MTV has accomplished is their ability to serve the public as the voice of youth in today's society, as many Demographic groups such as the young African Americans were socially silenced prior to MTV's initiative to market urban music. As a result MTV has given the minority a chance to bring their unheard voices to an international level, while breaking down several cultural barriers that stood across humanity for many centuries.

MTV's creation of a fantasy world has helped its viewers to slip into a 24 hours a day, seven days a week entertainment arena. The escape from reality could be harmful as it could consequently create idealisms that portray reality to its viewer. As an example, popular music entertainer MTV puts its viewer into a proactive consumer fantasy world, which finally results in pure advertisements veiled as entertainment.
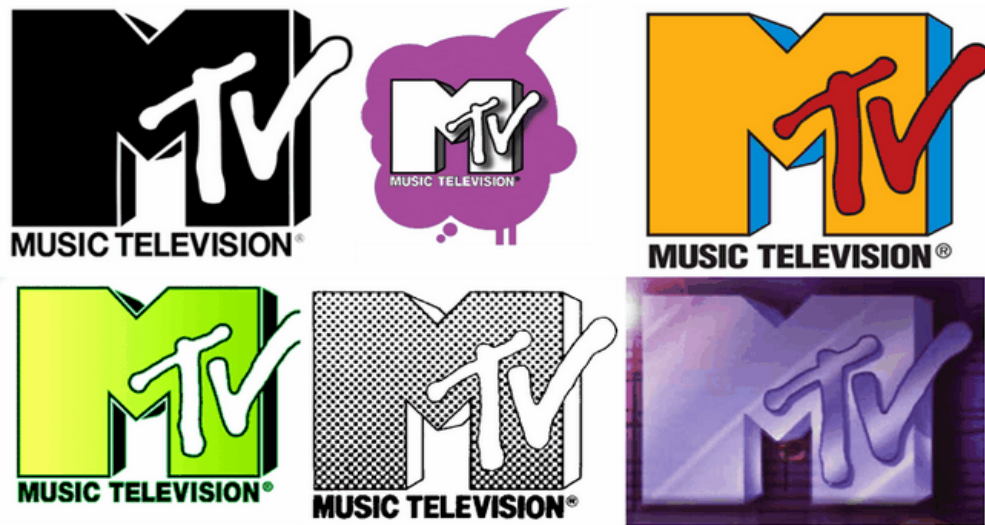
The uniqueness of MTV there was a VJ culture video jockeying is becoming an exciting career option for the music crazy generation. The main job of the VJ is to introduce music videos and host music related shows on Television. But as competition increases, music channels are on the trend of incorporating many diverse shows to attract the public, especially the youth. So the VJ's area of work involves apart from introducing videos; hosting game to travel shows to youth forums, chatting with the public, doing interviews with artists and music celebrities etc. In short, they act as intermediary figures between the audience and the musicians or music videos.

MTV Localization of MTV

MTV: Music Television is the world's largest television network and the leading multimedia brand for youth, MTV was named The World's Most Valuable Media Brand by Business Week & Inter brand's 2004 World's Most Valuable Brands Study. With 41 music programming services in Asia, Australia, Europe, Latin America, North America, Russia, and the Middle East, each MTV channel promotes local cultural tastes with a mixture of national, regional and international artists along with locally produced and globally shared programming. The MTV Networks portfolio also includes VH1, Paramount Comedy, Nickelodeon, TMF, Game One, TV Land, Spike Logo, Viva and Comedy Central brands. MTV's holdings also include 35 locally operated Web sites worldwide as well as publishing, recorded music, radio, home video, licensing & merchandising and a feature film division, MTV Films.

MTV has been localized all over the world within the past decade with the effective localizing strategy given below. This strategy has been formulated with a close view of the targeted community and its values.

Localization strategy

Brand secrets

MTV had to overcome lot of challenges before it became a Global hit. Initially, it aired only American programs with English speaking VJ s throughout the Europe assuming that Europeans would flock to the see and hear more about American programs. But, surprisingly their tastes were mainly local except for a handful of global superstars like Madonna and Michael Jackson. Most Europeans preferred local popular music. Therefore MTV completely changed its Strategy. By adopting localization strategy

For Ex: In Asia, MTV Network has an

* English-Hindi channel for India

* Mandrine feeds for China and Taiwan

* Japanese feed for Japan

* Bahasa-language feed for Indonesia

Global media's early strategy was to reap the rewards of cultural homogenization
and save on operating costs by commercializing, in a similar fashion, a single brand
across the globe (Morley and Robins, 1995). For example, channels such as CNN and
MTV applied this marketing strategy in foreign markets and tried to sell a standardized
Content The result is 'glocalization,' meaning that the process of globalization involves mutual influences between the global and the local (Appadurai, 1990; Robertson, 1995; Tomlinson, 1997). Glocalization is a term borrowed from Japanese business practices and means mutual influences between the global and the local (Robertson, 1991). They began to Change, in part, when competition and stagnant audience figures forced them to and, at the same time, technological advances (especially digitalization) allowed them to do so competitively (Sussman & Lent, 1999).   Key factors influencing the way in which localize are forces affecting the International marketplace.

