

Yamaha: Music Catalogue

Yamaha Music Australia is a leading provider of musical instruments. Yamaha's in-house creative team produced a holiday season catalogue to increase sales and make the most of the festive season.

Ampeg LINE 6
Steinberg pAise

YAMAHA MUSIC CATALOGUE 2020

PSR-E373 KEYBOARD \$379
Includes bonus HPH-50 headphones!

STEINBERG UR22C RECORDING PACK \$429
Includes Steinberg Cubase AI!

CSF1M COMPACT FOLK GUITAR \$599

YAMAHA KEYS & DIGITAL PIANOS

PSR-E373 KEYBOARD \$379
Versatile functions and expressive touch-sensitive keyboard action make the PSR-E373 the go-to instrument for beginning players. Includes **BONUS HPH-50 headphones** valued at RRP \$59.99.

P-45 PORTABLE DIGITAL PIANO \$749
88-note weighted and graded action with authentic piano sound. Optional L-85 wooden stand available, RRP \$159.99.

PSR-E273 KEYBOARD \$289
61-key, entry-level portable keyboard featuring a wide variety of sounds and functions. The PSR-E273 is an ideal first keyboard for aspiring musicians who are just starting out. Includes **BONUS HPH-50 headphones** valued at RRP \$59.99.

P-125 DIGITAL PIANO \$999
88 weighted keys, graded action, including on-board speakers. This is your personal piano. Optional L-125 wooden stand available, RRP \$159.99. Optional LP-11 three-pedal unit also available, RRP \$139.99.
Control all the functions of the P-125 intuitively with the Smart Pianist app. Available on the App Store and Google Play Store.

sale.au.yamaha.com

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Making music great!

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A catalogue to foster interest in musical instruments as a viable holiday season gift option

Objective:

The major objective of this catalogue was to build public interest in musical instruments as viable holiday season gift options. Yamaha also hoped to motivate customers within close geographical proximity to Yamaha stores to visit their local music store and drive in-store foot traffic.

Method:

The in-house team worked on the catalogue design, copywriting and production. It was designed to appeal to three key target audiences. 1- A

young beginner taking an interest in music for the first time, 2- A parent of a young beginner purchasing for the child either out of the child's interest or in an attempt to encourage interest, and 3- A partially established young musician aged 15-30 with basic musical ability. The catalogue was then distributed by IVE in a targeted, local to area distribution.

Results:

According to Yamaha, it was difficult to accurately measure the effectiveness of a campaign component like this. ●