

Hey!

DESTINY'S GRANDCHILD



Andrew Arbitell



Sarah Falchuk



Matt Carlstrom

URBAN OUTFITTERS

+

MUSIC

“*Vinyl is the real deal.*”

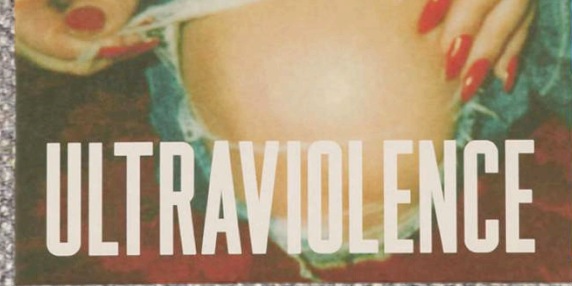
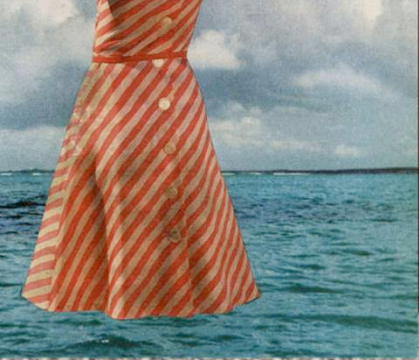
I'VE ALWAYS FELT LIKE, UNTIL YOU BUY THE VINYL RECORD, YOU DON'T

REALLY OWN THE ALBUM AND *It's not just me* OR A
LITTLE PET THING OR SOME KIND OF RETRO ROMANTIC THING FROM THE
PAST. IT IS STILL ALIVE. ”

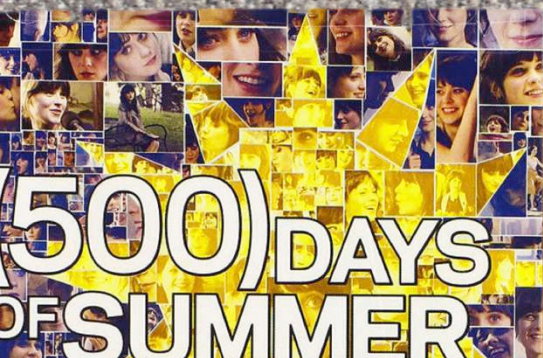
– JACK WHITE

*The White Stripes and
Lazaretto* available on Vinyl
at Urban Outfitters





The Challenge





So we got to work





Festival Headliners



SHOP VINYL

**FEATURED BRAND
AUDIOENGINE**

FEST BEST

Since 2008, vinyl sales have risen from two to **nine million annually.**

From 2013 to 2014, vinyl sales **rose by three million.**



2014 YTD TOP 10 SELLING VINYL ALBUMS



1
Lazaretto
JACK WHITE



2
AM
ARCTIC MONKEYS



3
Morning Phase
BECK



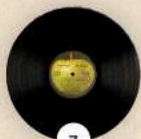
4
Turn Blue
THE BLACK KEYS



5
Born to Die
LANA DEL REY



6
Legend
BOB MARLEY &
THE WAILERS



7
Abbey Road
THE BEATLES



8
Pure Heroine
LORDE



9
Salad Days
MAC DEMARCO



10
St. Vincent
ST. VINCENT





Yung Mark Hoppus @DontMessWithATX · Sep 24

AND ITS ALL OVERPRICED RT @Rachelanthecity: **Urban Outfitters** Now The World's Biggest Seller Of **Vinyl Records** ift.tt/Y8SI03

← ↻ ★ 3 ⋮

[View summary](#)



* @city0nmyback · 4 Jan 2013

I'm literally having a moment over the fact that **Urban Outfitters** has Lana Del Rey and Azealia Banks **vinyl records**. I need them.....

← ↻ ★ ⋮



Shannon Mahoney @Icancountto10 · Nov 24

There needs to be a national retail chain that sells **vinyl records** that ISN'T regional and ISN'T **Urban Outfitters** (because they suck)

← ↻ ★ 1 ⋮



Les Green @CarFan_5801 · 3 Feb 2012

Urban Outfitters has portable turntables and **vinyl records**? #WhoKnew?

← ↻ 1 ★ ⋮



Baruch Herzfeld

April 6, 2014 · 🌐

I told the guy working in the vinyl records section of the new Williamsburg urban outfitters, and To a gaggle of japanese tourists, that my son will only listen to music on vinyl, and if we try playing him anything on MP3 he starts to cry.

They were impressed.

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[👍](#) 18 people like this.



We visited the store





“The quality of Urban Outfitter’s record players is low, if you’re the type of person who spends hundreds on record equipment.

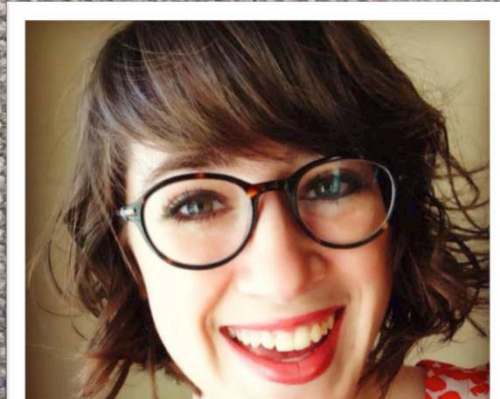
If you’re just starting out as a vinyl fan though, they’re great for that.”

