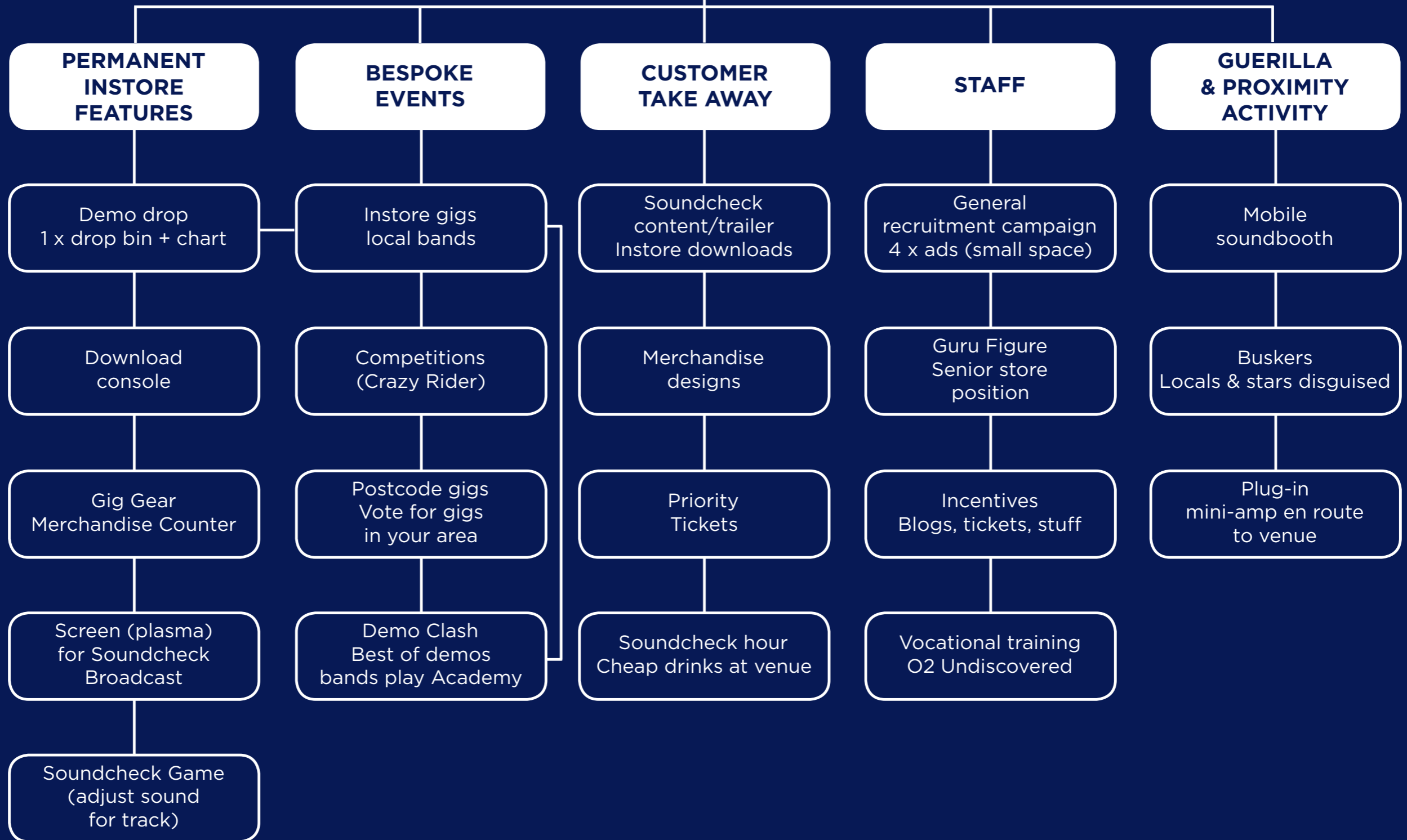


# OVERALL CONCEPT - 'THE SOUNDCHECK'

(Styling throughout store • 1 moodboard • Rationale)





## 'SOUNDCHECK'

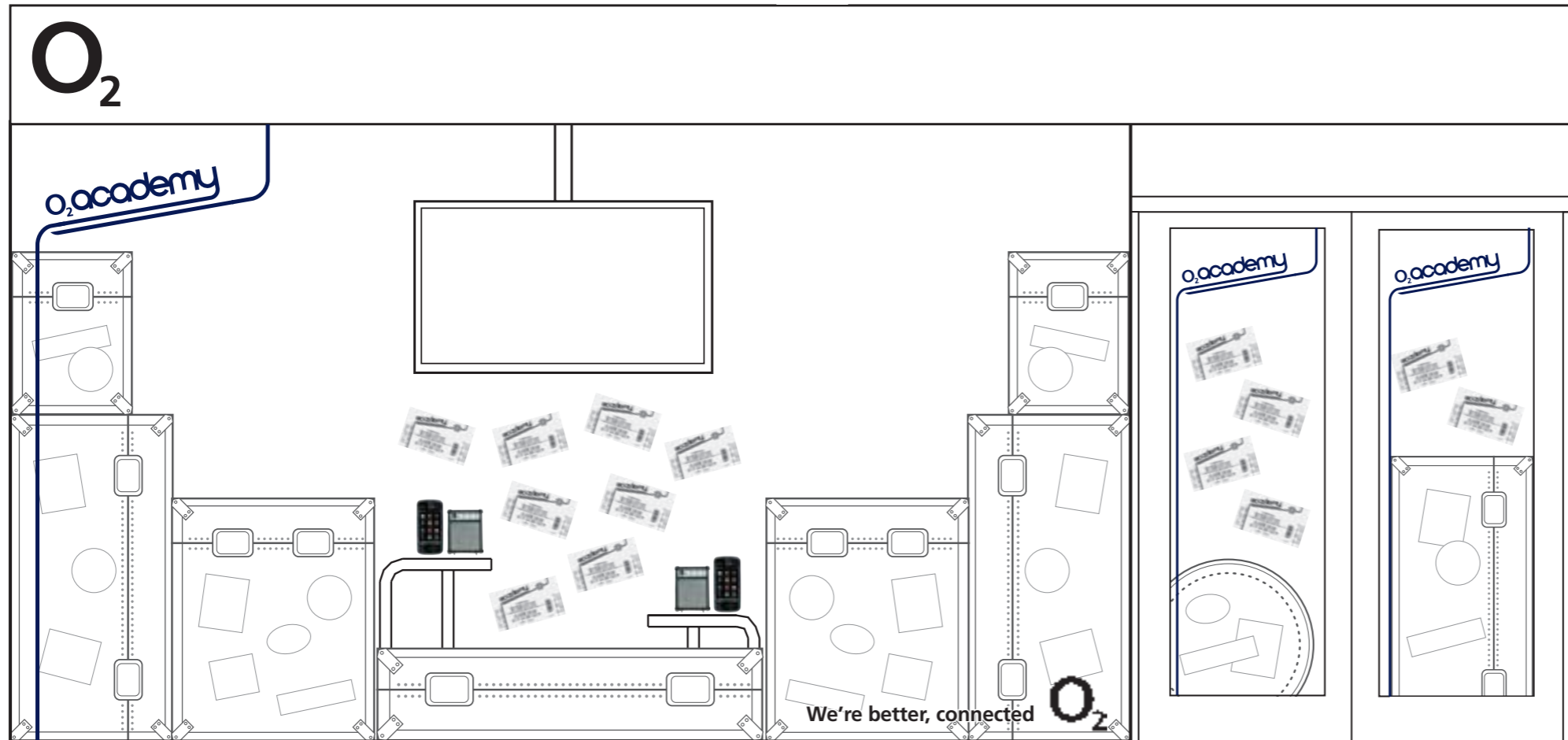
We've chosen 'The Soundcheck' as our overall concept for the O2 Academy retail stores for its ability to deliver on multiple levels.

