

Appendices

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1. Survey 1

1. I am

☐ Band member

☐ Producer

☐ Crew

Other (please specify)

2. Below you find a list of marketing tools Two Way Radio has used in the past 6 years. Please indicate whether this tool was/is successful for the band or not.

	Negative	Slightly negative	Neutral	Successful	Very successful
Stickers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
T-shirts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Wear your shirt and get free entrance for a gig"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lighters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Album release (January 2008)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DVD documentary (2008)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Glazen huis" donation (200 Euros in 2007, 1500 Euros in 2008, 2400 Euros in 2009)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EP (December 2009)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entering band competitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>				

3. How do you think the fans received these marketing tools?

	Negative	Slightly negative	Neutral	Good	Very good
Stickers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
T-shirts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Wear your shirt and get free entrance for a gig"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lighters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Album release (January 2008)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DVD documentary (2008)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Glazen huis" donation (200 Euros in 2007, 1500 Euros in 2008, 2400 Euros in 2009)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EP (December 2009)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entering band competitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>				

4. Please note some marketing tools Two Way Radio can use in the future to become more successful in the music business of today (Do not name tools that involve Internet)

5. In what way do you think the band can use Internet to create more brand awareness?

- ☐ Social Networks (Hyves, MySpace, Facebook, LinkedIn, Last FM)
- ☐ Website
- ☐ Youtube
- ☐ Blogs
- ☐ Forums
- ☐ Accounts on Dutch music websites (e.g. to enter forums or create more brand awareness)
- ☐ Accounts on International music websites (e.g. to enter forums or create more brand awareness)

Other (please specify)

6. Can you give some examples of very good marketing tools, according to you, that other bands have used to become more successful?

☐ No

Yes, for example

7. What is your view on collaborating with some well-known brands (e.g. Red Bull, Student Organisations etc.)?

- ☐ In favour (go to question 8)
- ☐ Against (go to question 8)
- ☐ Neutral (go to question 9)

Other (please specify)

8. Why?**9. Are there other things you would like to add when it comes to the marketing of the band?**

☐ No

Yes

2. Survey 2

1. How long do you know the band Two Way Radio?

- ☐ < 6 months
☐ 1 year
☐ 2 years
☐ 3 years
☐ 4 years
☐ > 4 years

2. In the past 6 years Two Way Radio has used different marketing tools to promote themselves. Please note if you know their following marketing tools:

	Yes	No	N/A
Stickers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
T-shirts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Wear your shirt and get free entrance for a gig"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lighters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Album release (January 2008)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DVD documentary (2008)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Glazen huis" donation (200 Euros in 2007, 1500 Euros in 2008, 2400 Euros in 2009)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EP (December 2009)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entering band competitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)			
<input type="text"/>			

3. What did/do you think of these marketing tools?

	It appeals/appealed to me	It made me want to come to their shows more often	It made me want to buy their CD	It did not/does not appeal to me	N/A
Stickers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
T-shirts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Wear your shirt and get free entrance for a gig"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lighters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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"Glazen huis" donation (200 Euros in 2007, 1500 Euros in 2008, 2400 Euros in 2009)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EP (December 2009)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entering band competitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)					
<input type="text"/>					

4. When you think of Two Way Radio what do you think would be a good way for them to promote themselves? (You can think of everything from Internet, radio to merchandise etc.)

3. Question 4, survey 2

- Radio/TV
- Get airplay, play at major festivals, get on TV (shows like dwdd), guerrilla performances in big cities
- More merchandise actions like “wear your shirt...”. More advertisement for CD/DVD release
- Maybe on a radio-station
- They should be figuring that one out by themselves and/or with a manager, instead of asking this in a public-survey
- Radio, Internet, Concerts
- Entering (and winning ;)) large competitions. Playing on (well) known events, e.g. Queens day, liberty festivals etc.
- Youtube, radio
- Radio, Internet and gigs in bars
- To play often with public. On TV for example ‘de wereld draait door’ and other TV shows
- Radio, TV, promotional activities like donating or helping good causes (maybe free gigs), websites specifically made for bands (myspace, sellaband, maybe promote more on hyves and facebook and those sort of websites)
- A road trip in a van through the Netherlands and Belgium
- Make yourself known to the world; get yourself on radio for an acoustic performance for instance. Handout free copies of your first album at the location you think will house the most fans.
- TV shows like “De wereld draait door” and “3 voor 12”. Radio shows like “3FM”. Participate in competitions, lots of performances festivals. In any case: get people to know you.
- Try to make up a nice viral/Youtube hit
- The right radio station is always the best promotion you can get. You get directly to the wanted audience
- More airtime on national radio
- Gigs (a lot), release a radio single, active fan building online (trough hyves and facebook), create a ‘viral/guerrilla’ campaign
- Tour on a (open) bus in Amsterdam
- Internet, Internet radio, Local newspaper, interviews and local radio

