

Case Study Analysis

for **Lady Bluntt**

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Organization's Background

The name of the organization I decided to represent and study is Lady Bluntt. Lady Bluntt is a Jazz band from Bend, Oregon, which was formed in 2011 by four students of OSU-Cascades who got together wishing to play and bring back to life old forgotten songs. By giving the songs a modern sound and rhythm, LB promotes the musical history of the American continent and the world. After two years in business, the organization plans to expand and be a renowned band in the State of Oregon in the near future.

In order to accomplish this goal, LB relies primarily in the product provided; the quality and difficulty of the songs performed mixed with a solid live interpretation. Another important element of the organization is the diversity in their repertoire, which includes songs performed in 6 different languages and rhythms from all over the world.

The reason why I decided to work with this organization is that as the own members explained: "*we are all music geeks, not computer geeks*"; in other words, the organization lacked and appropriate use of social media for promotional purposes and networking, not for lack of interest, but for lack of knowledge in the field.

It was the perfect opportunity to put into practice in a real organization in need of the help, the tools and knowledge the AAD 610 class was going to provide me with. That is how Lady Bluntt, a jazz band from Bend, became my organization.

Environmental Scan

Economic Scan

Lady Bluntt is a private organization, which means that most contributed income relies primarily on individual donations, and on a small portion of corporate assistances. The individual contributions come primarily through members of the organization, who donate time, equipment, and make some contributions to cover unexpected expenses; the donation of corporations is an exchange of services, which is executed through promotion of the contributing brands in exchange for some equipment and discounts in their products.

Most of LB revenue is generated through earned income, comprised by providing services like live performances and the sale of the organization's merchandise which includes CD's, t-shirts, and others. Lately, the organization has started to generate revenue by selling songs online, through I-tunes and the promotion of the product through the use of popular social media channels, like Facebook.

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During its first year, the organization was becoming very successful at a local level, generating great opportunities and revenues for the organization. Although, after a year and a half in business, the lack of structure forced the organization to take a break and reorganize the active elements involved in the organization to generate a long-lasting quality product, over a short term successful run. The organization's members took seminars and classes related to the different fields involved in the success of the organizations, and the result was not only a better product, but also a more organized and healthy environment for the organization's members. Today, revenues are not as high as in the past, but they are more stable and still generate profit; the services provided are also of a better quality and higher standards.

There are many other factors affecting the economic status of Lady Bluntt. Internally, the economic success is proportionally connected to the amount of work done by the members of the organization. More promotion more shows, more exposure, more revenues. Externally, the setting and local elements influencing the success of Lady Bluntt are ideal, because of the small community the artistic opportunities are of a right amount as the organization is experiencing restructuration and growth, but is a clear disadvantage as the growth of the organization is completed and the band is ready for expansion. Geography is another important element in the economy of the organization, since Lady Bluntt is located in the biggest urban center at the East of the Cascades; on one hand the organization being one of the few jazz bands in the area, provides a unique local service; on the other hand, geography becomes a huge economical disadvantage trying to expose the organization to other audiences in Oregon.

Demographic Scan

The general audiences of the organization are prominent members of community of Bend and Central Oregon, as well as member of the arts and education of the area; generally, this group of demographics ranges on 50 years average. Although lately, through marketing and outreach efforts, some of which include education of new audiences, the organization has been able to reach a new demographic, which includes young college students and people in their old 20's and early 30's. The organization reaches equally both sexes, as well as it has proved to be immune to the ethnic and cultural barriers the lack of diversity brings to organizations.

The organization is highly susceptible to local trends, one of them are the seasons (meteorological), which affect the amount and style of work desire by costumers. The organization also is affected by the local audiences, which because of geographical reasons especially during

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winter, need to be exposed to a different, or not so common music style. It is true that everyone can go to a jazz club, especially on the East coast of our country, but in the West, when trapped in between giant mountains covered by hundreds of miles of impenetrable forests all around, all of which is covered by several feet of snow, is a little bit more difficult to find such amenities. In addition, the local interest as well as the national interest for good quality music seems to be improving. New generations are looking back and rediscovering old forgotten artists, great musicians, genres, and songs.

Lady Bluntt goal is to reach an audience as wide and varied as possible. It is evident that in our times diversity is a must on any organization, but also is highly necessary to search for a diverse audience, since each demographic provides different revenues. While the older and most refined audience provides good economic revenues, is the younger generation that provides quick promotion and a loyal partnership with our organization. For these reasons, is necessary to target both demographics.

