

INTERNET

Patrón connects aspiring musicians with industry experts via social media efforts

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By RACHEL LAMB

Premium tequila Patrón is giving three rising stars the chance to shine if they submit their acts to the XO Café Music Project where they can receive advice from industry experts and promotion, touring or recording packages.

[**Sign up now**](#)
Luxury Daily

Patrón is encouraging unsigned bands to sign up via its Facebook application, XO Music Café. Entries will be accepted through July 21.

“As a brand, Patrón XO Cafe supports music and musicians,” said Jennifer Long, brand director at [The Patrón Spirits Company](#), Las Vegas. “We’ve sponsored events at music festivals and increasingly we’re becoming entrenched in the music industry.

“So this initiative, and all the elements that go into it, was created to celebrate and actively help the music community,” she said. “It also allows us to engage consumers where they socialize.”

XOXO, Patrón

Aspiring musicians are encouraged to register with Bandcamp, the company that Patrón is

partnering with for this initiative.

So far, the [Patrón XO Cafe Facebook page](#) has attracted more than 80 bands and 6,385 fans, per Patrón.

Bands can choose their favorite track that they have recorded and write a 100-500-word story of why they think they should win the prizes. Each band member must be at least 21 years old to participate.



Patron XO Cafe Music Project rules and sign-up

The winners will receive tips from industry experts and an opportunity to perform at one of Patrón XO Noir music festival after parties.

The band will also win its choice of a prize package of promoting, recording or touring support to aid its success in the music industry.

The “On the Road” touring kit includes a prepaid gas and food card, hotel vouchers, a PA system, mixers and cables.

The “In the Spotlight” promotional kit includes stickers, business cards, posters, banners and a radio spot.

The “In the Studio” recording kit includes a mixing and mastering session, rehearsal and

studio time and CD copies.

facebook

SUBMIT YOUR ACT

— FOR A CHANCE TO WIN A REAL BUDGET —

WELCOME TO THE XO CAFE MUSIC PROJECT. PLEASE SUBMIT YOUR ACT BELOW FOR A CHANCE TO WIN A PROMOTING, RECORDING OR TOURING BUDGET. THE 3 WINNING BANDS CAN PICK WHAT PACKAGE THEY NEED IN ORDER TO SUCCEED; YOU WILL NEED A BANDCAMP ACCOUNT TO SIGN UP. ACTS THAT SIGN UP WILL ALSO RECEIVE INVALUABLE INFORMATION AND TIPS FROM INDUSTRY EXPERTS ABOUT BREAKING INTO MUSIC*

| "ON THE ROAD" TOURING KIT | "IN THE SPOTLIGHT" PROMOTIONAL KIT | "IN THE STUDIO" RECORDING KIT |
|--------------------------------------|--------------------------------------|--------------------------------------|
| APPROX. RETAIL VALUE: \$2,860 | APPROX. RETAIL VALUE: \$2,860 | APPROX. RETAIL VALUE: \$2,860 |
| Portable PA System | Merch Production | Rehearsal Space Time |
| Mixer Board & Accessories | Email List Management | Studio Recording Time |
| Gas & Hotel Budget | Promo Support | Mixing/Mastering Session |
| And More... | And More... | And More... |

* For detailed package descriptions, please see the official rules.
* No purchase necessary. Must be 21 to enter. Void where prohibited. SEE <http://www.patrontequila.com/xocafebands.html> FOR COMPLETE OFFICIAL RULES, OR FOLLOW THIS LINK. Contest begins at July 1, 2011 and ends on July 21, 2011. Sponsored by The Patrón Spirits Company, 6670 S. Valley View Blvd., Las Vegas, Nevada 89118.

ENTER YOUR **bandcamp** NAME HERE: [Not on Bandcamp? Create your free account here](#)

BANDCAMP.COM **VERIFY**

Package information

Patrón dipped into the underground band scene to understand which resources unsigned bands value most, per the brand.

The packages are valued at \$2,860 each.

A judging panel will select 100 semi-finalists based on creativity, musicianship and persuasiveness and appeal from their written portion.

Finally, the public will get involved July 25-August 19 and rate the bands.

The eight winning bands will move into the finals, where three will be selected to win the prize package of their choice. The winners will be announced in late August.

Blended interest

Many luxury spirit brands are connecting to consumers through music, possibly as a way to influence young consumers.

“The younger market can be a very powerful driver for a spirits company,” said Chris Ramey, president of **Affluent Insights**, Miami. “Often, it is the younger market that creates and drives buzz.”



Patrón XO Cafe Facebook page

For instance, Belvedere Vodka used pop sensation Lady Gaga and the launch of her new album, “Born This Way,” in a multichannel campaign using social media and events to intertwine the two fan bases ([see story](#)).

Other luxury brands, such as John Varvatos ([see story](#)) and Gilt City ([see story](#)), have been using music as a way to connect with consumers, most notably through social media.

Indeed, Patrón is marketing this initiative at various music festivals across the country, per Ms. Long.

“The most successful brands are those that create and maintain a real connection and dialogue between the brand and its consumers,” Ms. Long said. “That philosophy has always guided us at Patrón, which is why several years ago we created the interactive Patrón Social Club community.

“Our new Patrón XO Cafe Music Project is designed with the same goal in mind, to build a relevant connection with people who enjoy this spirit by tapping into their passions – in this case music,” she said.

However, young consumers are generally not a luxury brand’s target audience. Is social media an effective way to burgeon its fan base?

“The people that appreciate the up-and-coming-band-scene is a small niche,” Mr. Ramey said. “But the investment on Patrón’s part is small, too.

“It’s not clear to me that this is a luxury brand’s target audience,” he said. “But let’s not forget that there are differences between a luxury consumer and an affluent consumer.”

Nonetheless, the reason that Patrón is spending the bulk of its efforts in digital marketing is because of the nature of its audience, per Ms. Long.

“One of the unique elements of this program is that we truly did our homework to determine just what is most valuable and important to an emerging band in terms of prize packages,” Ms. Long said.

“Anyone can claim to support music, but it was crucial to us in designing the Patrón XO Cafe Music Project that we truly made it useful and relevant to musicians,” she said.

Final Take

Rachel Lamb, associate reporter on Luxury Daily

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