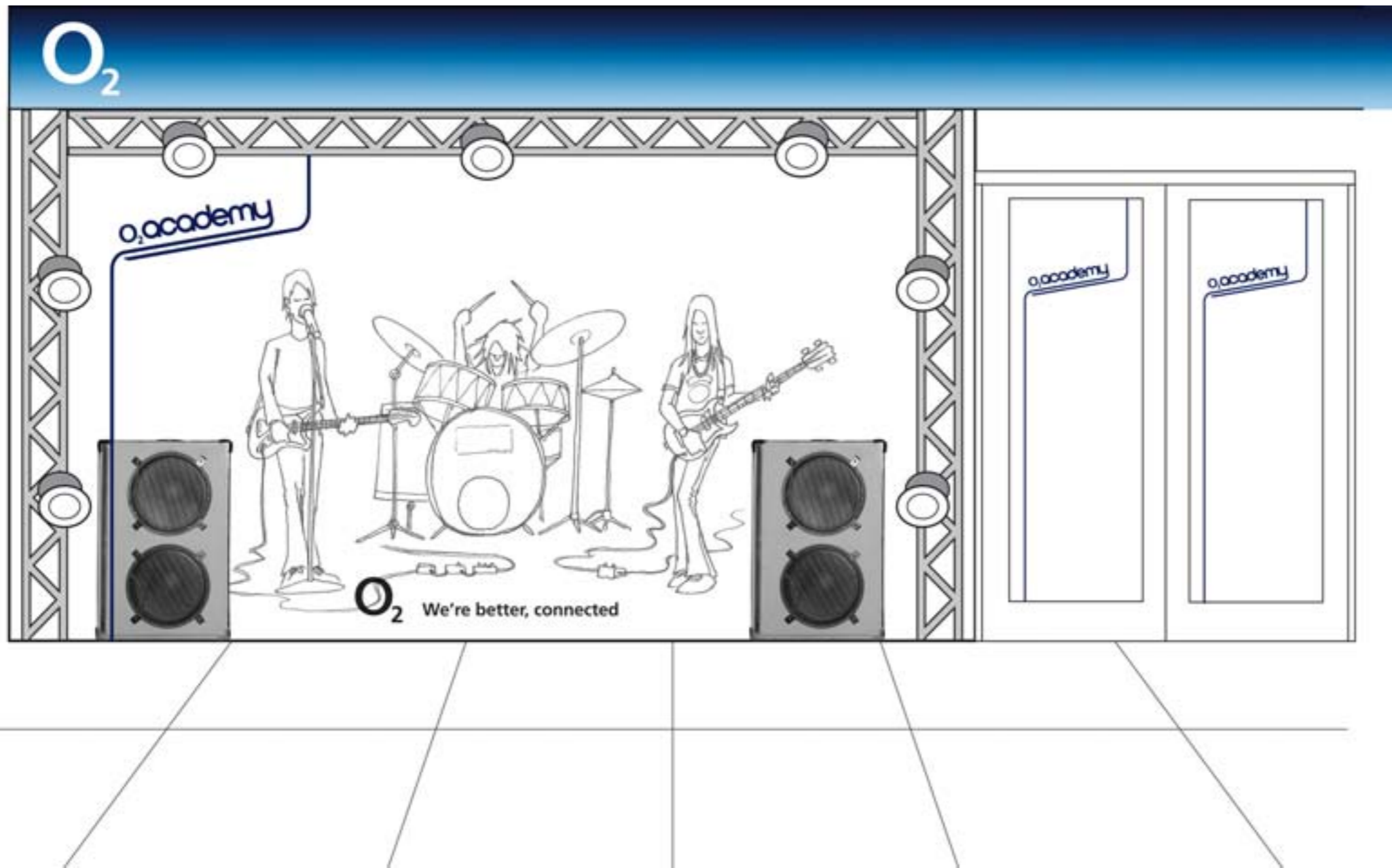
As a theme it remains true to the gritty and authentic values of the venues, but also allows us to create any number of uniquely ownable in-store experiences, experiences that instinctively appeal to the customer on the grounds of greater value and excite the music fan in all of us.

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**STANDARD WINDOW  
+ 'POST-IT' FLYER  
TICKETS**

As window vinyls or as special-build  
installation.





## WINDOW GIGS

To launch window gigs, an established band will play a short set in the store window before their actual gig at the venue.

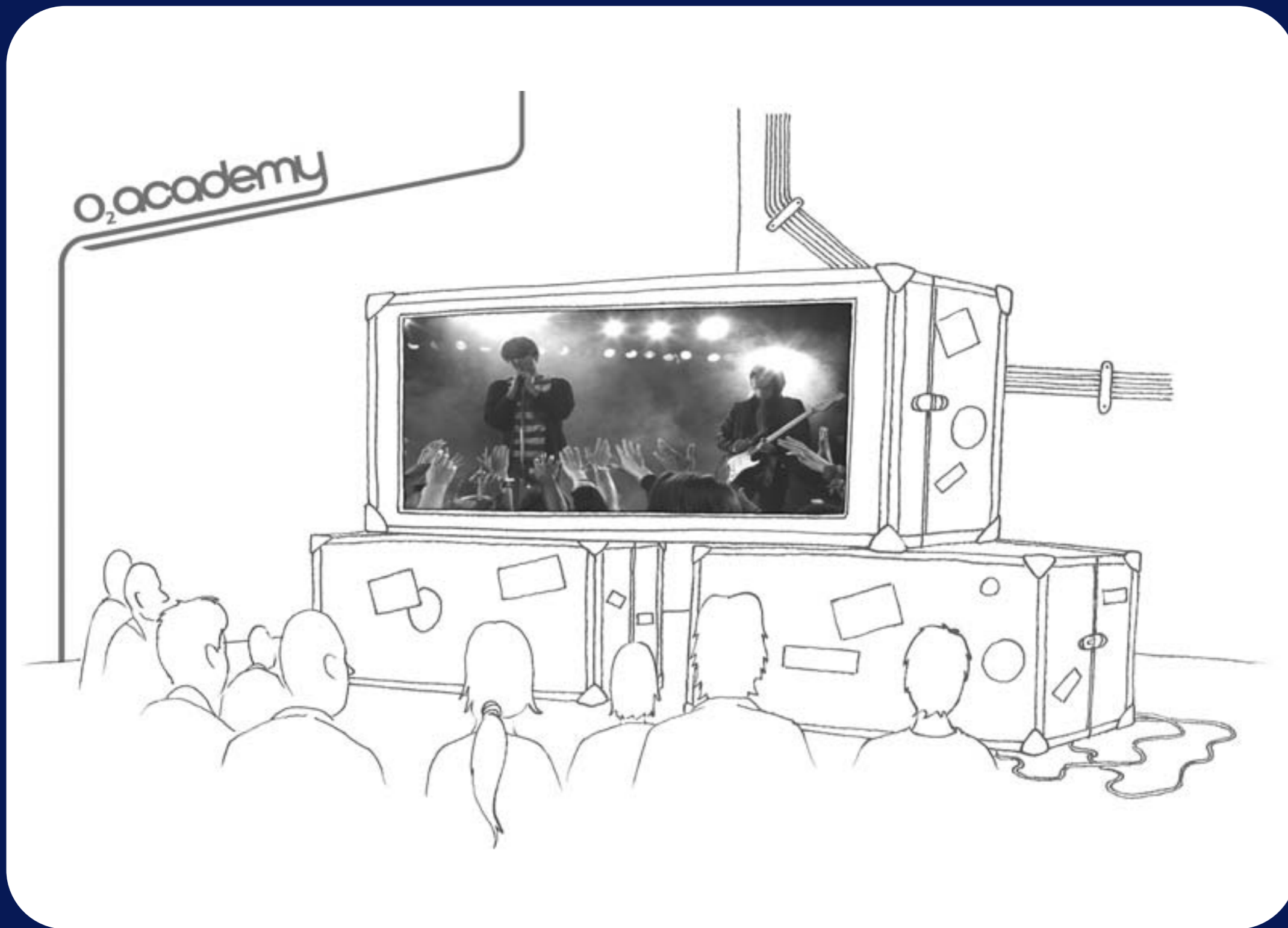
Bands and managers may choose to exploit this option for promotion and ticket sales, but to maintain attention on the store the best local bands will be invited to play in-store gigs.

This will be selected on the evidence of the Demo Download Chart.

Bands will gain wider exposure and the chance of a big-break at showcase gig at the O2 academy.

Bands will be encouraged to invite their core fan-base to ensure a crowd.