Cultural Scan

Lady Bluntt meets and works at their studio, "The Bluntt House", which was constructed in one of the member's garage; the infrastructure is 25 by 20, and it fits a drum set, music equipment which includes guitars, basses, microphones, dozens of cables, many guitar-voice-bass amplifiers, 8 chairs (for members and friends), a working/pool table, extension chords, 2 desks, and 2 computers. 2 of the members own Lady Bluntt, but all of the members have administrative positions within the organization, as well as different roles within the band. The musical director and manager is also the bass player; the marketing director is the also the singer; content management is one of the rhythm and lead guitarist; the other guitarist is also the outreach and coordinator of the organization; and finally, there is the drummer. The band meets once a week for practice and administrative meeting; each session lasts between 3 to 4 hours. The atmosphere in the workplace is very relaxed and friendly, except when playing; everybody gets very focused, and there is no much room for mistakes neither time or patience for too many of them, for which the practice session becomes the stressful part of the job; all of the stresses are dealt with and left behind in the after-work 15 minutes mandatory meeting.

The city of Bend and Central Oregon in general, is a very isolated community especially during winter, which encourages people to search and promote artistic diversity in many fields. In addition, in later years Bend and the nearby city of Redmond, have become more open to artistic trends and have encourage the arts through festivals, art walks,

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and many shows. All of these cultural changes in the area have favored greatly the amount of opportunities for the organization. In a broader sense, Oregon, especially the Northwest of the state is well known for their admiration and opportunities provided to the arts, making this a really friendly and accepting environment to work in.

Other Environmental Elements

Technology in later years has become a great tool for LB. Cyber tools like *Facebook* or *Twitter* are great for promotional purposes; they offer access to thousands of people in order to deliver and receive information that ultimately determines the success of the organization. Other cyber tools as *YouTube*, *iTunes*, or *SoundCloud* are great to promote and sell products online. Finally, local newspapers and music venues, such as *Bend Source* or *McMenamins Hotel and Pub*, provide constant promotional opportunities, as well as a place to perform.

For Lady Bluntt the international market is important, but it doesn't affect the day-to-day business operations of the organization. In fact, the international market is a future goal of the organization; especially since different languages and music styles performed by the band are one their main characteristics.

For the organization, the X- Factor is to accomplish the restructuration currently taking place, successfully. The process is still in progress, and still has about 6 months to a few years to be completed. Everyone in the organization ensures that the success of the restructuration process will place the organization at a higher level, and as one the best bands in Oregon.

SWOC analysis (strengths, weaknesses, opportunities, challenges)

Of Cultural Product - Product Access (Place) - and Promotional Efforts

Cultural Product

S: The strengths of the product offered by Lady Bluntt are primarily the quality of the service, and the uniqueness of the product and service provided. In addition, the organization is working towards generating better quality products, better services, and on a broader region.

W: The weaknesses of the organization came earlier because of a lack of structure, although, that problem was resolved through specialization of organization's members, restructuration of the organization, and

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improvement in equipment and technological devices. Still weaknesses harder to fight are the small community, which provides a limited amount of opportunities, and also the geographical location of the organization, which makes hard to take product to other areas.

O: The opportunities to deliver the product offered by Lady Bluntt are many. As a young organization, LB has the world ahead, especially with the use of the Internet. The Internet has become a canvas of unlimited opportunities, shortening the distances that geography creates. In addition, the cyber world opens up the international market, especially for an organization that provides services in more than 6 languages.

C: The challenges right now for LB is to reach a broader audience. Most of the services provided by LB, that create most revenue, are performed in person; and geography becomes the biggest challenge once again. LB is a small organization, and is very difficult to schedule 2 or 3 days of the week for everybody to travel out of town, with all of their equipment and expenses included, to perform once or twice; it is not financially viable for the organization at this point.

Product Access (Place)

S: The product offered by Lady Bluntt is highly accessible. Not only some of its products can be seeing for free online, but also they can be acquired in specific websites. The organization is also accessible in person, and can provide services anywhere in the U.S. and abroad.

W: The product is hard to access in person, and the company usually has to travel to the location of the consumer, for which the product becomes very expensive to acquire in person.

O: The opportunities for the organization are plenty, especially since technology has helped to deliver some of the products LB provides online, which makes the accessibility higher and cheaper. As the organization grows, is expected that traveling to provide services in person will become much easier and affordable, and eventually generate a higher level of accessibility and opportunities for the organization and consumers.

C: Reaching an organizational growth that will allow organization and customers to have higher and more personal accessibility to each other.

Promotional Efforts

S: The success of the organization depends highly on the amount of promotion it receives, so members work hard to promote LB as much as

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possible. Locally, events and shows are promoted through different media channels, which include radio, newspapers, and promotional material in town. Also, the organization is working hard to promote the products offered by LB, at national and international levels, through the use of online tools.

W: The products offered by LB are not popular and mostly reach an audience that is not very familiarized with the use of Internet or apps, which significantly limits the amount of people the organization can reach.

O: There is a new interest by younger generations for the products offered by LB, which has generated a new market, and an audience to which the Internet and app tools are familiar, generating great opportunities.

C: The interest generated in younger audiences it is not necessarily transmuted into economic advantages for the organization; which translate into the organization getting a great popular response for the promotional efforts, especially in the Internet, but not great revenue. This brings back the organization to confront challenges such as geography.