

# The Bespoke Music Strategy Consult

by Kollekt.fm

**Design goal:**  
 Capture and structure the process of the bespoke music strategy consult of Kollekt. Design a solution that helps Kollekt to document important steps in the process and supports the expert image of Kollekt as music strategy consultants while maintaining a personal interaction with the client.

## 1. Understand

### Week 1

To be able to set you up with the right music we first need to make sure that we understand you. We will make a design scope by exploring the following topics:

Customers, Employees, Atmospherics & store design, Brand identity, Brand strategy, Music history

Using the insights in these topics, a music proposition is constructed. This proposition is presented back during an official de-briefing moment. This de-briefing moment is a moment to check back with you if our understanding is correct. After alignment it will provide us with a starting point for the design of a music identity.

**Milestone:**  
Debrief

## 3. Workshop

### Week 3

In this joint listening session we will outline what falls within the boundaries of your brand. We record this by agreeing together on the tracks that fit your brand in the form of keytracks and by describing tracks that are on the edge of the extreme.

**Milestone:**  
Shared Music Vision

## 5. Curator Match

### Week 5

We use the shared music vision and music strategy to find a personal curator who fits your brand and make sure that he/she is introduced to you. Then we brief the curator using the music vision and strategy to update him/her on your music identity so that he/she can start curating your brand.

**Milestone:**  
Personal Curator

## 7. Maintenance

### Always

We offer you support whenever you need it. We make sure that our curators deliver you the amount of fresh songs on a monthly basis. We provide you with information about uptime and playlist development.

## 2. Make

### Week 2

We'll create a mix of styles and genres that we think, suit your brand and prepare a set of songs of which we think they will help us set boundaries in the workshop.

**Milestone:**  
Boundary Tracks for the workshop

## 4. Music Strategy

### Week 4

We translate our shared music vision into a detailed music identity and handing it over to you.

