

# Weezer – Africa and Beyond



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An analysis of Weezer's "Africa" and what it does for them. In terms of popularity, statistics, and how it will help for their newest single/album coming up.

Atlantic Records

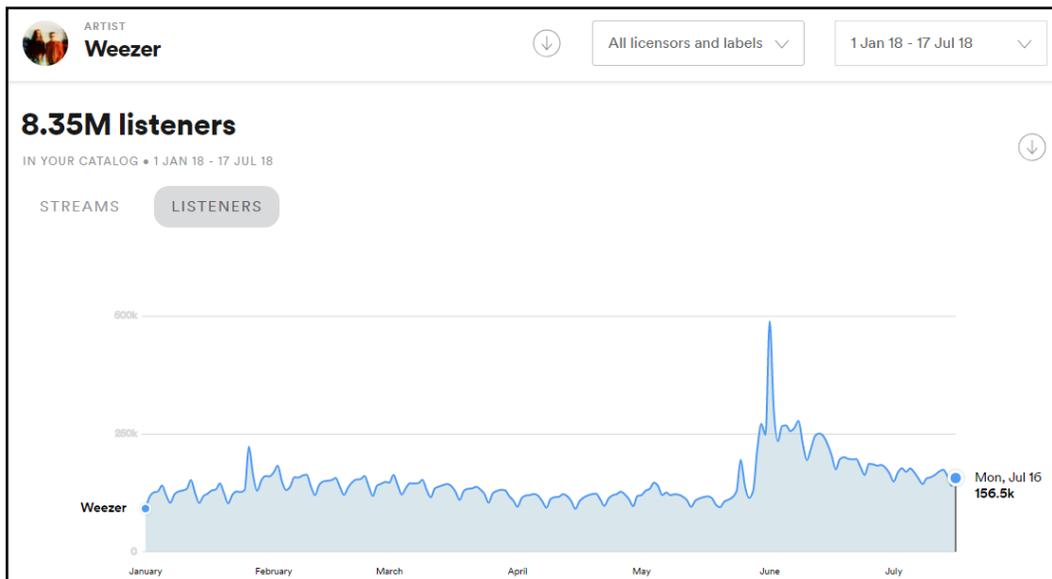
New York

Summer 2018

## I. Marketing Focus

### A. Using “Africa’s” surprising popularity as a way to get Weezer back into/keep them in the mainstream.

- a. Originally released as somewhat of a joke, it’s currently at 4.5 Million streams on Spotify; this became one of Weezer’s most popular releases in the band’s history. Average daily streams/listeners doubled when “Africa” dropped.



### B. The goal here is to use this unexpected spike in popularity to announce an album/single and possibly a tour.

- i. This popularity helped introduce Weezer to a younger/more nostalgic generation – on Shazam it was searched mostly by 18-34 year old males - due to people liking the idea of a “new” thing – Even though a song may be 30 years old, a teen or early 20’s adult now likes the song because of a “new” version by a currently relevant artist. Spotify breaks this down and the most new listeners over the past two years have been between 23-34, while ages 0-18 dropped by 5%.
- ii. This could be helpful in targeting audiences – Top 3 countries (Monthly Listeners via Spotify below) are USA, UK, and Canada – Top two regions in US are LA and New York

#	COUNTRY	LISTENERS
1	<b>United States</b>	1.45M
2	<b>Canada</b>	133.6k
3	<b>United Kingdom</b>	128.8k
4	<b>Germany</b>	68k
5	<b>Australia</b>	61.3k

Note – Since late October 2017, their most recent lead single “Happy Hour” has about 5.8 Million streams, comparatively so to “Africa” which has 4.5 million but these streams happened in just over one month. – Note from the band’s bassist – this is the first song from the band in 9 years to make it onto the Billboard Hot 100.

## **II. Why is it so popular? It’s just a cover**

### **A. “Africa” may possibly be one of the most popular covers to hit the globe in recent history.**

- a. Often, covers go unnoticed on an album by most listeners – they want to hear original content. – More so a hit or miss type deal. Some do great, some fail miserably. This depends on the fan base and quality/innovativeness brought to track. This is why cover songs are very interesting territory in any scene besides jazz. Jazz is known for tons and tons of versions of standards, and the best versions tend to float through and get to the top. While in the pop world it becomes much more debatable.
- i. The last time a cover hit number one on the Billboard Hot 100 (UK) was when David Bowie and Mick Jagger covered “Dancing in the Streets” (August 1985) by Martha and the Vandellas. Entered at #47 August 31, 1985, with consistent weekly movement breaks top 10 (#9) on week of October 5<sup>th</sup>. Remained in the top ten for 3 weeks, but was on the Hot 100 for 12.

