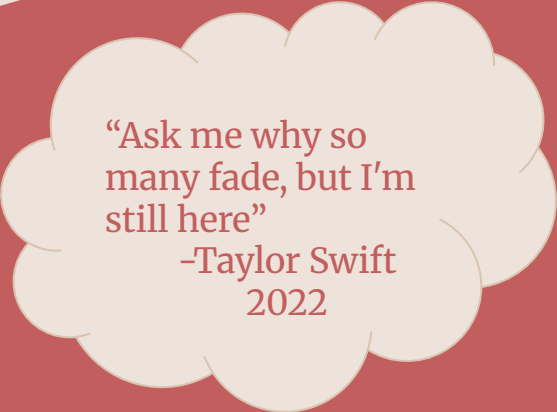


Build a Business Case

Taylor Swift
By The Swiftie Business group

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“Ask me why so
many fade, but I’m
still here”

-Taylor Swift
2022

Biography – ✨ Taylor Alison Swift ✨



- Born 13 Dec. 1989 - West Reading PA
 - Children's theatre
 - Phila 76'ers Game
- Early Inspiration -> Shania Twain and the Dixie Chicks,
- At 13, move to Hendersonville, Tennessee
- At 14, signed with Sony/ATV as a songwriter.
- Noticed by record executive Scott Borchetta
 - signed Swift to Big Machine label,
 - Released "Tim McGraw" (2006)

Her Big "Blow Up"

- Age 16, Swift's self-titled album,
 - Certified platinum in 2007,
- Album "Fearless"
 - a refined pop sensibility,
 - Opened number one on the Billboard 200
- 2010 Grammy Awards
 - Won all categories nominated for

Music industry impact

– Pop Culture

– New artists

– A generation of heart break?

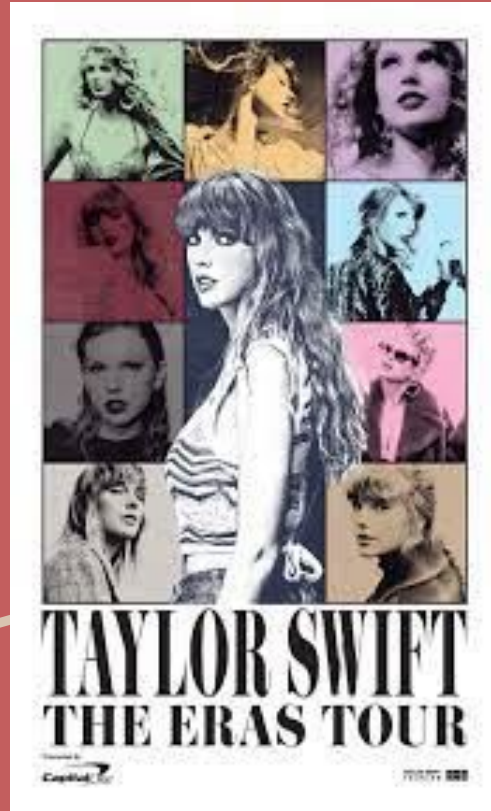
- Taylor's "Eras"
 - Hair, fashion, aesthetic, etc
- From Country to pop, to rap, to electronic ,to alternative, to folk,
- "Swift raised an entire generation of songwriters"
 - passion for songwriting.
 - experiences from her own personal life
- Inspired Artists
 - Olivia Rodrigo, Conan Gray, Phoebe Bridgers, Maisie Peters, Gracie Abrams, Troye Sivan, and Clario
- Connects with women, and teen audiences especially
 - Resonate with feelings of love and loss
- Huge advocate
 - artists' rights, speeches, protests

Revenue



- When it comes to women in the entertainment industry Taylor Swift trumps everyone else
- In 2022 Taylor brought in 92 million dollars. (CNBC)
- With the New album came ticket sales which is prompted to bring her even more revenue

Ticket Sales



Her current tour “Eras” is projected to generate \$591 million in ticket sales ([Forbes](#))

This is an extreme uptick of almost 71.3% from her last tours’ ticket sales. Swift’s “Reputation” stadium tour from 2018 made over \$345 million in ticket sales.