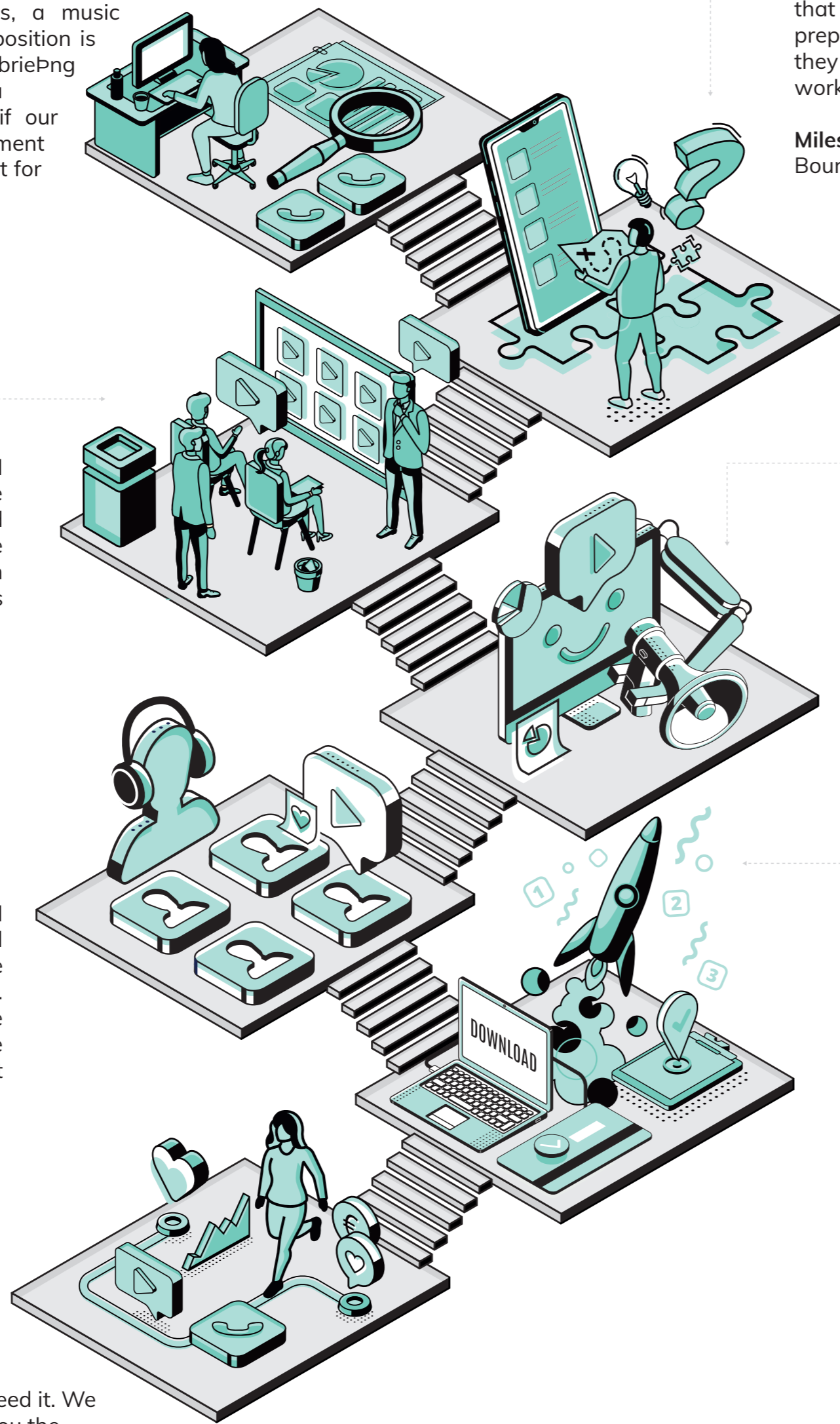
**Milestone:**  
Final Music Strategy

## 6. Implementation

### Week 6

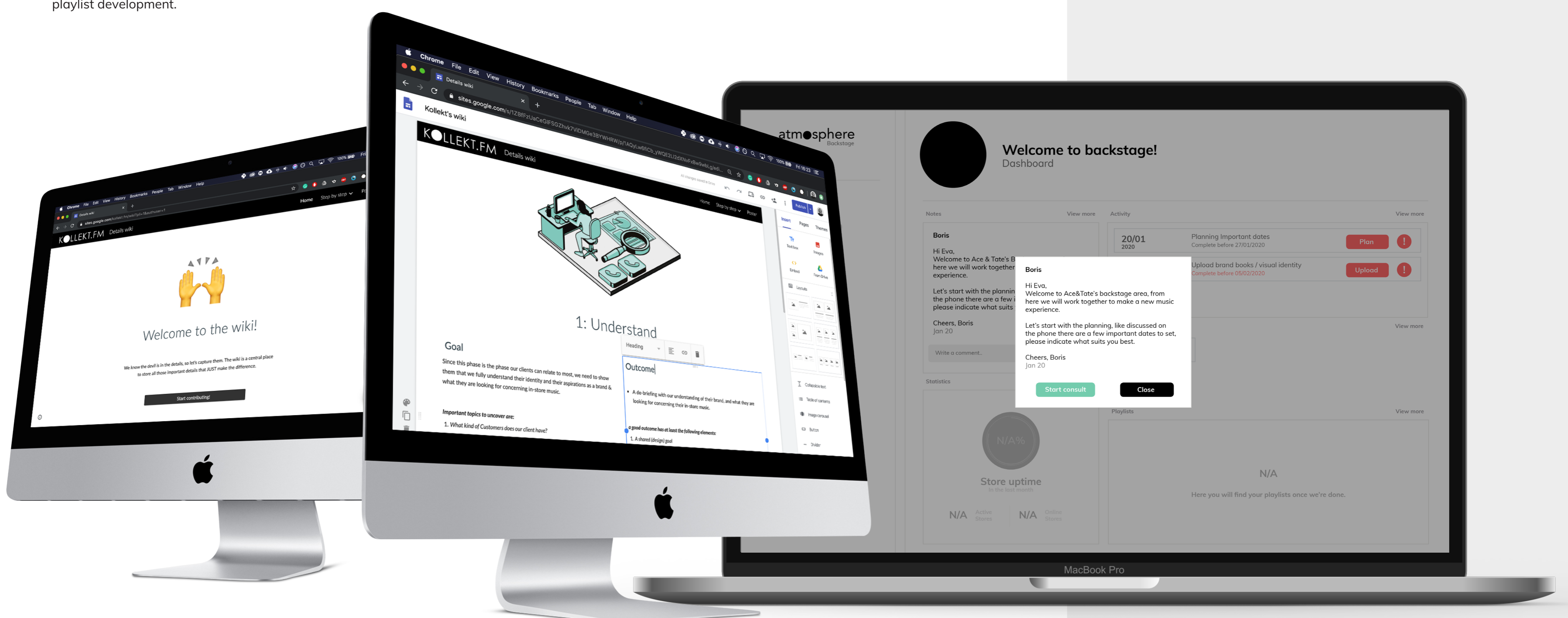
We make sure that the implementation step is as smooth as possible and provide support where it is needed. We help you to set up the application and provide you with account details. We make sure that you will start with a sufficient amount of songs to avoid repetition.

**Milestone:**  
Start new music experience!



# Summary

Kollekt, a provider of background music for businesses positions itself in the competition heavy market landscape as a bespoke music strategy provider. Their personal and totally customized approach is what differentiates them from their competitors and helps them to deliver satisfying results to their clients. However, this amount of detailed attention causes unstructured processes and inefficient ways of working. This project structured and analysed the specific steps in the bespoke music strategy consult and simplified them. Moreover, using in-depth interviews with clients, seven design guidelines for the consult were constructed. These design guidelines were used to design a new service proposition, based on the newly structured consult, to guide the client during the process. This new proposition is the first iteration towards a client focussed consult experience, increasing the perceived value of the consult, while reducing work pressure for the Kollekt team. The concept has been validated and delivered promising results for the future.



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 (The Devil is in the details: A new proposition for the bespoke music strategy consult of Kollekt.fm)  
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