



# Madam Music Case Study 1

T-Shirts, Digital Downloads, Label Products, Advertising



## The Madam Music Characters

Deborah outline the concept and personalities of the four fictional record label characters, sourced and co-ordinated the production with a leading illustrator and digital designer.

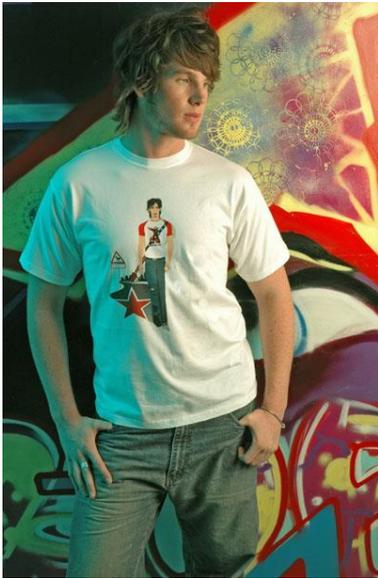


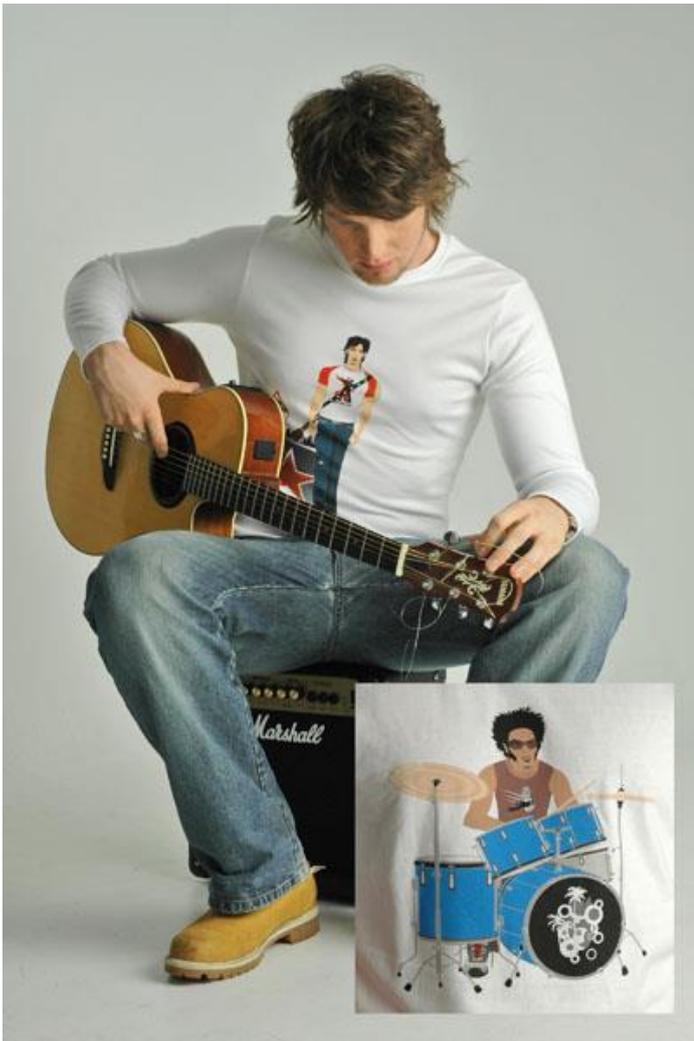
For further samples on branding, the character personalities and stories, please download Content Strategy & Samples PDF located at [deborahcollier.com](http://deborahcollier.com) entitled:

Madam Music Case Study 2 Content Samples – Interviews, Album Reviews, Stories to Enforce Brand

## Madam Music T-shirt Range

Illustrative designs were becoming fashionable during the design of the t-shirt range. Further to overseeing the production, Deborah recruited models and co-ordinated a photoshoot. A team member assigned by Deborah to approach retail chains for in-store sales, sold the madam music story and a quirky idea about the products to Department Store Chain House of Fraser who were interested in seeing the products. Unfortunately the manufacturer failed to deliver the first batch of product causing business critical obstacles. Madam Music however sold the range of t-shirts through the online store which Deborah had built. This provided supplementary revenue but ultimately supported brand building.





### T-Shirt Range Tags Front

Deborah worked with the illustrator to produce product tags:



Deborah co-ordinated the production of marketing collateral proving guidance to marketing/business assistant.



Above: Printed cards handed out



Above: Simple on-site imagery



**Left :** Madam Music folder containing label marketing collateral – presented to large labels for album licensing, as well as press/pr/media companies. **Right:** Giant banner created to hang horizontally at music events (Echoing the banner on the web site)

## The Madam Music Portal

Madammusic.com which was a member of a number of advertising networks, generated advertising revenue, on both the web site and the newsletter, as well as income for the record label by selling products and digital download. It placed revenue generating affiliate links throughout the site, in reviews and interviews, to third party music sold on Amazon and iTunes. Both the web site and the product store were built by Deborah.

