

• Brand Strategy

NAME TBD (to be defined)
The rest of this document will assist in the naming processes

POSITIONING STATEMENT TBD explores the underground culture of *nerd music* in a demystified way. We seek to provide geek enthusiasts a tailored experience similar to mainstream music festivals and to educate the general public about *nerd music*.
Our mission is to surface the culture of *nerd music* by providing a space where its community can converge and by breaking stereotypes.

BRAND PERSONALITY TBD is a headbanger—we sound tougher than we are. Our tone of voice is perceived as aggressive and, at times, rude. However, we embrace all aspects of alternative cultures and the geeks genres. Our message relate with *outcasts*, but is not exclusionary.

CORE ATTRIBUTES

- Geek
- Aggressive
- Educational
- Inclusive
- Energetic
- Nostalgic

COSTUMER TOUCH POINTS

- Direct Marketing
- Printed Advertising
- Audio Marketing
- Digital Marketing (TV/Web)
- Website
- Mobile App
- Social Media
- Tickets
- Site Signage
- Event Badge
- Schedule/Location Brochure

TARGET AUDIENCE

TBD has audiences. We identify them as target audience and secondary audience.

The target audience is likely to learn about the event in a specialized portal (i.e. IGN website, Nerdlogia podcast, etc.) and attend. The secondary audience is more likely to encounter digital customer touch-points by chance.

Target Audience

Gender	Male
Age	25 to 40
Income	Low to High
Occupation	Tech-Related
Education	College or Higher
Interest	Comics, Arcades Machine, Vintage games, Tabletop RPG, LARP

Secondary Audience

Gender	Female and Male
Age	13 to 27
Income	Low
Occupation	Retail
Education	High School or College Student
Interests	Super-hero movies, Si-fiction/Fantasy TV dramas, Cartoons