– Walnut St. Urban Outfitters Associate





Then we asked the crowd



“Constructed”

“Trendy”

“Millennial”

“Hipster”

“Modern Twist”

Urban Outfitters is...

“Current”

“In the Crowd”

“Ordinary”

*The target is
(relatively) new
to the world of vinyl.*

Hello
my name is

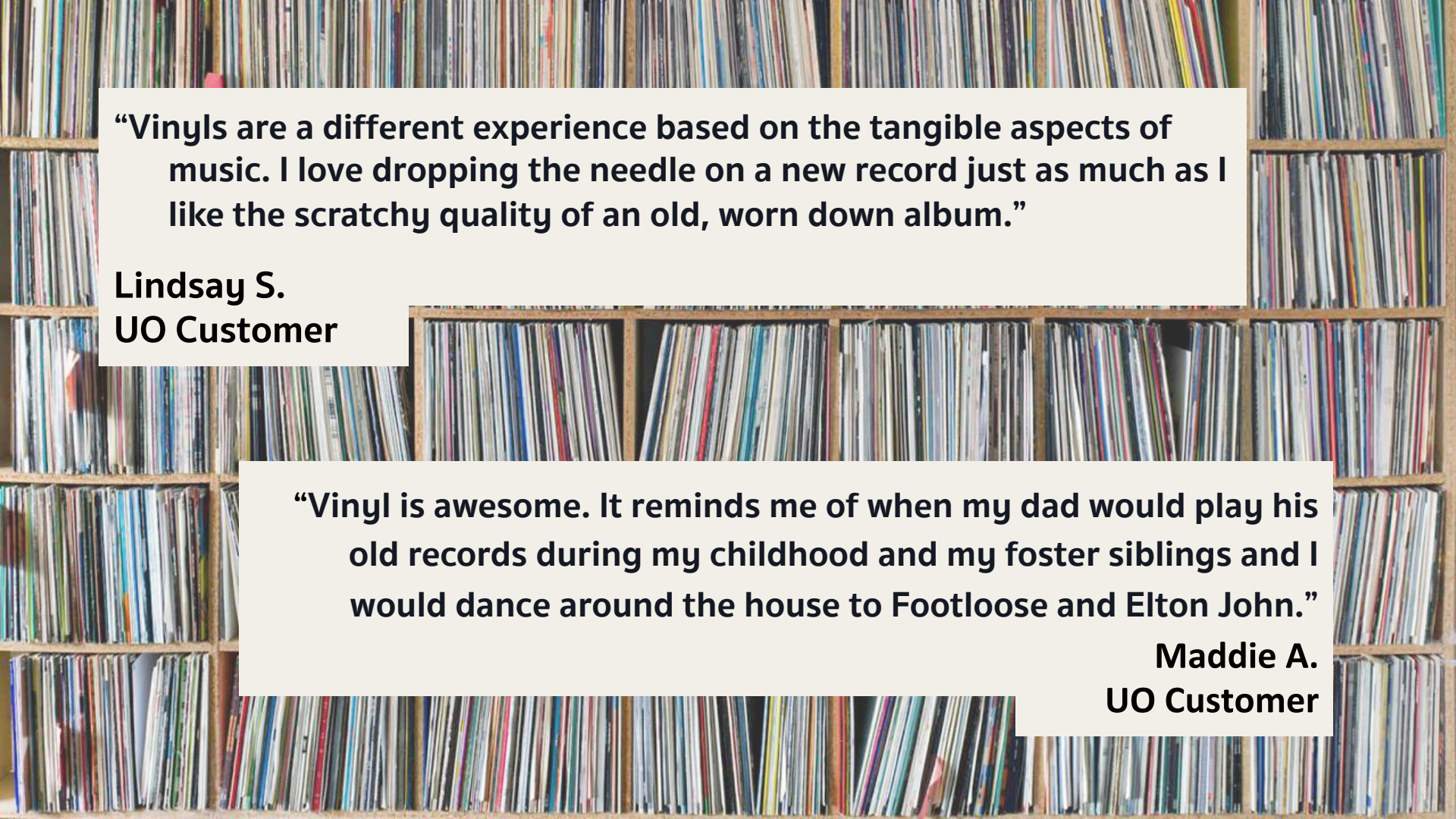
New vinyl lover

The target takes pride in showing off their music



*The target is drawn to the
physical experience of a record.*





“Vinyls are a different experience based on the tangible aspects of music. I love dropping the needle on a new record just as much as I like the scratchy quality of an old, worn down album.”

**Lindsay S.
UO Customer**

“Vinyl is awesome. It reminds me of when my dad would play his old records during my childhood and my foster siblings and I would dance around the house to Footloose and Elton John.”

**Maddie A.
UO Customer**

MEET THE TARGET

The music lover dancing around their room **as soon as the needle drops.**



The fan who **displays their favorite artist's records** throughout their apartment.



The beginning vinyl buyer who knows they're not an expert.



Strategy



Urban Outfitters is *the* non-intimidating & accessible place for **first-time vinyl buyers to build their collections.**

An inviting place for people excited to begin a vinyl collection, but may feel uncomfortable walking into a record store.

Knowledgeable

Accessible

Friendly

Expansive

Customized

Helpful for beginners

Inclusive

Non-intimidating

Thanks!