- actions of host governments, political and legal issues,
- currency exchange rates,
- competition from local business,
- And cultural preferences and differences among nations.
- The way in which the home government chooses to regulate communication
- technology transfer

Entertainment and Youth

What is "entertainment"? There are various definitions and descriptions. The Merriam-Webster dictionary states that the word itself dates from the 15th century and that it refers to "something engaging or diverting", while the thesaurus defines it as something diverting, amusing or entertaining, synonymous with amusement, dissipation, distraction, diversion, divertissement, and recreation. Related words listed include play, sport, enjoyment, gaiety, pleasure, relaxation, and relief. Clearly, when faced with the question "what is entertainment?" it is not a simple matter to immediately come up with a direct, clear-cut answer. Entertainment may mean different things to different people. Perhaps it may be more instructive to consider why people seek out entertainment.

Young people have young minds. They are impressionable, and are at that stage in life where they are searching – to understand themselves, where they stand in society, what they want to do with their lives. Modern youth, unless guided otherwise by their parents during early childhood, have also grown up on a diet of passive forms of entertainment not requiring much imagination or creativity: television, pop music, computer games, and the movies. The common complaint among youth, "I'm bored", stems from a singular lack of creative imagination. The truly creative are never bored – they can always find something with which to occupy themselves.

Target audience analysis

The local youth who embrace the neo culture have varied aspirations but have strong motives and expectations. They are intelligent and confident and know how to have a good time. The following diagram shows an analysis of their lifestyles with the data collected from the conducted survey.

Mind map

Target audience insight

 MTV is not just music videos; it's a lifestyle which the youth of Sri Lanka should embrace. The new youth talk about movies are not seen in theatres, but shared online., MTV Youth Icons, Circuits of Cool and Recreation Redefined have been the most talked about Youth Studies The youth is moving away from local TV as what they expect is not available in the channels broadcasted and is finding refuge on the internet. MTV Sri Lanka has to be launched in such a situation aiming to reach out and embrace the local neo culture and youth who are not easily impressed. Unique attitudes of each individual must be addressed in new ways and each element which communicates (graphics, programs, VJs) must be carefully selected.

Precedence Studies

Sri Lankan television channels programs which are in youth category

On Air Elements of MTV Arabia

MTV Arabia, creating a buzz in the Arab world, particularly Dubai, as the new youth oriented and long awaited channel that will compete with existing Music Channels in the Middle East. design and production of some of their Motion Graphics (as well as a custom Arabic Typefaces / font, see previous Post)- and I will summarize in this post the design process of our work, and some of our comments on the visual identity created for it
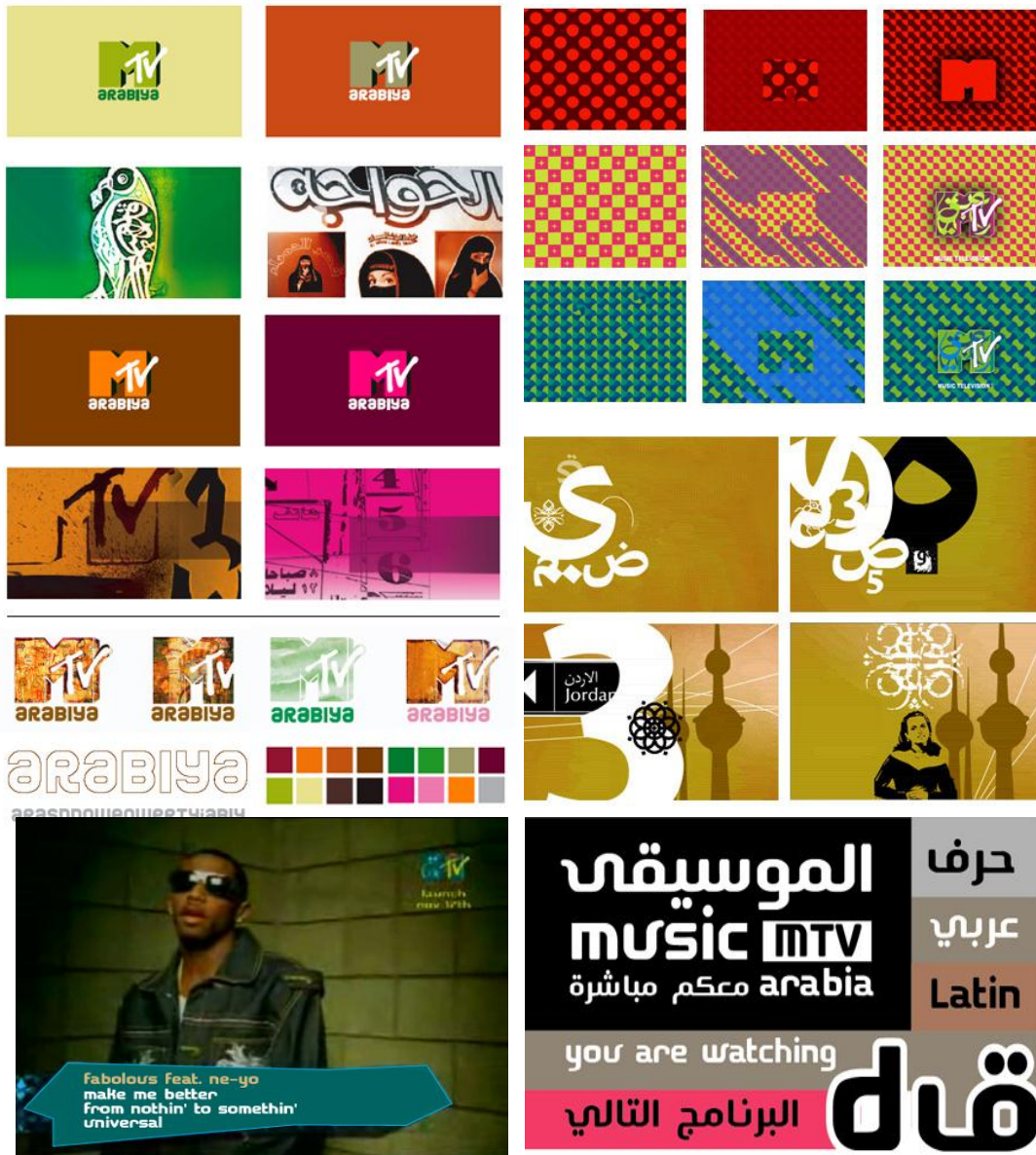
MTV India