- A rebellion way of marketing on Internet. E.g. a competition on the internet for fans and other interested by showing their TWR impression, or expression of feelings when listening to TWR, or a music video clip where all fans can upload a piece of that clip
- Support-act of big bands, competitions
- Try to be more on the radio or do guerrilla marketing
- Try to perform at big events (festivals/national radio stations/ TV station?) And keep up the work with the stickers and the announcements on Internet. And make sure you have music on every website where you can listen to music
- Maybe put some music on Youtube?
- TV gig at DWDD and 3FM
- Social media and specials for fans. Specials like free downloads, meet & greet
- Keep the site, hyves, myspace etc up to date
- Merchandise is always a good thing. And a good radio performance will do a lot of good
- It would do them good to promote themselves through radio and internet more, and of course to tell the public (of their shows) to tell their friend about Two Way Radio
- Try to promote yourselves in DWDD
- By an effective use of social media. You already have a nice website. Why don't you try using virals? But remember: the best way to promote yourself is by producing good music
- Radio / TV, band competitions, banners on sites of clubs
- Photo shoots in magazine's, Commercial for dutch brand (online)
- Do a public unexpected show
- Continuing with the band contests. At a concert, collect the e-mail addresses of the people present and sent them an email about the coming shows
- Be arrogant without being obnoxious, tell the world you're good
- Be present in TV shows, play at festivals, start your own contest
- Giving away flyers, posters in the city
- Twitter, radio, support act of big bands, DWDD
- Live gigs at e.g. radio shows (3FM, Radio538). Gigs like Hilversum On Air. Gigs at festival, liberty festival, queens day etc.
- Play in TV shows e.g. DWDD
- Promote local gigs yourselves, Viral: have an MP3 of the band on your phone and send it to your friends and ask them to send it to their friends.
- Try to get the bigger media's like television and radio in stead of internet and more local publicity (even though they do a really good job with that)
- Facebook is missing in the list social networks. Twitter too.
- I would say a music video starting on Youtube and eventually try to get on TMF, MTV etc.
- Sellaband. More gigs at student clubs to create more brand awareness

- Make full use of social media to get the name out there. Millions of people are online each day. Looking for cool music and a way to interact with the creators of that music.

4. Question 5, survey 2

Electric	Red lips	Performance makes you feel
Energy	Hard and soft music	involved with the band
Out-of-the-box	Funky	Very entertaining
Stimulating	Powerful	A lot of interaction with the
Talent	Loud	public
Professional	Expressive	Chill
Good	Beautiful	Perseverance
Hard working	Tough	Dance
Quality	Good voices	Good company
Party	Good band	Outgoing
Hot	Giving it 100% and more	An own genre
New	Catchy	The Hague
Fresh	Good show	Gender mix
Vibrant	Punk	De Grote Prijs van
Sexy	Cool	Nederland
Rock 'n roll	Crazy	Acoustic
Pure	Upcoming	Minimal
Happy	Musical	Good vibe
Honest	Tempo	Innovative
Open	Beat	Stylish
Different	Abstract	Confidence
Catchy songs	Wow	Clear
Mainstream music	Clinical	One of a kind
Hot singers	Contemporary	Rough
THE band with the most	Collective	Inspiring
cutest rock chicks	Skilful	Steady
Enthusiastic	Powerful	Real
Original	High potential	1 family
Sometimes a bit lose	Rebel	Passionate
Live	Explosive	Motivation
Love	Musical gifted	
Laugh	Awesome	
Bold	Down to earth	
Young	Almost grown-up	

