

Reflection Report

Artist Branding

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REFLECTION

Doing this research was a good experience for me. I can honestly say that I was a bit worried about doing this course. Besides the fact that doing research isn't my biggest hobby I wasn't looking forward to doing a 20 minute seminar in front of other people. This all turned out to be pretty fun and interesting in the end.

What went well?

I think what made this course into a success for me was the topic. Because I already did this course before I knew I had to choose a topic that I was really interested in. I decided to research something a bit more out of my own profession but still related to CMD. This helped with the motivation for this course.

I did not do interviews before in terms of research. This was a good choice because this is something you can only ask to people who really experienced it. They know what works and what doesn't. By asking an expert you will always get to know how things work in practice. I could also have done only literature/desk research but then I would probably have found all the obvious results and not any experience or creative input.

I wasn't looking forward to doing the presentation. Usually this isn't an issue for me but this time I had to do it in English and more than 20 minutes long. I made sure to practice the presentation a couple of times. This really helped me and I think the presentation went well.

What could I do better next time?

I found out that it wasn't easy to come up with a good and demarcated research question. I knew what I wanted to know but I found it difficult to formulate that in one research question. Next time I should take more time on this. I can also ask more other people on their opinion. For example other people from CMD or with the same profession.

I researched Jowners because he succeeded in gaining brand awareness in a short amount of time. But there are of course a lot more artists and ways to approach the way to the top. This could have been a pitfall. I could also have done shorter interviews with more different artists. Apart from that I did learn how Jowners did this and that was also very educational. Now I know the way Jowners did it to do it right.

After I attended the other presentations I realised that I could have been a bit more interactive with the crowd. A bit more interaction could have made the presentation more interesting. It brings a bit more variation.