## **B. Weezer listened to their fans**

- a. It happened because a fan kept on tweeting asking for them to do it (probably due to some memes). This alone will increase fan loyalty causing motivation for them to buy and/or stream new content.
- i. Even better, the band even teased their fans by first releasing a cover of Toto's "Rosanna", and then shortly after, they released "Africa" which immediately blew up.

## ***III. Digital Marketing – use the current momentum to keep pushing forward***

### **A. In continuing this momentum, there are a few ways to promote Weezer's upcoming release.**

#### **i. Social Media – Use known resources**

- a. Use of Social Media to really have the band interacting with fans, like hosting an AMA on Reddit.
- b. Use channels or pages that fit your demographic – Weezer is collaborating with the Instagram meme page @FuckJerry to help them create their newest music video – which hasn't been released yet.
- c. Web Shows like AudioTree Live (Great example: [The Main Squeeze](#)), and NPR's Tiny Desk Concerts ([Tom Misch is an up and coming British Artist and his Tiny Desk concert](#) made him blow up a bit in the USA, with about 1M views) also could be a great way to promote as well.

#### **ii. Current Social Media Standings:**

- a. While the band has about 3.4 million Facebook followers, the page isn't used to its full potential – they don't sponsor posts, don't post as a band often, etc...
- b. Rivers Cuomo has focused heavily on his personal accounts rather than the band accounts – taking away from possible gains in momentum or followers of the band.

#### **iii. Social Media Issues/drawbacks:**

- a. This type of media can keep the fans interested because there's fresh content coming in. There's not enough downtime for them to get bored of the most recent release (especially because it was one song). But can also get oversaturated quickly. Their current demographic and this whole generation gets bored very easily.

- b. Interestingly enough, while Pandora reports many increases in numbers of times the artist has been added as a station, their Facebook likes in one of their most important demographics are dwindling (M/F 18-24) – M/F 25-34 seems to be their heaviest demographic. This makes sense because most of these fans were teens in Weezer’s prime.
- c. What do they need to do to increase their social media presence and positivity amongst a younger generation?

**B. Using targeted Campaigns in our most popular regions/expanding reach internationally**

**i. Radio Play**

- a. USA, UK, Canada are the top 3 countries.
- b. According to airplay figures, the next largest radio markets are Australia, Denmark, and Austria – Focusing on expansion/marketing in these areas can improve sales for records and tours.
- c. They’ve received some radio play in these countries, but with the decent amount of radio spins – the track has a huge impact/audience. The track has reached over 800K people in Australia via airplay, over 500k in Denmark, and above 460K in Austria.

**ii. Streaming:**

- a. Spotify Indicates that besides the 3 main markets, most streams come from Australia, Germany and Brazil
- b. Highest Rate of popularity for Weezer since 2005’s “Beverly Hills” – use it to keep the younger generation interested. Keep their attention, it goes away FAST.

**iii. Solutions:**

- a. Focus on the regions where the song isn’t getting as much radio play (e.g. - Aus: Darwin, Victoria.) – Bring a few tour dates to the smaller markets to expand/create new markets.

**C. Creating and using content efficiently (also see publicity section)**

- i. Due to the digital nature of the world today it is much easier to consistently release content as an artist.

- ii. While a large and consistent amount of content is good, one doesn't want to overcompensate. This is good enough to keep listeners involved – too much content without quality can be detrimental.
- iii. For example, Kanye West recently released two albums on the same day – many people listened but felt the quality lacked from one, or that one completely overshadowed the other. This loses possible revenue, if there were two separate releases Kanye could have made more. People buy or listen to one thing at a time – and we're in a time where the average listener doesn't have the attention to listen a whole album, let alone two.

#### **D. Advertising**

- i. **Banner ads should be going towards the target demographic.**
  - a. Male 18-35 years old, use sites that they'll be on – Haven't noticed any Weezer ads ever, not even for a tour. Use of digital advertising will help increase the reach. I don't even see any sponsored social media posts to help them get through all of the other nonsense in one's newsfeed
  - b. Ultimate-guitar.com (World's most used guitar tablature website), and YouTube will work for banner type ads. This alone will heavily increase reach especially to those that don't actually know about the band. Recommendations are how most in this generation find new music.
  - c. Facebook, Twitter and Instagram are great places to sponsor a few posts, maybe one with a new clip or preview of the content – releasing first looks at the album cover for example – Social media is a powerful and very useful that should be used more.

#### **E. Publicity**

- i. Publicity tends to come naturally from many of the methods mentioned above, but there are other ways to get it as well.
- ii. Fortunately Weezer isn't known for poor or inappropriate behavior, having a good public relations stance helps their cause. Especially in a time where people are more socially conscious than they have been in the past.
- iii. Night time talk shows are great spots, Weezer could use SNL, the Tonight Show, or Kimmel right before release to have it hit many viewers that may become new fans after watching or hearing the band for the first time.