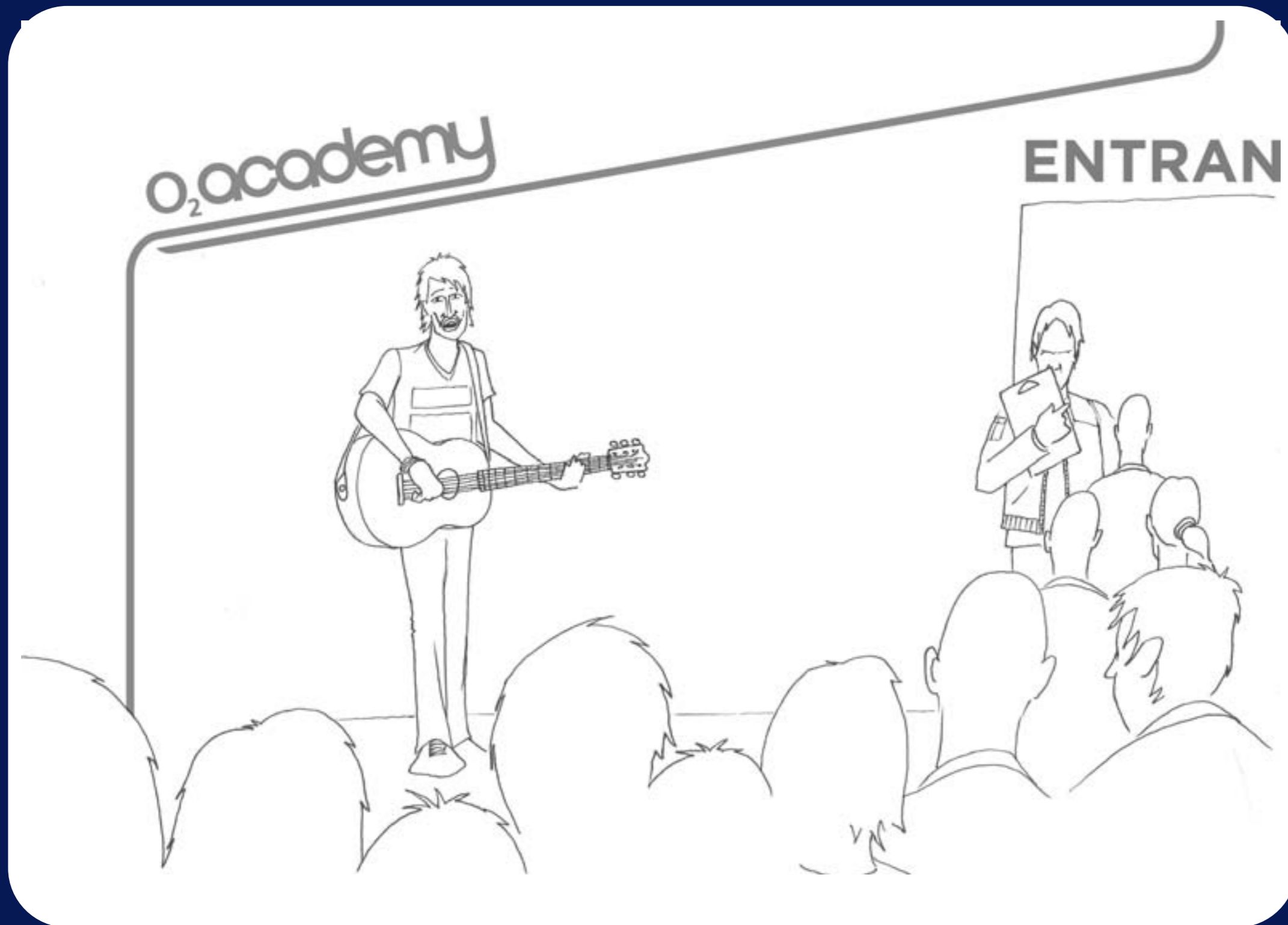
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## INSTORE PLASMA

We will use in-store plasmas to broadcast exclusive clips from interviews and band Soundchecks recorded from the venues.

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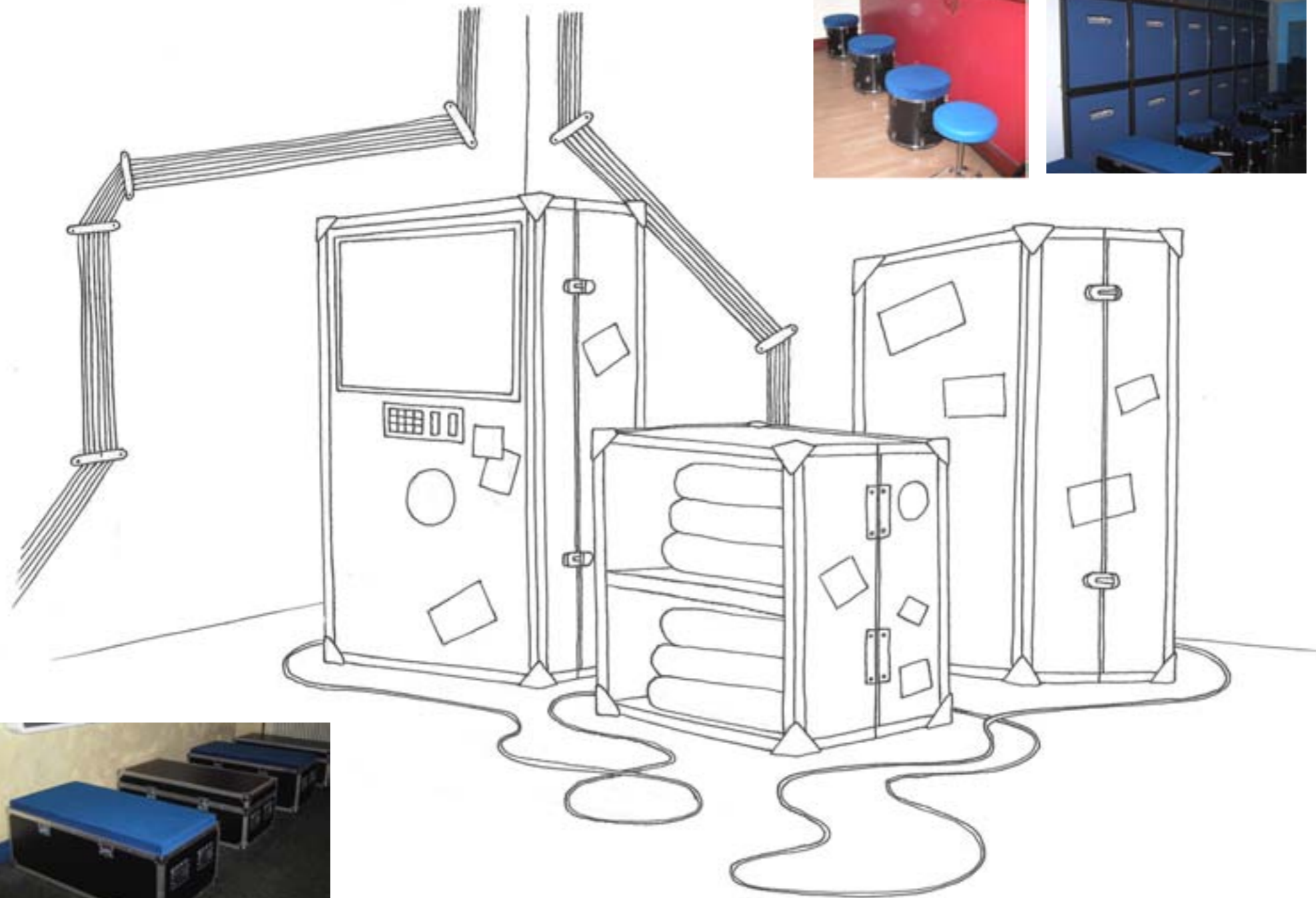


**UNDERCOVER  
BUSKERS**

We will mobilize local talent to entertain the crowds as they queue outside the venue.