campaign

Design brief

Perception/Tone/Guidelines:

1. Dynamic, experienced, contemporary, exciting, fun, communicative, fashionable, attractive, high tech.
2. Elegant, high production value, high visibility
3. Use current MTV marketing & branding efforts in a new and innovative way which is localized.
4. Graphics should have a fresh and informal and conversational tone

Communication Strategy:

MTV provide channel identity in indirect and direct communication methods including film and television show profiles, featured articles, and teaser campaigns. The strategy will combine new age technology and contemporary lifestyle components of the new youth to communicate and create a brand image.

Competitive Positioning:

MTV has less of competitors in the Sri Lankan television industry, mostly smaller television channels with many partners who say they 'do it all.' Highlighting the quality of production & development projects, and overall attention to detail and breakthrough branding and positioning efforts will separate this channel from its competition. Attention to overall marketing strategy will also help to differentiate the campaign in the industry eye.

Design development

Concept Formation

"Dare to Be"

Today young people are more confident than they ever were. They write their own attitudes and rules, they play their own games. They wear their attitude on their sleeve and are proud of their heritage. In short, they are real, they are brash, and they are natural. This is seen in every aspect of life in a young person. The slogan "Dare to be" is challenging and daring which would appeal to the young crowd in many ways,

Dare to be local

Dare to be simple

Dare to be creative

Dare to be unchanged

Dare to be yourself

These have a sense of self value and good moral attitude which is also easy going and fun, the character of VJ culture which the youth find attractive and which is also one of the ways in which MTV becomes more popular.


Design process

Channel graphics

The channel graphics initialized with inspirations from local iconic elements such as Masks, Peacocks, Dumbara Mats, etc. and they were eventually developed into a MTV pop art style by the use of colour and shapes, creating identities for the channel identity without sticking to the raw nature of the inspirations.

Design inspiration
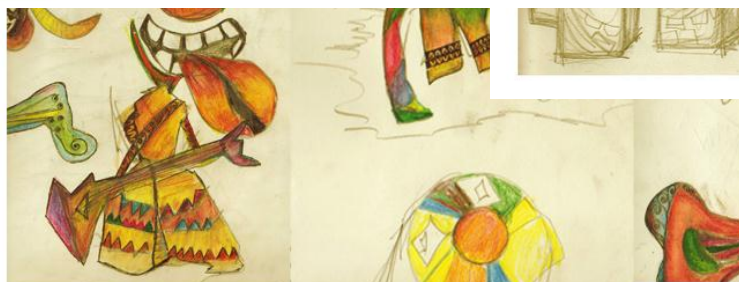
Channel Identity Promotion

Production of MTV identity themes video clips, Video clips are enhancing channel identity "dare to be"

Conclusion

Localizing MTV as MTV Sri Lanka has to be done with a clear understanding of the target audience and stably positioned in a way it doesn't become alien to the local community. The launch campaign should be a successful integration of localism, youth aspirations and the International brand identity. Combining these together without one degrading or confusing the other must be handled sensitively and meaningfully. A successfully localized MTV would create a generation of interactive television which would create a push and pull cooperative relationship with the audience.