5. Question 6, survey 2

- Commercials
- Soundtracks
- Release combination CD/DVD
- Give a name to a tour
- Play as much as possible
- Website where you can order CD's
- Use as many contacts in the scene as possible
- Free concerts
- Demo CD's
- Gorillaz: they got a cartoony style of video clips and a really funny and playful website
- Find the press, find a person who is really important in the business and make sure he wants you on the radio and in the news. Use Youtube, radio, events etc.
- Concerts (press shows), billboards, itunes, magazines (interviews) and TV programmes
- More at TV. For great audience. More merchandise in shops DVD/music shops
- Try to play as often as possible (maybe even for free if it can give you a better reputation), do some shows outside of the country
- Best ones are always Internet an TV, specially the last one
- TWR lollipops
- A big action for a good cause, like World Aids Day, breast cancer. Something that draws the attention of the media, too many people do "t glazen huis"
- To have a song on an album with various artists
- Get your CD in the VPRO Luisterpaal
- Airtime/interview on TV or radio broadcast (Giel, DWDD)
- The best marketing tool is standing out. Getting the attention but not scaring people off. The stickers where always a very good way to make sure the name Two Way Radio rings a bell. I think the best thing to do now is concentrate on getting some media behind the band.
- Youtube, Myspace
- Cooperation with better-known artists in order to get more coverage
- Getting on DWDD, plugging, work yourself in top 40 (yes by cheating)
- Promote a good cause (anti animal testing lipstick / war child)
- Cooperate with initiatives like Dance4Life etc.
- Free single to download on the website, while registering for a newsletter. (The Infadels) Last.FM

- Read the book 'calimero marketing' and 'calimero marketing 2.0'. These books give information how to market little companies and such.
- Band plan
- Maybe a different way for promoting your band, than the most marketing tools that every band is using. For example: last year with the band contest for Koninginnenach 2009, there was a band called the Socks, and they hang all kind of different socks at the Grote Markt in The Hague.
- Go on the streets and hand out flyers.
- Sell t-shirts and other merchandise with your fans, to get more fans
- A quite known one: "Wie is Di-rect?"
- Soundtrack for a movie
- Be used in commercials
- More interest in fans from all band members. Some are very friendly, some are a little arrogant, which is not nice to visitors who come often to shows
- Selah Sue: First DWDD and then a TV programme where she played with one band against another band.
- Promotion action at stores where your target group shops. Organise a flash mob.
- Music deal with a telephone provider for new phones
- Hand out free singles
- Try to offer more than just music.
- Give away entrance passes, back-stage passes, meet & greet
- Create a very creative clip, put it on Youtube and let the viral power do its work. Example: <http://www.youtube.com/watch?v=qybUFnY7Y8w>

6. Question 7, survey 2

- Be bold, be cheeky and get the world to know TWR
- Go on like this!
- Perform-perform-perform
- Try to become the support-act of a big name on tour
- Pity, I didn't read/hear anything about TWR's EP-release in December 2009... Probably it will take some effort to score it somewhere online
- Just enjoy it, and the audience will find you
- You guys are doing great, keep it simple. What does help is a remix of one of your songs by a DJ. Always good for name publicity.
- Planning more merchandising. Songs shorter and more for the commerce. Something funny that promotes the band.
- If you put a song on an album, it might be confusing for fans to keep changing them. Maybe do something special for your regular fans every now and then, or any other people that may be important for your reputation.
- Try to arrange a performance at Festival Impact
- Try and get on TV this always helps, as soon as people see you on TMF/MTV your in
- Regularly updating your website, Youtube, photos
- Get a license as street musician (e.g. on a Saturday in the shopping centre of the Hague), sign in some friends, make sure there is a photographer around (local TV reporter?) and finally get removed (or not) by the police ☺ Good luck
- Always look for ways to improve. Listen to the crowd and the group of people you're trying to reach. Make sure you bring something new to the stage that applies to the new generation. Two Way Radio had always done this in my opinion. Just don't forget it! ;)
- Come up with a cool video clip
- Stay yourselves! Don't ever let anyone tell you what to do differently
- Use rebellion or guerrilla marketing. It shows that this band is rocking and not afraid. Use LAST.FM to get more fans. Use social media interest tools (twitter)
- Do a European tour!
- Band plan
- Keep up the good work
- Also include songs, which are less rough and more melodic (maybe change the repertoire?) The singers are very good!
- Keep on doing the things you do
- Read all of the above

- Be more unique
- Keep doing what you are doing now, maybe use other marketing tools (direct marketing) such as flyers/posters/postcards etc.
- Good luck!
- Of course every band wants to be original but to get good marketing. It's important to give your fans the feeling that you do stuff that they like (even though it's best to do whatever you like)
- If the funds are available, try to do commercial promoting the album releases or try to contact TMF and get them to do a doc on you guys while you are on holiday together or get one of the VJ's to follow you guys for a day
- GO FOR IT!
- Keep on rocking!
- Fan base is most underestimated of all the tools.