

sonic boom records
case study

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Project Statement

Company:

Opened in 1997, Sonic Boom Records is a local record store with two locations in the Seattle area. They provide local and mainstream vinyl/cds, and also provide a venue for in-store performances with incoming artists. In addition with their stores, they provide online shopping and national shipping, ticket sales, and artists' merchandise. Described by The Stranger as an, "archetypal indie-rock shop" it was recently named by Rolling Stone as one of the 25 best record store in the U.S.A.

Problem:

Sonic Boom records, like most record stores, has a difficult time getting consumers to come into the store and actually buying a record, instead of paying for music online.

Opportunity:

The opportunity rises to create an advertising campaign for the Stranger to remind customers about the joy of buying physical music.

Solution:

Create an advertising campaign to remind customers about the experience of buying physical copies of the music itself. An iPhone application will help remind users about the new releases and in store shows to help attract the customer to the store.

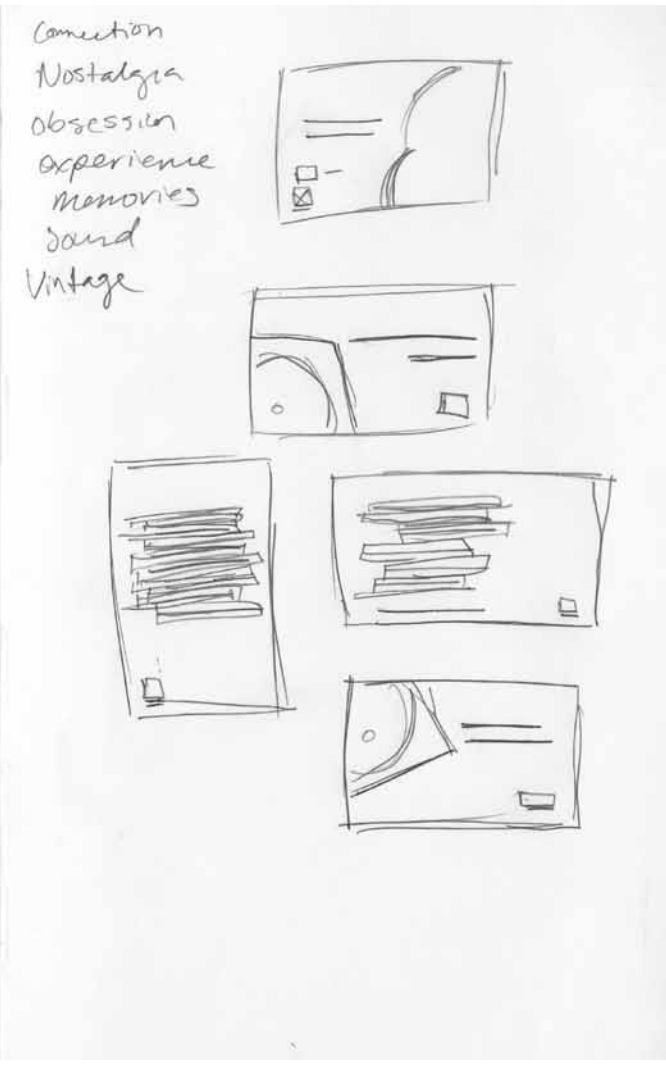
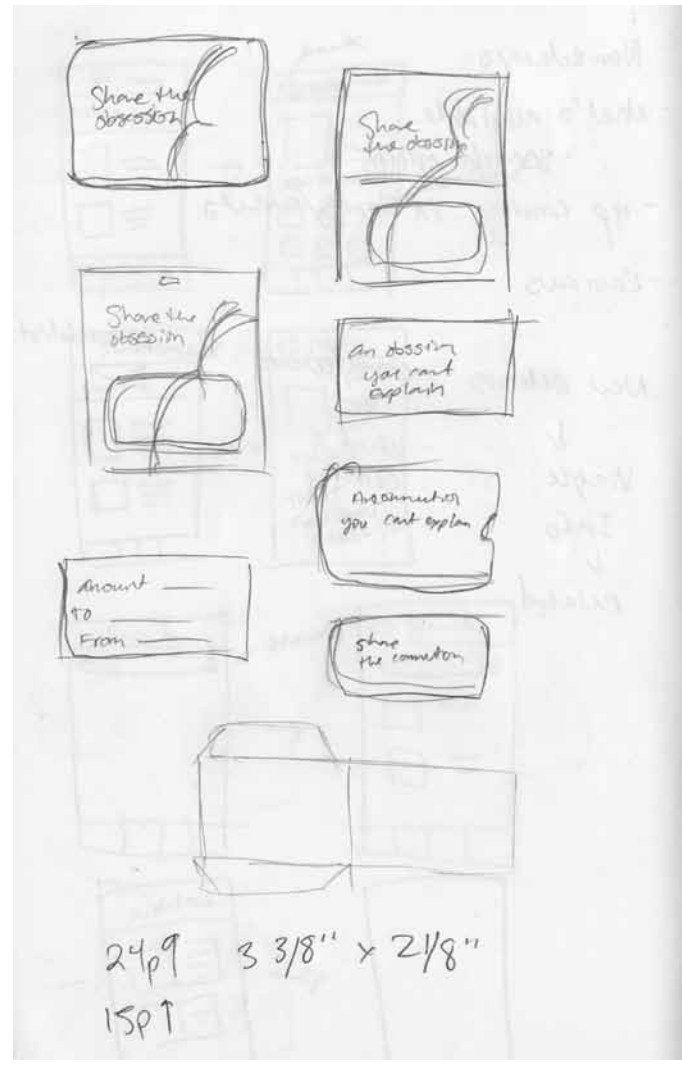
Inspiration