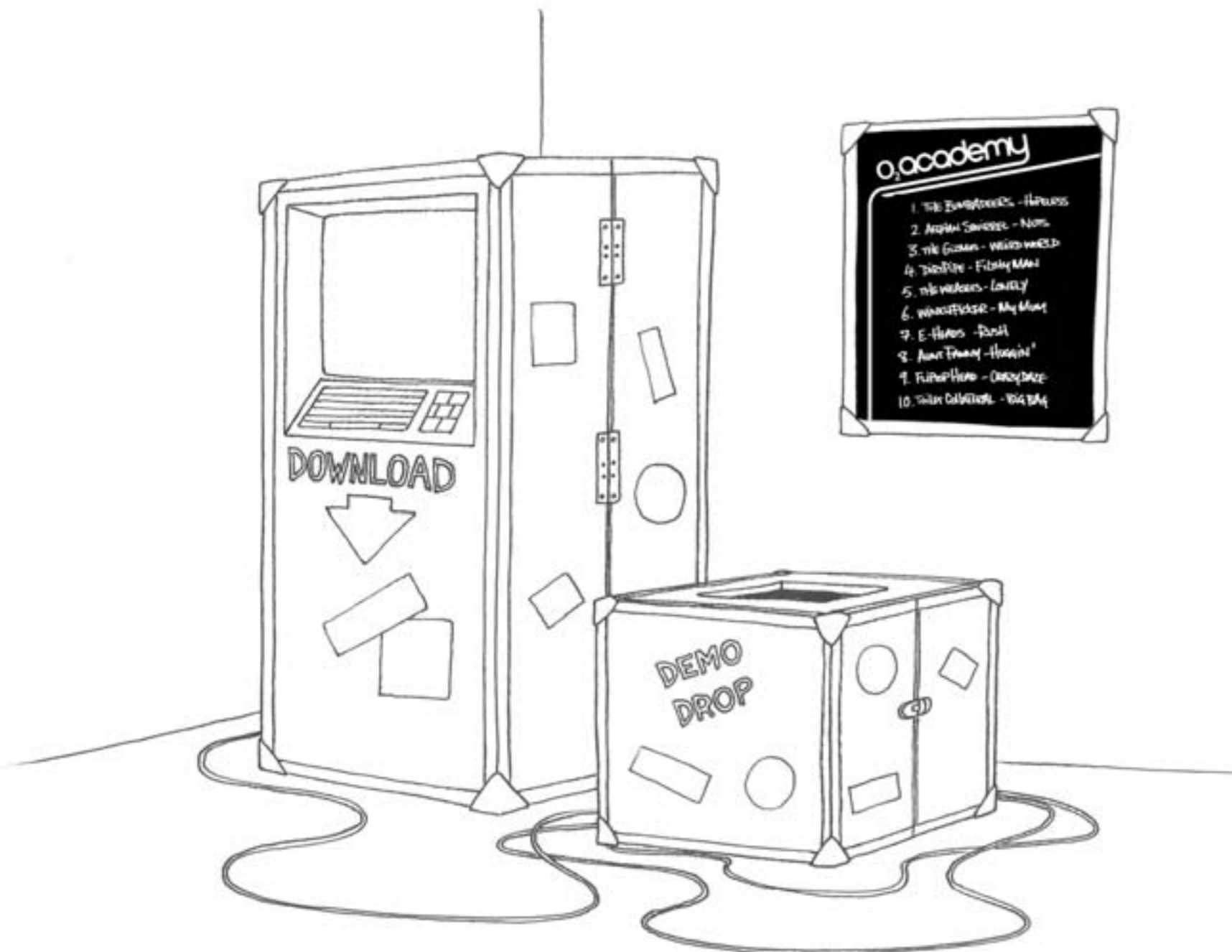
**UNDISCOVERED  
BUSKERS**

Get genuine stars in disguise, to entertain crowds as they queue outside the venue could have great viral potential.



## INSTORE STYLING

As used to great effect as furniture at venues, we'll use flight cases as in-store display units. Cases, can carry branding and information but most importantly are extremely versatile and functional. Cables can be used to add authenticity, colour and reflect the curved lines of our brand identity.



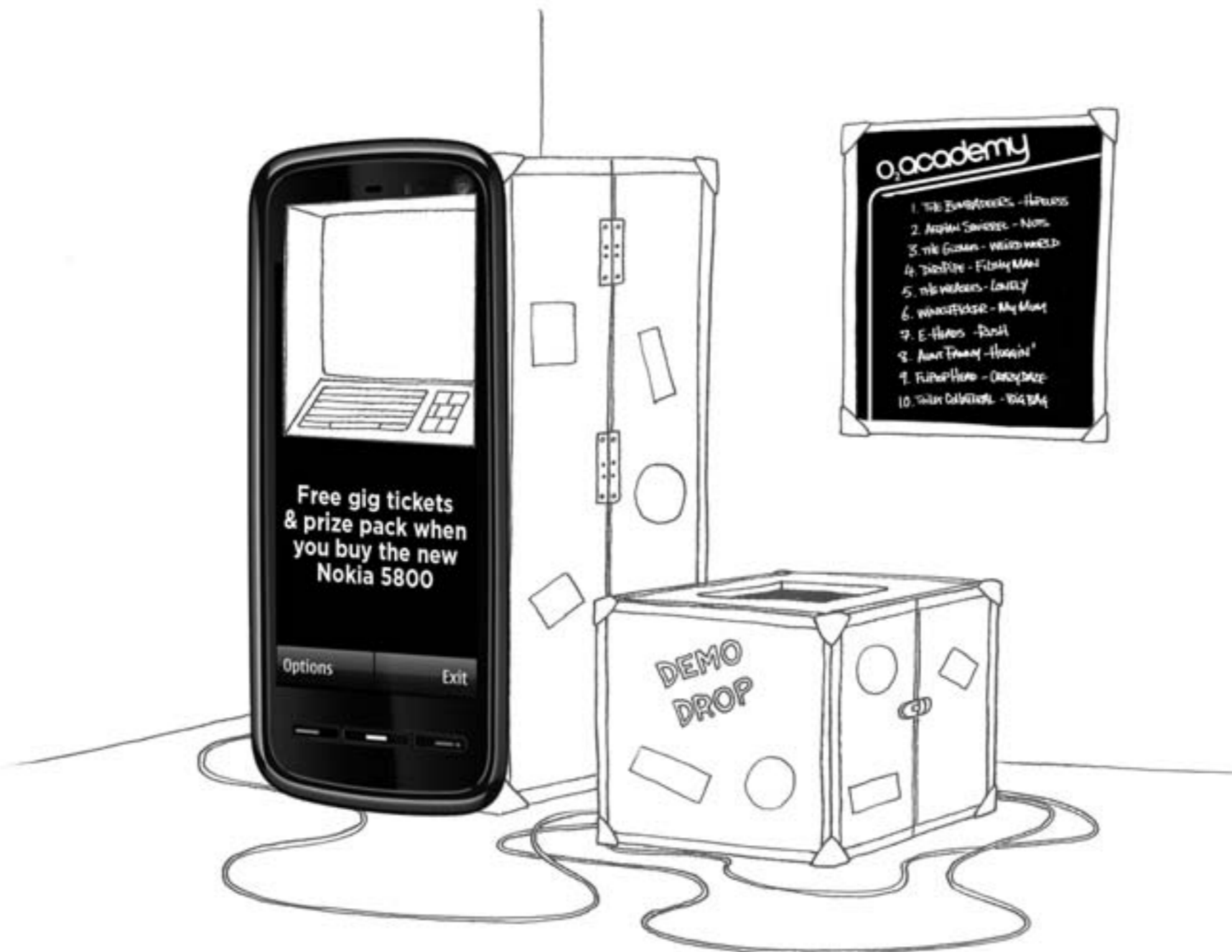
## DEMO DROP/CHART & DOWNLOAD CONSOLE

Every store will have a drop bin for local band demos. The store Guru will be responsible for scouting for bands and gaining their trust. He can inspire the to participate by providing wider exposure and audience for the best material- through in-store downloads, in-store gigs and the ultimate carrot a showcase events at the O2 academy. The most downloaded demos championed on the in-store chart and music guru's blog.

Every store will have a console for accessing exclusive content and downloading download direct to phones/and MP3 players.