- iv. International variety shows that feature artists are a useful tool too. Later with Jools Holland in the UK is a perfect example, Jools showcases up and coming groups also while having already famous and well established performers in a wide variety of genres, but this reaches to the foreign market. Other Euro shows of a similar format that would work are The Graham Norton Show, or Live from Abbey Road.

## **F. Brand Partnerships**

### **i. Instrument Sponsors**

- a. On a smaller scale (more standard) Take advantage of the musicians endorsers, Ludwig Drums for example – Patrick Wilson plays their instruments exclusively. Use that for an exclusive interview or spotlight on the individual artist (not the whole band)– the companies like oblige because it gets them more attention and awareness as well

### **ii. Business Commissioned Music/Video:**

- a. A great sponsor for this could be Samsung. In recent years, Samsung has decided to have a different artist re-arrange and record their iconic theme “Over The Horizon”, usually choosing artists that were made popular by becoming viral on YouTube (most notably, [Dirty Loops](#) in 2016, and [Jacob Collier](#) in 2017). This sticks with Weezer’s current theme of social media popularity.
- b. The song release can be complemented with a performance at Samsung’s event space in NYC’s meat-packing district. Doing this will put Weezer as the standard ringtone for the next generation of Samsung users and customers. And the full version of the song comes pre-loaded on every phone.

### **iii. Tour Partners/Sponsors**

- a. SiriusXM would be a great partner in this; their alternative stations (Alt Nation, SiriusXMU) could stream the tour opener and/or closer for their listeners.
- b. [Nugs.net](#) could work as well, using these partnerships to reach as wide of an audience as possible, especially those that aren’t close to any tour stops/can’t get a ticket this time around. Even offering a paid stream, through some major dates on tour can bring in a whole new revenue stream for the group.

#### **IV. Touring and Increasing Revenue**

##### **A. Co-headliners/Openers**

###### **i. 90's/Nostalgia vibe:**

- a. Weezer is currently touring with the Pixies, while they're both great, if they want to promote new content and moving forward more relevant artists need to be on tour with them. The Pixies are even older than Weezer, everybody in either of the bands is at least 40 years old, and they're starting become the newest generation of "classic" rock. (Other options, Cake, Smashing Pumpkins)

###### **ii. Headline w/ up and coming groups:**

- a. Take along one to two other smaller groups, depending on the region. More recently relevant bands could bring in more of a younger crowd – great choices could include Tame Impala, Fitz & the tantrums, or Smooth Ends, could be a very cool contrast choice to give the listeners an exciting and varied show.

###### **iii. Sticking with the internet/meme ideas:**

- a. The tour could be co-headlined with Toto. "Africa's" release sparked a bit of a bromance between the two bands. In response to Weezer covering their two biggest hits, Toto is choosing to release a cover of Weezer's "Hashpipe". This could be the perfect grounds for starting a tour.

##### **B. Choosing locations**

- i. Choose a few new locations that the group hasn't been, but keep the most popular markets. North America and Europe will bring in the biggest crowds. – Plan International festival dates!! Like Lollapalooza Paris, or Glastonbury in the UK along with dates in those newer/smaller markets like Austria or Denmark, new places will help make some new fans. Try the tour with a group from Europe so you draw in fans of the other artist, then they hear Weezer, then they go home and check out the band.
- ii. If it's a summer tour add a headlining show at a major US festival like Bonnaroo to increase exposure – for the most part, large music festivals are places where people tend to find out about a bunch music they haven't listened to before.

- iii. Possible Halloween shows – doing a musical costume usually goes over well with fans and keeps them loyal. (at the Greek maybe? Home shows are cool)

## V. Comparing similar acts

### A. Cake

- i. Cake has been around almost as long as Weezer has been, but their reach is still a much smaller audience. While being popular in the USA and Canada, they don't have much global reach past Mexico. I feel this is due to a lack of presence, They've been around over 20 years, but I've never heard them on the radio, while they stick true to their sound unfortunately it doesn't have the wide audience that Weezer does. (Could be a great opener)

### B. The Smashing Pumpkins

- i. They're probably equal to or bigger than Weezer at this point, with over 4M monthly listeners on Spotify, The Smashing Pumpkins, like Weezer have a devoted following worldwide and have managed to keep their relevance through the 20+ years. Their current Airplay audience during this period it at 15M people. (Would make a great co-headliner) Their popular international markets match somewhat, with tons of success in Germany, Australia, Austria, and Italy. This could make for a couple new markets with each group on a European tour.

### C. Pixies

- i. Although currently co-headlining with Weezer, the Pixies are a great example of how a band stays relevant 20 years later. The interesting thing here is that the demographic here is 35-44, while Weezer gets most of their audience from 18-34. They still got 2 million streams last week according to musicconnect.