Inspiration



Sketches



Finals



*an experience
you can't explain*



see what's new in stores

SONIC BOOM

sonicboomrecords.com

Finals



*a connection
you can't explain*



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Finals



*an **obsession**
you can't explain*

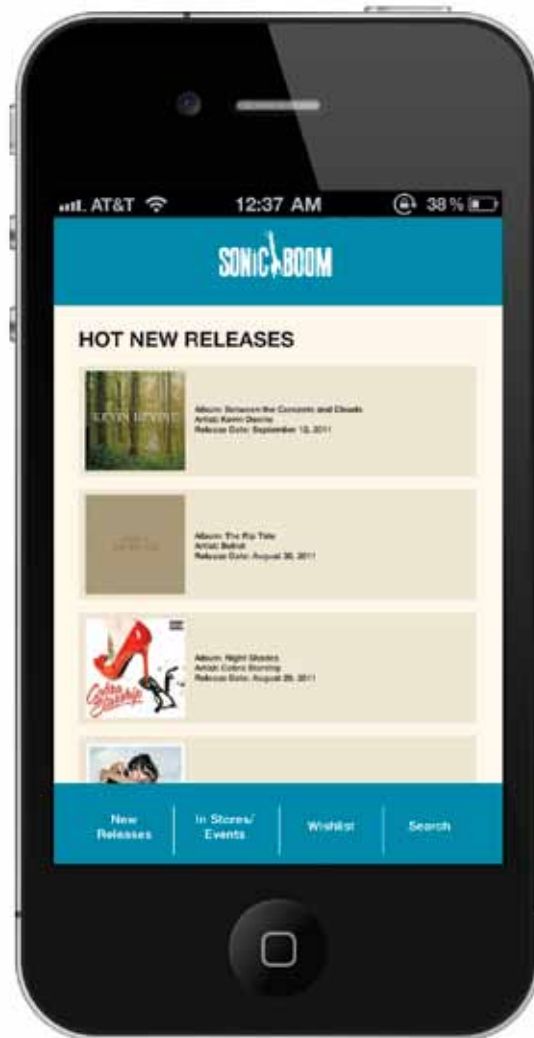


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