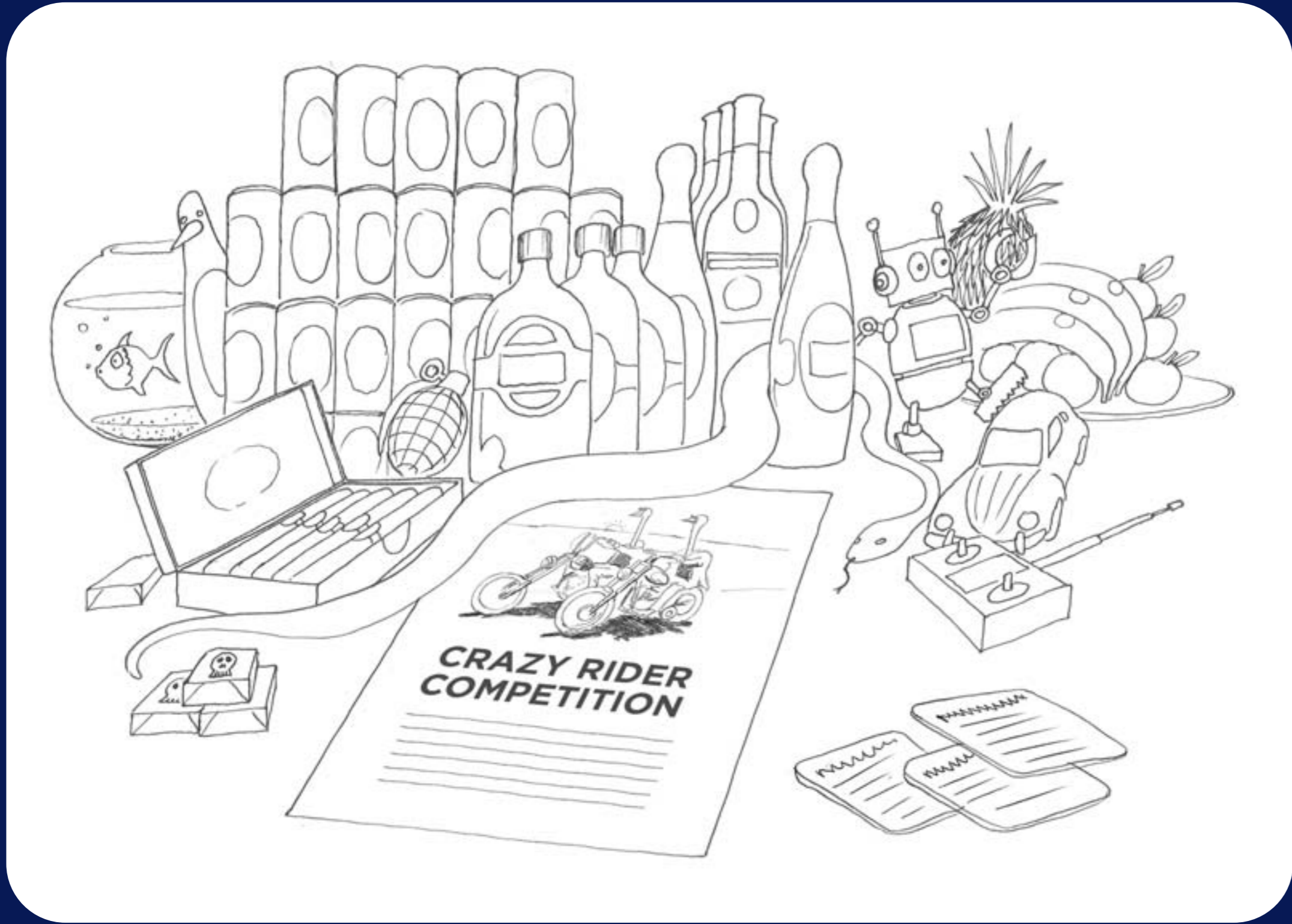
We'll go into greater detail about content at a later section but content will include demos from local artists, bonus tracks or clips from existing artists touring our venues. Some content will be free others will have a fee.





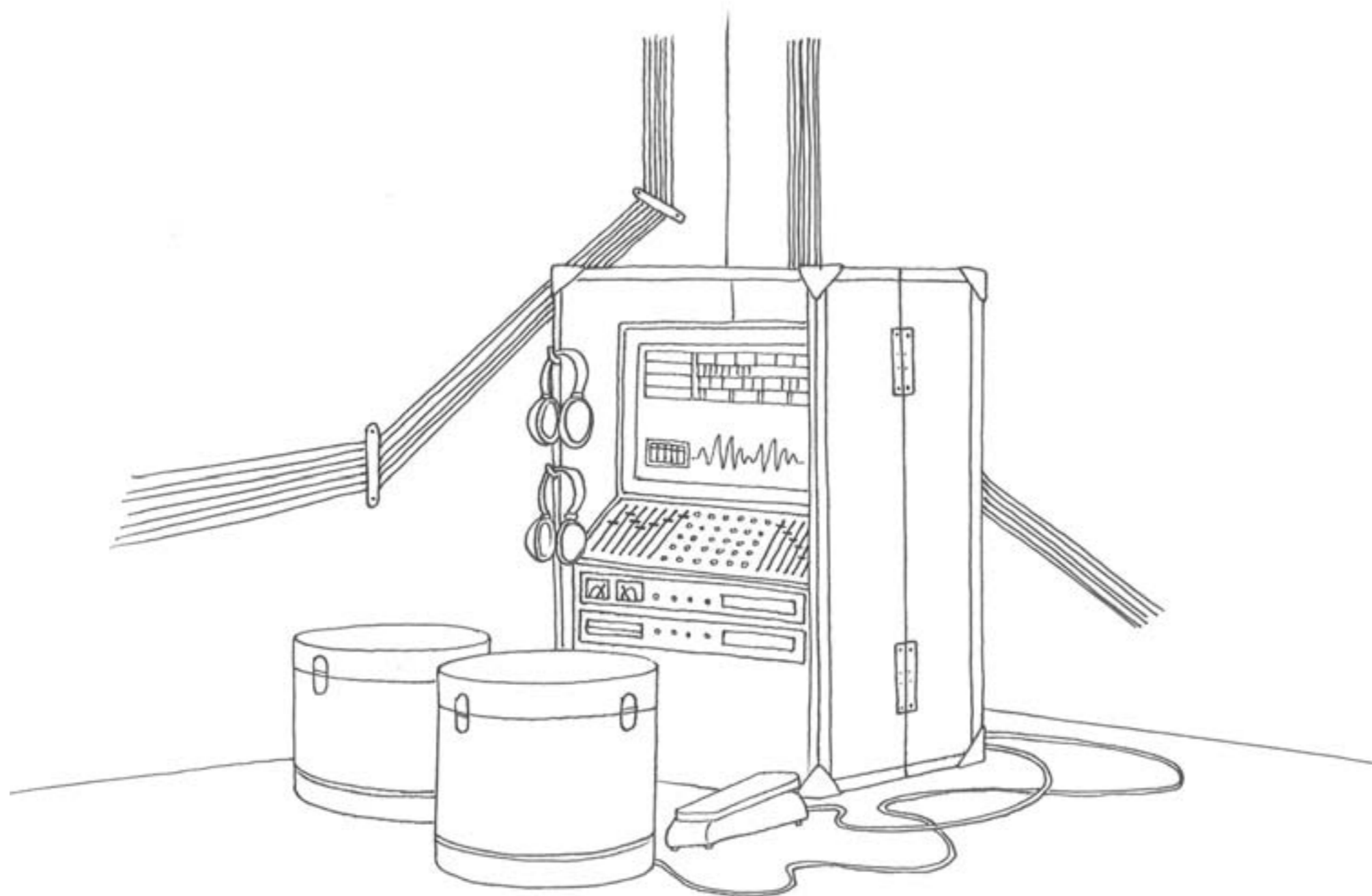
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## CRAZY RIDER COMPETITION

