

The Eras Tour: New Product Assignment

Objective: In this project, you will design and market a new product that will be sold in Toronto during Taylor Swift's *Eras Tour*. Your goal is to create a product that resonates with Swift's diverse fanbase, known as "Swifties," while capturing the essence of the *Eras Tour*. This will challenge you to think creatively about consumer trends, music culture, and the power of fandom in shaping product success.

Instructions

1. Understand the *Eras Tour* and Taylor Swift's Brand

Before you start creating your product, it's important to understand the context of the *Eras Tour* and Taylor Swift's career. The *Eras Tour* celebrates the different musical "eras" of Taylor Swift's career, each with its unique sound, style, and fan experience. These eras include:

- **Fearless Era** (Country-pop, youthful)
- **1989 Era** (Synth-pop, bright and bold)
- **Reputation Era** (Dark, edgy, rebellious)
- **Lover Era** (Romantic, pastel, dreamy)
- **Midnights Era** (Introspective, moody, dreamy)

Research her music and aesthetic: Each album has distinct visuals, themes, and messages.

Understanding these will help you design a product that connects with the fans and the essence of Taylor's work.

2. Create Your Product Concept

Now, it's time to design a product that aligns with Taylor Swift's *Eras Tour*. Your product could fall into several categories, such as:

- **Merchandise:** Apparel, accessories, posters, or concert souvenirs.
- **Beauty or Lifestyle Products:** Perfumes, makeup, candles, or journals.
- **Food and Beverages:** Special edition drinks or snacks.
- **Tech or Memorabilia:** Phone accessories, digital downloads, or limited-edition music releases.

Steps to Create Your Product:

- **Define the Product Type:** Decide whether your product is physical (like a T-shirt) or experiential (like a unique app or service).
- **Incorporate *Eras Tour* Themes:** Think about how you can tie the product to the *Eras* themes (e.g., pastels for *Lover*, bold graphics for *1989*, dark elegance for *Reputation*).
- **Consider the Event Setting:** Since this product will be sold during the *Eras Tour* in Toronto, think about the event atmosphere—large crowds, excitement, nostalgia, and fandom culture.

Examples of Products:

- A line of **limited-edition concert T-shirts** that incorporate designs inspired by different *Eras* (each shirt representing one of Taylor’s musical periods).
- **Customized journals or diaries** with prompts for fans to write their own “Eras” of life or keep track of concert memories, designed to reflect Taylor’s introspective *Red* and *Folklore* eras.

3. Plan Your Marketing Strategy

Once you’ve created your product, it’s time to think about how you’ll market it to the fans attending the *Eras Tour* in Toronto. Consider the following:

- A) **Branding and Packaging:** Design the product packaging to appeal to Swifties. Use colors, fonts, and imagery that reflect the *Eras* themes. Think about how your product’s aesthetic matches Taylor Swift’s visual identity.

Example: A product inspired by the *Reputation* era might feature sleek, black packaging with silver accents or snake motifs (a reference to her *Reputation* album). A product for the *Lover* era might use soft pinks, pastel colors, and heart-shaped designs.

- B) **Social Media Campaign:** Swifties are highly active on social media platforms like Instagram, TikTok, and Twitter. Create a campaign that encourages fans to share their experiences with your product using hashtags or by creating TikTok challenges. Include influencers or fan pages in your promotional efforts.
- C) **Target Market:** Who are you marketing your product towards? Be specific.

Things to include in your Presentation:

This can be in any format you prefer (PowerPoint, digital poster, or video presentation). Your presentation should cover:

- **Product Concept:** What is the product? How does it relate to Taylor Swift and the *Eras Tour*?
- **Branding & Packaging:** Share the product packaging that you designed. Explain how your product and packaging relate to Taylor Swift and her tour.
- **Marketing Plan:** Share your social media campaign. This can be an Instagram post, a Tiktok, a Tweet, etc.
- **Target Market:** Who are you marketing your product towards? Be specific.