The screenshot shows the Madam Music Portal website layout. At the top, there is a header with a navigation bar containing links: home, about us, download music, shop, fun stuff, community, and musicians corner. Below the navigation bar is a search box with a 'go' button. The main content area is divided into several sections:

- monthly mmm**: A featured section for the band Hentaigene, including a video player, a band photo, and text: "band: [hentaigene](#) view video our rating: mmmmm. With Madam Music's love of animation and creativity, Hentaigene had to be the right choice to launch our 'monthly mmm'. [read our review](#) appear in our 'monthly mmm' and reach around 15,000 visitors".
- quick links**: A list of links including "the adventures of madam music", "music courses", "music 4 a 'mmm' world", "mmm forum", "newsletter registration", and "navigation and site map".
- funky t-shirts**: A section featuring a photo of a man and a woman with guitars, with the text "get yourself a funky madam music t-shirt".
- music player**: A section featuring a small image of a robot-like character.
- mmm news**: A section with the headline "madam music creates a scene launch of legal and ethical music sharing site" and a link to "join our newsletter for news, reviews, competitions, music industry tips and more...".
- slick music sites**: A section with a "FLASH ANIMATED" button and text: "musician's, dj's and promoters - get a slick low-cost website. visit [mymusicwebsite.net](#) to see a range of templates."
- musicians corner**: A section at the bottom with a "musicians corner" header.
- on our label**: A section at the bottom right with an "on our label" header.

On the right side of the page, there are several "meet" sections for artists: "meet summer", "meet kris", "meet des", and "meet madam music", each with a corresponding artist photo.



search  go

### quick links

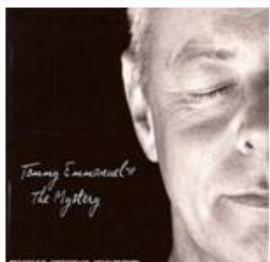
- [the adventures of madam music](#)
- [music courses](#)
- [music 4 a 'mmm' world](#)
- [mmm forum](#)
- [newsletter registration](#)
- [navigation and site map](#)

**GINNI Album only £4.99**



GINNI album £4.99

### madam music meets tommy



### legal and ethical music sharing



Exclusive: Steven Rosen Interview with Keith Moon (Drummer - The Who)

### downloadandshare™

PLAY music files 3 times for free BUY and share them any way you like, (email, blog, myspace, web site or P2P). You get an account with \$5 free. SHARE files and earn money whilst artists and labels get their hard earned royalties [find out more](#)



Music from Public Enemy, Tom Waits, Dave Matthews and more... Discover more with [kris](#) on [downloadandshare.com](#)

### mmm fun

#### JAM WITH US!

recent forum topics:  
[does the 'gotan project' entice non-tango fans?](#)  
[hentaigene - gorillaz new protégé?](#)



join our [newsletter](#) for news, reviews, music industry tips and more...

Newsletter subscribers will be randomly selected to WIN prizes!! - IPOD Shuffle, CDs, music vouchers, t-shirts and more...

madammusic.com reviewed by NEW MEDIA AGE magazine

### madam music meets the dears in montreal



As part of Madam Music's feature on the [Montreal music scene](#), she managed to catch a quick interview with drummer George, before their concert. [Read Interview](#)

Find out [what's on George's IPOD playlist](#).



meet [summer](#)



meet [kris](#)



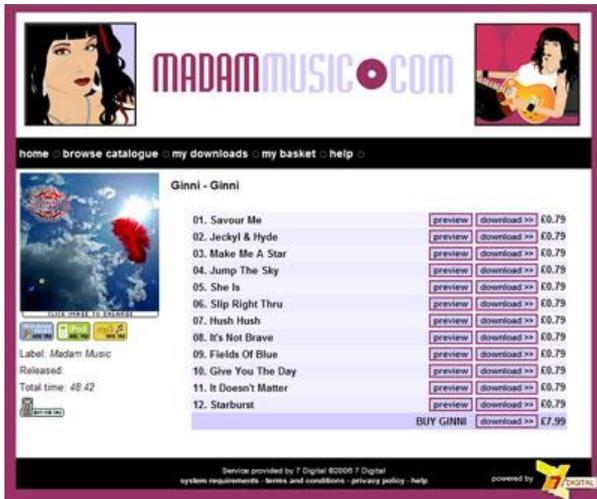
meet [des](#)



meet [madam music](#)

## The Madam Music Digital Download Store Commissioned by Deborah Enabled Downloads via Mobile SMS Payments as well as via Credit/Debit Card

The initial implementation enabled sale of madam music recordings, however the service could be extended to enable downloads of a large catalogue of mainstream music. Madam music could then gain commission from sales of well-known and new artists music. However, there was a large setup fee for this level of store, and this would only be possible through the success of the record label.



Deborah also arranged digital download distribution of the madam music record label recordings across all major third-party platforms such as iTunes and Napster.

**Download the Ginni Marketing and Branding Case Study for further information regarding artist and music marketing.**