

Current Media Analysis

2012's launch of Black Plastic was news celebrated around OTR; having an authentic vinyl collection amass a growing demographic of audiophiles has generated a sense of loyalty, prestige, and significance to the ever present music scene in Cincinnati. Currently the only two mediums to discover Black Plastic with are facebook (2,147 followers since 2012) and Yelp.

Consultation

Without a main "hub" countless music lovers are likely to struggle when learning about Black Plastic. Centralized and self-sustaining content could be generated and then used to reach out on new platforms (Twitter, Instagram, and even Google+). By using a hashtag on Instagram and incorporating it into the centralized hub allows consumers to participate, engaging in a sense of community and pride. Launching into the deep web of course raises concerns of how to build outside of word of mouth and instore information. Spontaneous Productions would recommend a two fold video production.

Strategy

A short documentary exploring and explaining how Black Plastic takes OTR's music community to new heights, along with a more light hearted 30 second -1 minute long "advert." Kickstarting all momentum on both a relatable and authentic side along with a social media blast video would be more than enough to carry on the Instagram content creation. With this influx of visual content, Black Plastic can share the experiences of their customers on a grand level without continuous production needs.

Media Content

#PlasticOTR:- A narrative focusing on the various characters enjoying and sharing various vinyl records. Character to character transition focuses on the spinning vinyl as seamless cuts allow for the appearance akin to teleportation. Showcasing not only the classic records but new stock along with the multitude of audiophilies allows for all demographics to be covered in a fun, entertaining, and engaging manner.

Let The Needle Drop: An exploration into the foundation, creation, and reception of Black Plastic in OTR. Focusing on both the supply of records along with live shows, Black Plastic's reputation and progress in Cincinnati's music community deserve to be told. This grounded, 2-3 minute documentary would take away traditional "talking heads" and instead use the audio of interviews to compliment the visuals promoting audiences to fall into the story of Black Plastic in a more organic and authentic manner.