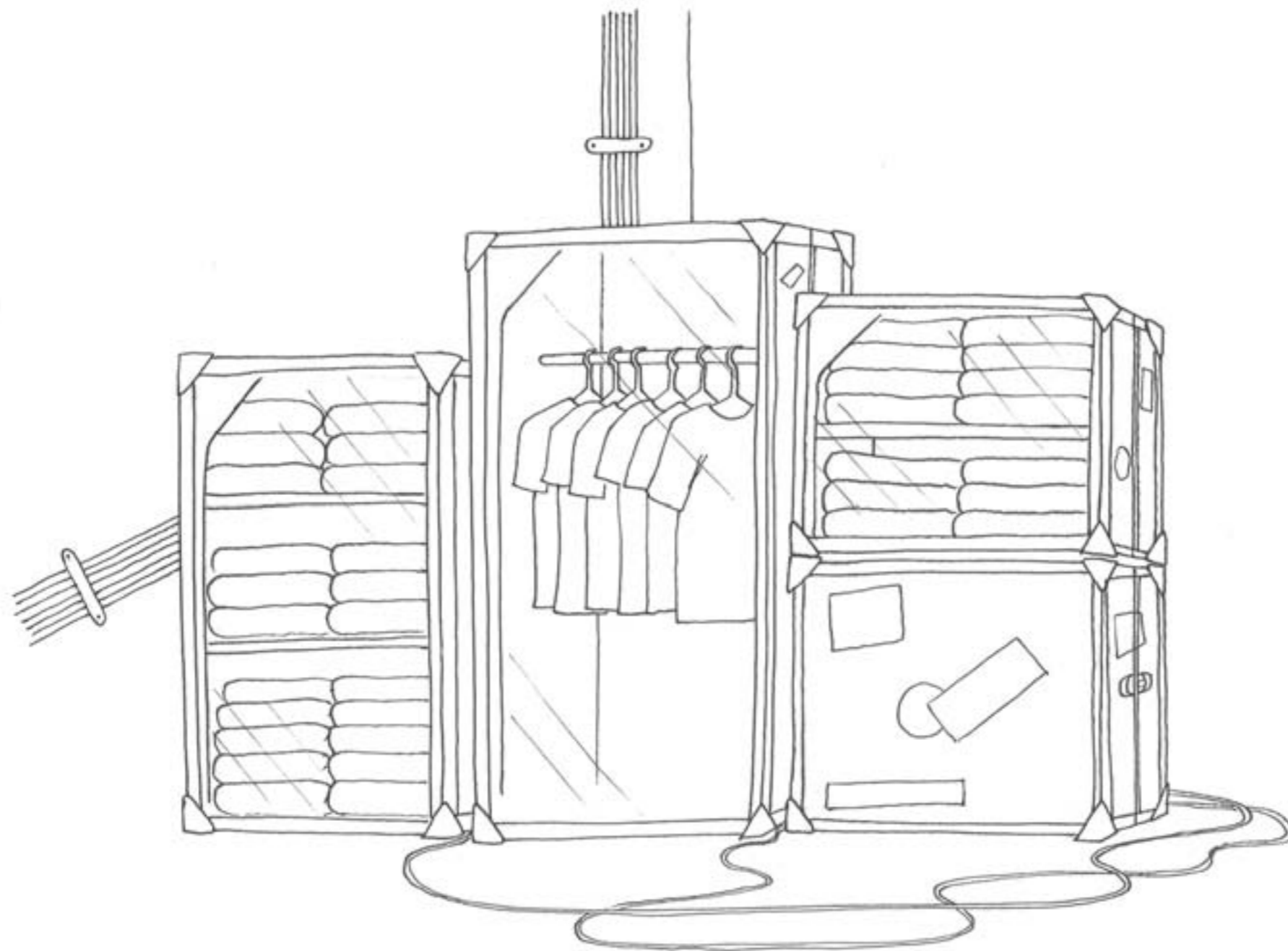
A competition to be promoted instore and at venues, to come up with the most absurd 'Technical Rider' of all time. A panel of industry insiders & celebrities will judge our customers most outrageous demands, in order to find the ultimate crackpot star in-waiting. The best entry will win their own rider\* (\*within reason) to be awarded at an after gig party. A collectible lo-fi book of the best entries, alongside genuine celebrity riders will be compiled and published as a result. The best riders will make great beer mats, an venue toilet collateral - toilet roll and urinal posters



## MIX MADNESS GAME

An in-store mixing desk and console that challenges customers to correct the pitch and tone of well-known music tracks against the clock, and win a prizes.

If you're successful the machine will print a voucher, redeemable against any purchase.



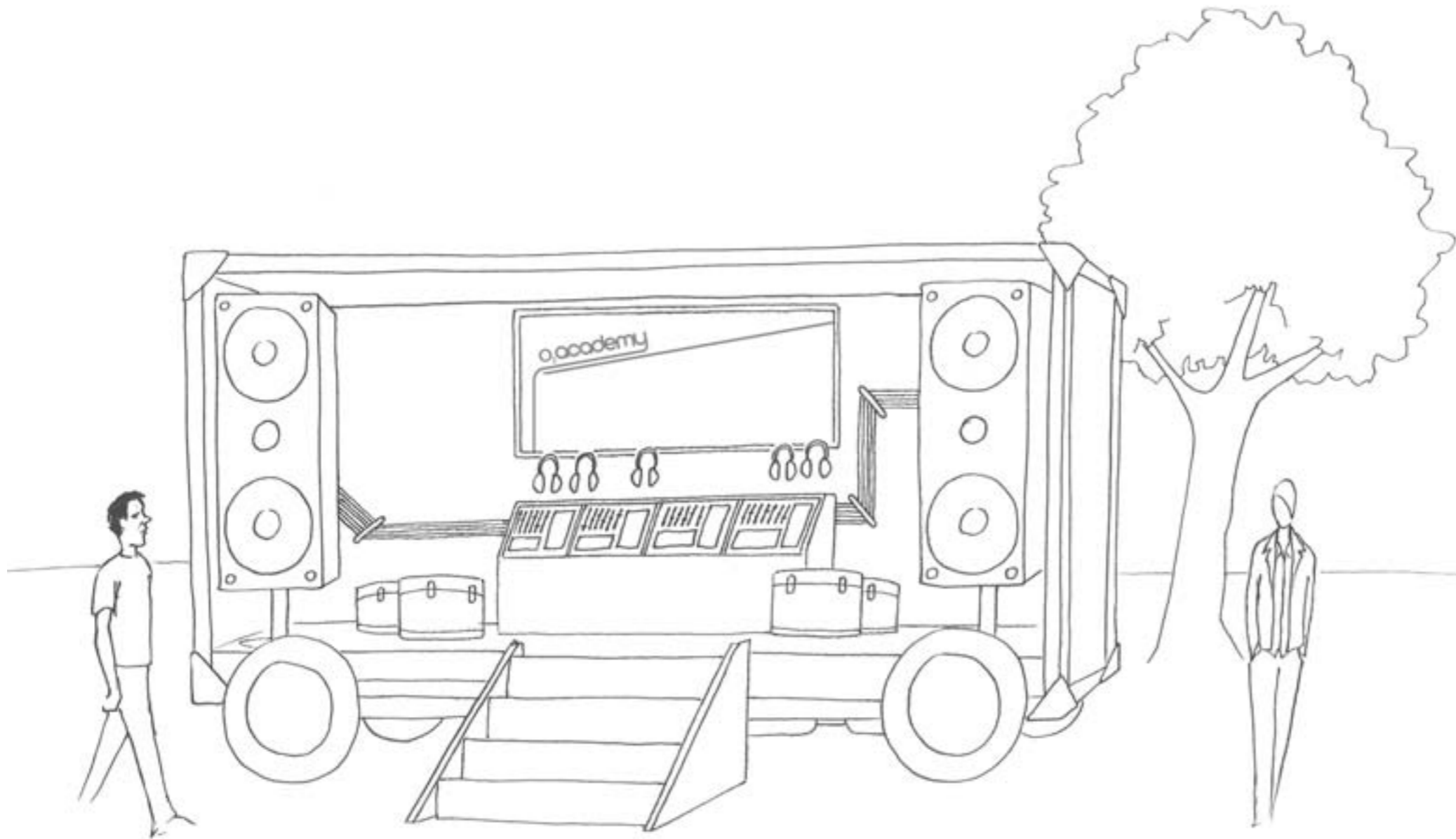
## MERCHANDISE DISPLAY

Flight cases can be used to display exclusive merchandise:-

- A clothing label range of our own creation, carrying limited edition prints. (More detail of that later)
- Collectibles, limited edition playing cards or novelty items.
- Signed memorabilia from relevant bands playing our venues.

## MOBILE O2 ACADEMY

We will have a mobile soundbooth to take the priority O2 Academy experience to wider audience and maintain a presence at open air festivals or relevant local events.

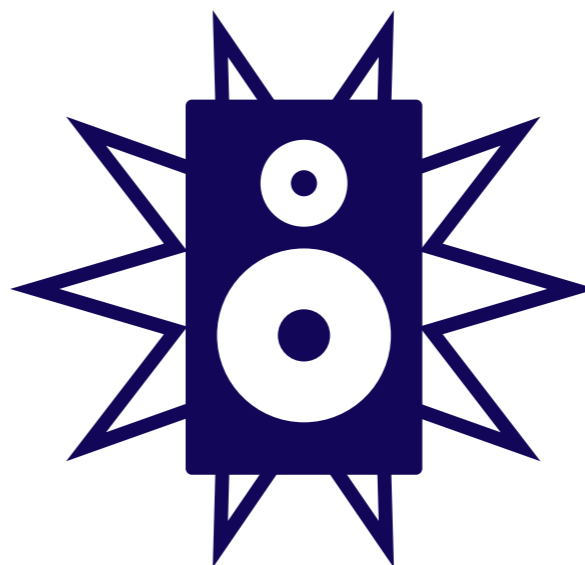




## AMBIENT/PROXIMITY MEDIA

### •MINI AMPS AND SPEAKERS

The journey between the venue and the proximity store will sign posted by mini amps or speakers chained to railing and rigged for sound. You could either be led to venue by music or plug in and play your own.



