

OSTINATO

LAUNCH STRATEGY



INTRODUCTION

Ostinato is all about helping learners of any circumstance feel encouraged, supported and motivated on their music journeys. It is an app for learning and practising any instrument, at any skill level with the aid of an AI tutor that listens and offers feedback on your playing. You can scan in notation or audio and convert it to an output that suits your learning style best, customise your practice sessions and let the AI tutor guide you to help you learn as efficiently as possible. The app also features professionally curated learning content as well as a sea of crowdsourced content from a vast online community of fellow musicians to help keep learners on their toes, always able to learn something new at the click of a button. There are also privately curated hubs for music classes, ensembles, bands and other communities to collaborate and share music learning content more efficiently than ever before.

The name ‘Ostinato’ is a musical term that reflects our commitment to making music a consistent and persistent part of people’s lives. Just like a short melodic phrase that recurs throughout a composition, we aim to integrate music into routines, even in small increments.

In order to achieve any of this, we have to get our name out there. This launch strategy is crucial here and outlines the various ways we intend to reach, captivate and retain prospective users.





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ADVERTISING





SOCIAL MEDIA



Social media has become the crux of modern marketing. Therefore, we would be remiss not to thoughtfully consider how we build our presence on Instagram, TikTok and Facebook. With these platforms we intend to generate hype and intrigue online through a few different advertising methods...

Firstly, in the pre-launch phase, we will conduct a teaser campaign with daily posts introducing Ostinato, its features and functionality to the world.

We also intend to create a personal connection with our audience through regularly posting lighthearted and witty memes related to music learning.

For the launch, we plan on collaborating with some notable figures in music to film short-form video content, such as tutorials or testimonials, promoting Ostinato. These videos will be used as targeted ads on all social media platforms.



STREAMING

Our best bet for finding prospective users is to go to the where music lovers reside. This is why we will be advertising Ostinato on music streaming services such as Spotify, Amazon Music, Tidal and Youtube Music. Doing so will potentially encourage those who love listening to music to actually learn how to play their some of their favourite tunes.



RADIO

We also plan to advertise Ostinato on the radio, particularly on stations focused on the artistry of music eg. RTÉ lyric fm and BBC Radio 6 Music. This is a great way of introducing Ostinato to older generations who may not use social media or streaming platforms.



PRINT

We also intend to advertise ourselves through different forms of printed media. This shall include placing ads in programmes for theatres, concert halls and other venues where musicians regularly perform. We will also be placing posters and leaflets in music shops and creative spaces. Music magazines are another outlet we plan to advertise in both print and digital publications.

OUTDOORS

What better way to introduce ourselves to the masses than by plastering our name on the streets? We plan to do this through placing bold, eye-catching advertisements on billboards, posters and digital screens, primarily near music venues and in areas where buskers frequent.



WEBSITE & NEWSLETTER

Our website will provide prospective users with all the information they'd need about Ostinato eg. launch date, pricing info, features, accessibility etc. Our website will also feature our in-house music blog which shares regular content and coverage of the latest updates from the music world, as well as tips and tricks for effective music learning.

Prospective users can also sign up to our newsletter via the website. This will be used to provide regular updates in the lead up to launch.

All of our advertisement methods will provide a link to this website which will help drive traffic to it.





Google Play



App Store

APP STORE

Prior to our official launch, a beta demo version of the app will be made available to a sample audience from our mailing list and different music organisations.

Upon launch the app will be available to download on mobile devices via the App Store for Apple products and via the Google Play Store for Android.

We also plan on issuing early adopter benefits to those who start using Ostinato in the first couple months after launch, such as a special voucher which will allow a user to join a learning hub of their choosing for free. This will help to drive up engagement at an early stage.



EVENTS

For our launch, we will host an event that combines business networking with the lively atmosphere of a hootenanny, inviting the press and a spectrum of faces from the music world to enjoy some great live music performances and a demonstration of the app.

After launch we also plan on sponsoring and hosting different music events including recitals for learners to show off what Ostinato has helped them learn.





COLLABORATIONS

Who we collaborate or partner with will undoubtedly play a pivotal role in Ostinato's appeal. We plan to collaborate with music retailers like Thomann to offer discounts on instruments for new learners when they sign up for Ostinato and offer them a learning hub voucher when they purchase an instrument.

We are intent on collaborating with a diverse assortment of popular and skilled musicians on learning content, like Jacob Collier, TwoSetViolin, and Rhiannon Giddens for instance.

We also plan on sponsoring music-related content creators and engaging them to promote the app in their videos/posts. They will share an affiliate code with their followers for special discounts.



MERCH

A range of branded merchandise such as door hangers, music stands, tuners, badges, stickers, patches, plectrums, wrist bands, lanyards, t-shirts and other forms of apparel will be available to purchase from our website as well as online and in store from various music retailers. We also plan to release a line of branded instruments and accessories.

All this will help create a tangible connection with our learners while also increasing our visibility as they represent our brand in public, exposing Ostinato to a wider audience.





PHILANTHROPY

We are intent on making the world a better, more musical place and so, once Ostinato becomes reasonably profitable and successful, we are going to do some philanthropy.

This begins with the introduction of our Encouragement Program which offers completely free access to a select few music organisations. To be considered for this, organisations must complete an application telling us about what they do, what music means to them and why they would benefit from the program.

We plan to start a charity venture, with the aim of offering free music education and instruments to underprivileged children and adults.

We also want to encourage more sustainable practices and increase overall accessibility to musical instruments by starting a rental/donation/exchange service whereby people can donate or trade instruments they don't use and learners who aren't sure if they want to commit to an instrument just yet can rent one to test it out first.





GROWTH & DEVELOPMENT

After a successful launch, Ostinato will continue to grow and develop not only in terms of functionality, but also in our relationship with our users. There will be continual updates and in app events to keep users engaged.

We will also be working on developing and releasing a desktop version of the app as well as AR integration and we will continue to build our brand presence in all the ways previously addressed.

We will showcase our growth and development in annual conferences which will be live streamed on our youtube channel.



THANK YOU