

# ADVR1004 – Project 02

## Outline & Advertising Strategy Feedback

### The Challenge

An underrepresentation and underfunding of minority groups in the Canadian music industry, specifically in regard to Indigenous communities. The mission of this campaign is to raise awareness for the lack of diversity within the music industry and provide adequate resources and funding for Canadian artists.

### The Ask

SONG: A 4-step program that will put the campaign's mission into action. This would be achieved through social media promotions, donations and interactive networking.

### Opportunity

This campaign would be an opportunity for minority groups (Indigenous people, BIPOC, LGBTQ2, women & disability communities) to excel in the music industry and provide individuals with the tools to pursue their passions.

### Insight

Indigenous artists were ranked as having the lowest median annual income amongst other Canadian artists (\$16,600), with racialized groups ranked as the second lowest earning group (\$18,200). <https://hillstrategies.com/resource/demographic-diversity-of-artists-in-canada-in-2016/>

Indigenous artists account for only 3.1% of total Canadian artists, with racialized artists making up 15% of all Canadian artists.

### Partner Feedback:

I read over your document: it's really good, I love it! Very detailed but if you want to make the final project a song or something because it'll go perfect with your music theme.

### My Notes:

Instead of writing a song, I decided to include music throughout my final presentation that reflected the music I grew up with. I used Jazz music in the background of my video, as well as Creole and classical music.