## SOUNDCHECK HOUR

Get a hand stamp from the O2 store to get complimentary drinks and happy hour prices at the 'Warm-Up'.

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## Store manager to Star. Can you make the leap?

Lorem ipsum dolor sit amet, adiscus  
consectetur adipiscing elit. Sed et  
massa. Donec ultrices. Suspendisse  
fringilla eros et tellus. Cras pulvinar  
iaculis lorem. Cras dapibus, augue  
quis porta accumsan, ligula libero  
tempu nulla, sit met porta sem turpis  
ac tempuras ultrices orci.

Call to action in here  
call to action in here

O<sub>2</sub>academy

## In 1977 a store manager changed the face of British music forever.

Are you the next Malcolm McLaren?  
Consectetur adipiscing elit. Sed et  
massa. Donec ultrices. Suspendisse  
fringilla eros et tellus. Cras pulvinar  
iaculis lorem. Cras dapibus, augue  
quis porta accumsan, ligula libero  
tempu nulla, sit met porta sem turpis  
ac tempuras ultrices orci.

Call to action in here  
call to action in here

## STAFF RECRUITMENT

We need to recruit, music savvy people to work and run the proximity stores in order to deliver a credible experience to our customers and show them we 'know our stuff'.

We will motivate staff by making the job a means to an end:

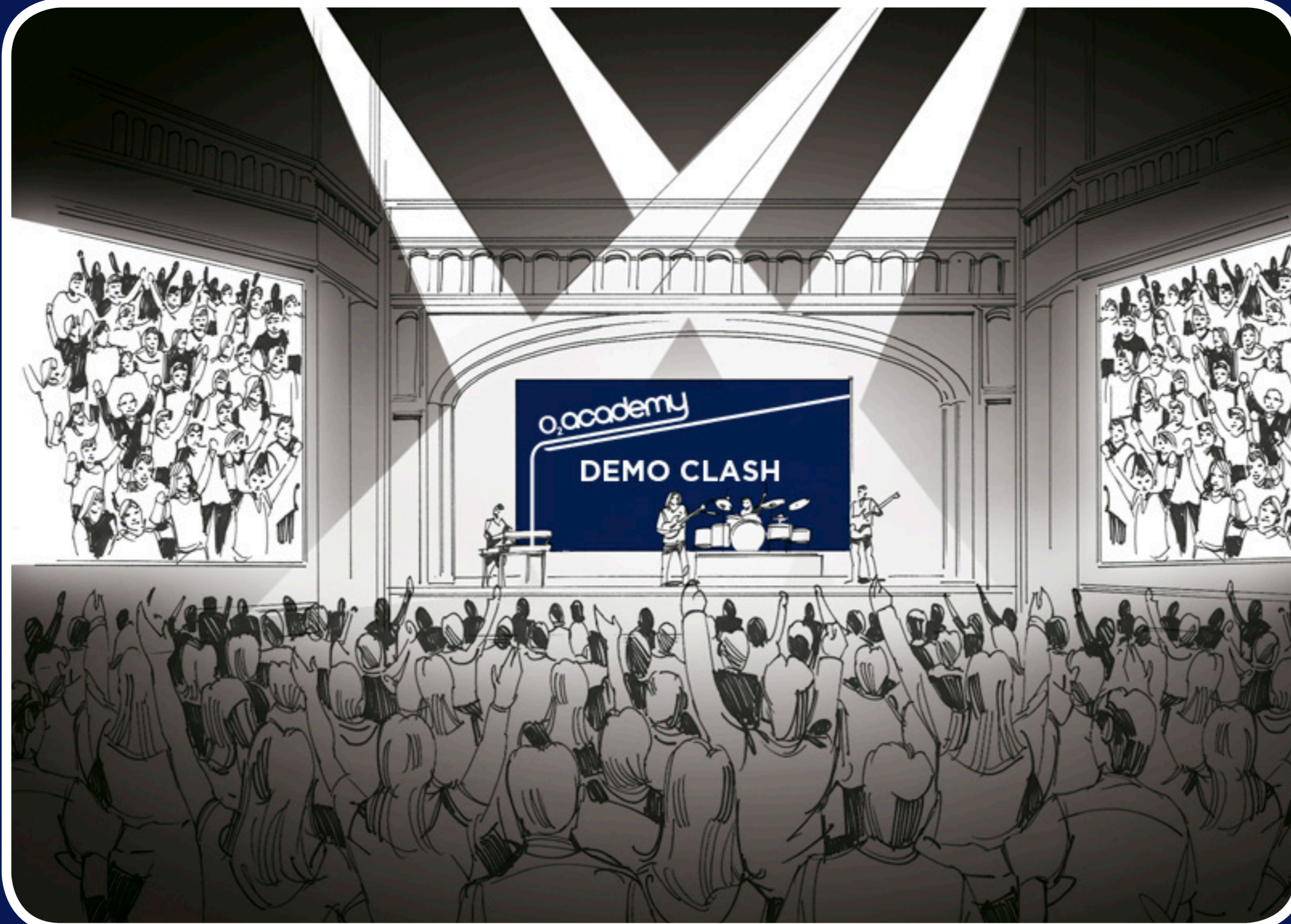
- If they love music and play in bands, this job can support them.
- If they have ambitions to work in the music industry, this job can take them there.
- If they want recognition and the chance to do something interesting for their town.

This job can make it happen.

If they simply want something a job that gives back the more they put in this is it.

Small space recruitment ads will appear in O2 internal comms, the music press, O2 academy venues and student unions.





## DEMO CLASH

By maintaining links with local bands, through Demo drop and window gigs. A battle of the bands type contest will be held each year.

The 11 proximity stores will put forward their best local talent to play a series of knock- out gigs, the public, record industry panel and O2 academy employees will vote to see who will make it through to at a nationally publicized showcase gig at a key O2 Academy Venue. Bands will lured by the prospect of funding, recording time, and of course, fame.

