

INVITATION TO TENDER

Announced by

The Marsh Holding ApS
Riddergade 15, 3. th.
7000 Fredericia
Tel. 30144589
info@museiq.one

MUSEIQ: Market adoption & brand awareness; SoMe research - Part 2

MUSEIQ is the world's first gamified music service with a pay-out structure created from recommendations and needs of artists.

MUSEIQ is a born-global idea. The purpose is to create an interactive (gamified) music platform, which aims to create a new innovative pay-out structure for artists, while creating incentive for user-engagement on the platform. www.museiq.io (will be live within 7-14 days - currently being rebuild and improved).

Description of the assignment for market investigation

MUSEIQ go-to-market strategy is based on its beach-head, which means that, although born-global, emphasis will be put on our primary target audience for both artists and users, and from our prior research and work with Beyond Beta, these demographic and psychographic aspects are based on the needs of the artists and tendencies of the consumer-group; struggling/upcoming artists and Gen-Z's and Millennials who trigger to a larger extent on aforementioned gamified elements and apps in general.

After understanding our target group and their needs, the next natural step is to research and map out an approach for targeting said target group through marketing and social media initiatives. However, this research is a task that MUSEIQ requires additional help with performing, as we do not have the knowledge nor capabilities to understand all the underlying and intricate dynamics for creating the optimal SoMe campaign, nor understand our target groups behaviour on multiple platforms. Moreover, to acquire the best reach and engagement, we must seek professional help from marketing agencies who have SoMe data and know-how that MUSEIQ does not, in order to create uniform marketing initiatives that increases brand awareness and enhances brand perception. Conclusively, such assistance will lead to knowledge and a better utilization of our future marketing initiatives, and it is of paramount importance for MUSEIQ's existence and continuous growth, that we understand our target groups consumer behaviour on SoMe on multiple platforms.

The assignments goals and success criteria

Our goal is to enhance our understanding of our target group on platforms such as; Instagram, Reddit, Tiktok, etc., so that we may apply this knowledge moving forward. For this reason, quantitative data will be obtained that can enable better decision-making going forward. Examples of this could be: How many hardcore music enthusiasts use these SoMe platforms. How do they engage. What groups are they a part of and what triggers work on them. Researching our target group within these social media environments will lead to actual data that will be beneficial going forward. Conclusively, how do our target group behave on social media, and how can we apply this to our concept.

For success in this campaign:

- We require understanding of our target group on various social media platforms (Solved through first campaign)
- What is the overall consumer and psychographic behaviour of our target groups online (Partly Solved)
- Specific measures that allows us to directly target these within a limited budget
- A collaborative partner that is willing to focus on the quality of research
- A partner that is willing to engage and spend time with MUSEIQ so that they know our target group, our vision, and our WHY.

**** Update for 'Second Phase' of our Campaign ****

- What is the overall consumer and psychographic behaviour of our target groups online (Partly Solved)
- Specific measures that allows us to directly target these within a limited budget

Some of these are solved, however, in order to find the specific target user and be fully aligned with their psychographic and lifestyle behaviour, we must also know more about the Reddit and Tiktok, which hasn't been fully uncovered yet. Moreover, due to the very large target group with a high cultural distance, further research most certainly is required in order to obtain the possible premise for a later stage execution. Thus, even though most aspects are covered, it has become clearly visible that the scope of the project is immense and needs even further validation and research.

Deadline for submission of tenders: 02-12-2022

Amount limit: 75.000,00 DKK excl. VAT

[Submit tender](#)