



Cuttime

## NE Brands &amp; Bands

## ARTIST SPEND BY CATEGORY

## Artist Spend by Category

## OVERVIEW

## Motivation:

This one-pager breaks down consumers' planned spending on artists, both at baseline and in the event of a partnership with a brand. Specifically, we explore how much consumers say they would spend on music, merchandise, and concert tickets. (Since the brands we included our survey spanned a diverse range of industries, we only assessed *general* brand spend and not spend within specific categories; thus, we only focus on artist spend here.)

## Method:

Here was our approach to this analysis:

- First, we calculated the amount (in dollars) that consumers said they would spend on music, merch, and concert tickets for their top 3 artists from our artist list. From this, we calculated **baseline spend** - i.e., average amount consumers would spend on each category for each artist. (To assess the precision of our estimates, we also calculated the standard error, or SE, for each of these averages.)
- We then grouped each artist / brand partnership that consumers considered. Any brand / artist pair that was considered by fewer than 10 consumers was filtered out (to ensure a reasonable sample size).
- We then calculated **partnership spend** - i.e., the amount (in dollars) that consumers said they would spend on music, merch, and concert tickets for an artist if they were to partner with each brand.

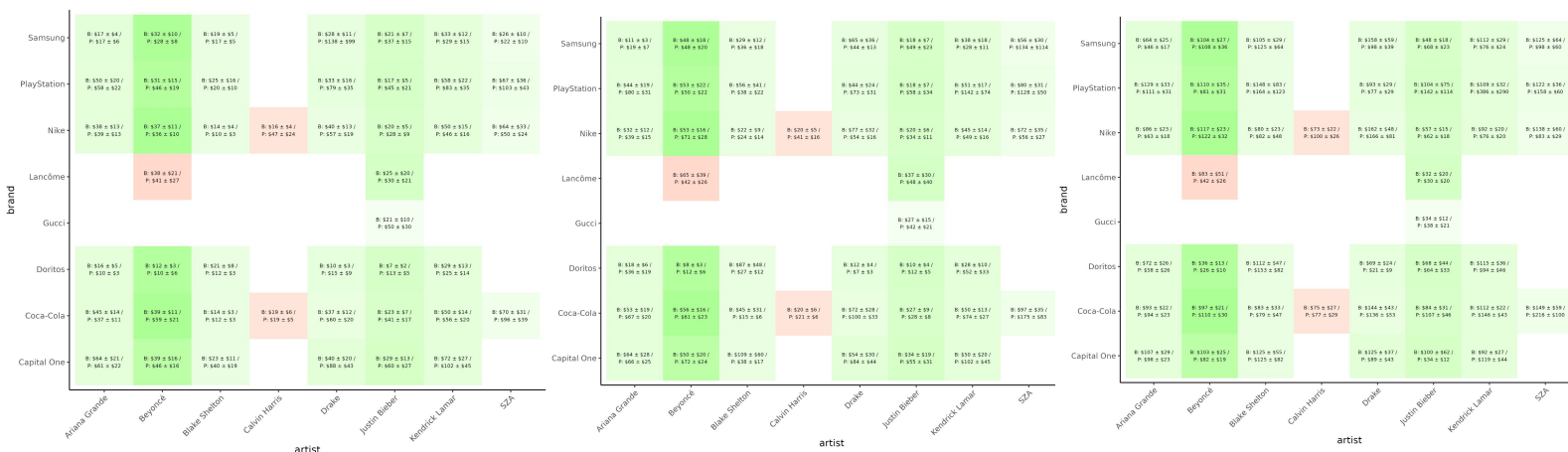
## FINDINGS

## Partnership Fit x Planned Spend on Artists

## Music

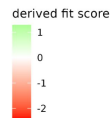
## Merch

## Concert Tickets



For each tile on the heatmaps:

**B** = baseline spend (average  $\pm$  SE) /  
**P** = partnership spend (average  $\pm$  SE)



## KEY TAKEAWAYS

- Generally speaking, consumers are **willing to spend about the same or more on an artist's music, merch, or concerts** if they engage in a partnership with a brand that is a good fit (as assessed by consumers' ratings of brands' and artists' similarity to one another).
- **Aggregating across all artists, spend is higher when there is a brand partnership (vs. baseline) for both music and merch**, which suggests that artists might expect a particular boost in these categories when they partner with a brand.

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