# music guru

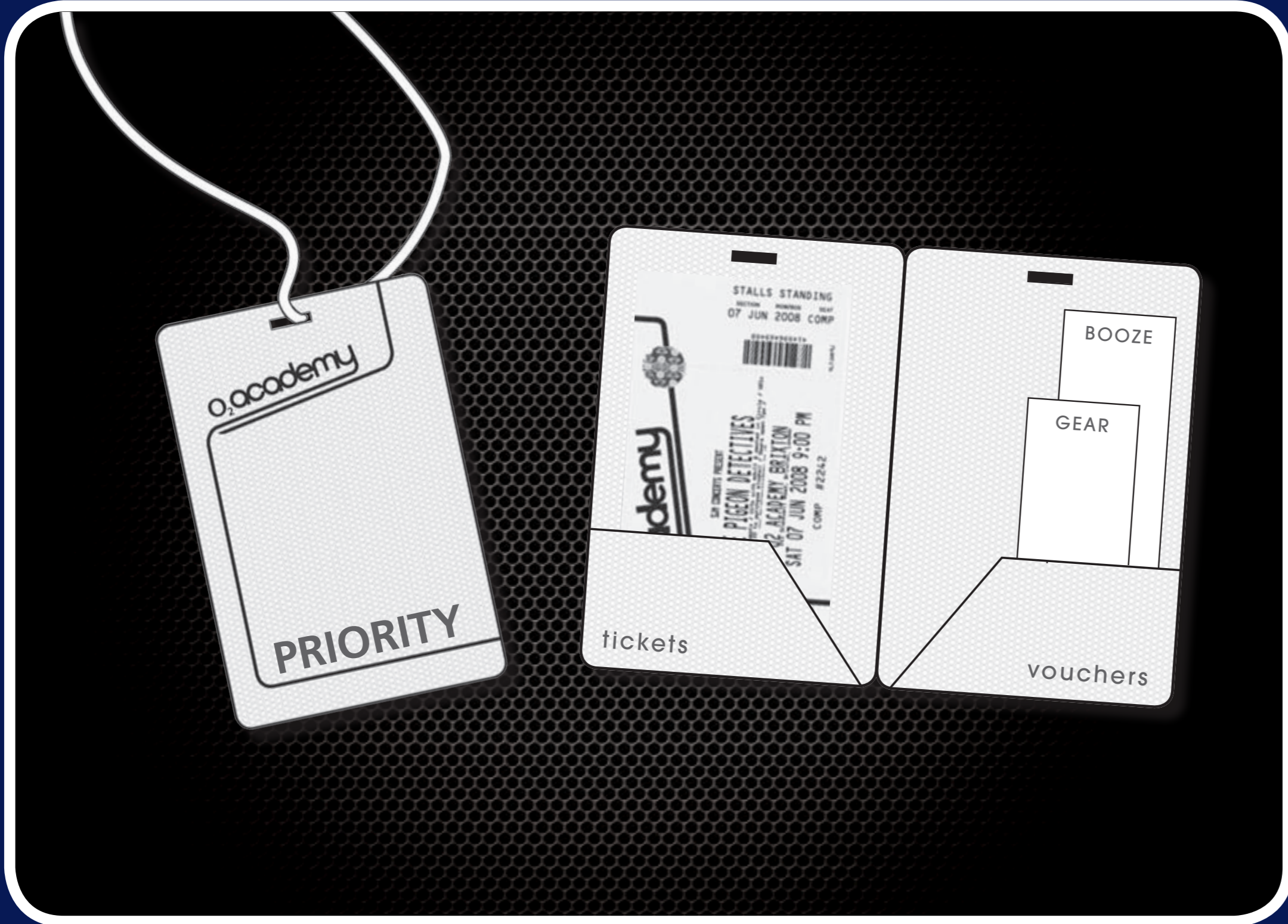


## MUSIC GURU

As well as a senior manager, every store will have a designated music guru:

- Music Gurus must have a fascination and encyclopedic knowledge of music.
- Responsibility for filtering demos and turning it into downloadable content.
- Responsibility for making contacts with the local talent and engaging their services.
- Required to complete an online blog and document O2 academy events and gigs.
- Will drive priority ticketing message and obtain customer details local database.

This is an aspirational position, a figure of influence in his locality. A fixer someone who can make things happen.



## PRIORITY TICKETS

Every store will be re-inforce our priority ticketing message with an allocation of tickets to sell:

- O2 customers will be able to buy maximum of 5 priority (fast track) tickets to any O2 academy event.
- Tickets may be accompanied by bonus features, complimentary beer vouchers at the O2 warm up for example.
- Band freebies, postcard sets or cd single or record company sampler
- Buying tickets through proximity stores holds the advantage of building customer database through information obtained at sale.

Customers will volunteer information on the basis that they may receive bonus surprises - a texted invite to an after show party for example. The proximity stores can help bring O2's offering of greater value to wider national audience, and generate more converts.



## DOWNLOADABLE CONTENT

Quality downloadable content is the most tangible way to demonstrate the connection between mobile technology, and music. As well as being a useful data capture device our in-store console will provide access to a variety of material.

- **FREE DEMOS:** The best of the local band demos would be available to download instore.
- **SOUNDCHECK TRAILER:** When a famous band is playing our venue we can't rely on getting content from the actual gig, but we could get access to the 'out-takes' of their tour. Clips from the sound-check and interviews, candid 'on the road' moments, the things that bring fans closer to the music. We'll cut together a short film, a 'trailer' to wet the fans appetite, for the main event.
- **THE TRACKVAULT:** We will make the back catalogue and new releases of any band playing an O2 academy available to download instore at standard rate

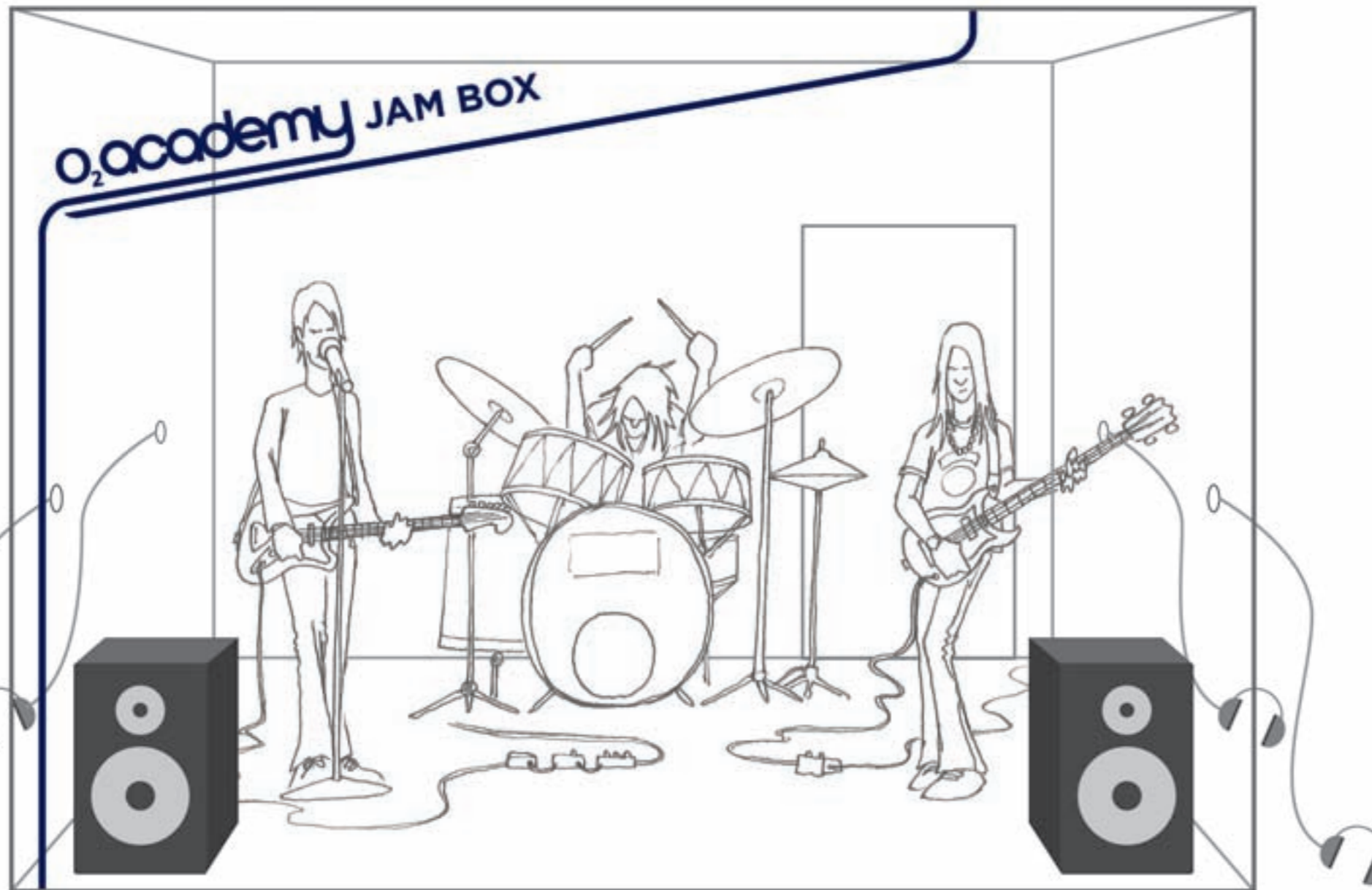


## GIG GEAR

We will establish a clothing label largely t-shirt and sweats, carrying limited edition silkscreen prints. Our design can come from a variety of sources local designers, ourselves even established artists and celebrities.

It provides yet another opportunity to draw attention to the store and provide customers with an essential part of their pre-gig preparation.





## JAM BOX

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam nec erat ut velit hendrerit egestas. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Fusce mi tortor, lacinia sed, eleifend sit amet, venenatis id, enim. Nunc rutrum.

Praesent pharetra viverra erat. Aenean eget massa. Integer at tortor. Maecenas et arcu nec justo dignissim pretium.

Suspendisse facilisis urna vel erat.

Curabitur nec risus. Ut a justo. Nulla rutrum, sem eget iaculis malesuada, velit dolor luctus purus, id tristique mi nunc non mi. Nulla ligula urna, rhoncus sit amet, vestibulum id, imperdiet

ut, orci. Etiam quis nulla vitae tellus placerat facilisis.



## VOCATIONAL TRAINING

Staff are actively encouraged to pursue their interests and dreams.

If they seek musical training, technical recording experience or are interested in a role within the broader music industry.

Staff can attend courses or workshops free of charge through the O2 undiscovered programme.

POS DISPLAY CASE