With all that being said Taylor has now surpassed Madonna’s’ lead as the female artist with the highest grossing tour in history. ([touring data](#))

Relevance

Billboard's Greatest Artists of all time based off success

BILLBOARD
125
YEARS

THE TOP ARTISTS OF ALL TIME

- | | |
|----|--------------------|
| 1 | THE BEATLES |
| 2 | THE ROLLING STONES |
| 3 | ELTON JOHN |
| 4 | MARIAH CAREY |
| 5 | MADONNA |
| 6 | BARBRA STREISAND |
| 7 | MICHAEL JACKSON |
| 8 | TAYLOR SWIFT |
| 9 | STEVIE WONDER |
| 10 | CHICAGO |

Awards

- Has won 560 awards
- Has broken 121 world records
 - 28 in 2022 alone
- First woman to win AOTY 3 times at the grammys
- Most VMA's, AMA's and BMA'S
- Songwriter of the decade by NSAI
- AOTD by AMA's
- Female AOTD by Billboard
- Introvator award by lheart Radio

Streaming + Sales

- Midnights was the only album to sell 1 million copies its first week since her 2017 album reputation
- Most streams in 24 hours
- 114 million album sales
- 10 albums charting on hot 200
 - 3rd most ever

Social Media

- 252 Million Followers on Instagram
- 17.7 million Tik Tok Followers
 - 162.7million likes on her tik toks
- 92.5 Million Twitter Followers

Talent

Business

- Owning all of her music
- Chooses her Eras
- Taylor has curated an relationship with fans
- In 2016 she took her music off of streaming until spotify agreed to pay artists more
- Works with close friends

Music

- Taylor Swift has written every single song of hers
 - Speak now was completely written
 - Has written over 50 songs all on her own
- Taylors song writing has been praised by legends
 - Paul McCartney and Billy Joel
- Inducted into the Songwriter Hall of Fame in 2010
- Wrote Folklore within 4 months during the pandemic
- Heavily involved in production of music
- Taylor plays 4 instruments

Directing

- Taylor has begun directing her own music videos
- Directed a short film for her 10 minute song All Too Well
 - Won Grammy for best music video
- Writing and directing a full length film

Taylor Swift can remain successful for a long time because she has self-sustainability as she does not rely on anyone for her success

Marketing



- Credited as “a business and marketing genius” by Fortune
- Constantly changing
 - New color pallets
 - New sound of music
 - Tour based on this phenomenon
 - Eras Tour
- Partnerships
 - UPS, NCAA, Papa Johns
- Have a purpose and positive impact
 - LGBTQ+ community
 - Donating to nashville record store during covid
- Interactive merchandise
 - Vinyls to form a clock, drive vinyl sales
- Listens to what her fans want from her
- Makes her fans work for her promotion
 - Easter eggs

Fan base



- Current demographic
 - 75% white
 - 48% male, 52% female
 - 50% millennials
 - Suburban
- 53% of U.S. adults identify as Taylor Swift fans
 - 16% 'avid fans'
 - 44% of avid fans call themselves 'Swifties'
 - 74% white, 13% black, 9% asian, 3% other
 - 45% millennials (27-42 years old), 23% baby boomers, 21% gen X, 11% gen Z (26 & under)
 - 55% democrat, 23% independent, 23% republicans
- Active followers
 - 3.5 million people registered for the pre-sale for her eras tour
 - Crashed Ticketmaster
- Feel seen by Taylor
 - Merch
 - Clues just for them
- Success is because of the fans

Health



Did she have health struggles and face hardships?

- She was faced with an ordeal of an eating disorder
- The disorder occurs when there is a false perception of themselves to assume a different body image or weight

What can we learn from her journey to good health?

- The public criticism celebrities receive can affect them and even create problems that common people struggle with
- Having fame and fortune does not always mean perfection.

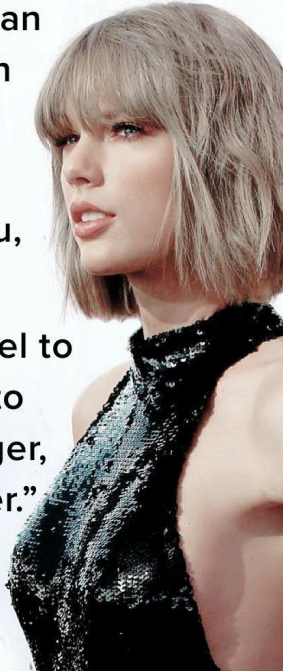
How did she overcome her health issues?

- Created a life of balance and followed a healthy routine for diet and exercise
- Exercise included running (while listening to her music) and weights.
- She followed a healthy diet during the week and ate fun foods on the weekends
- Mentally she avoids all negative inner thoughts and if she is down in any way she will write a song about her feelings to lift herself back up

Management

“There are two ways you can get through pain. You can let it destroy you, or you can use it as fuel to drive you: to dream bigger, work harder.”

- Taylor Swift



- She connected with her fans regularly which created a global presence and community
- Her tours were extremely successful, made the highest income, and created a brand
- Her music is everywhere and is focused on making it better and better
- Her music appeals to everyone and she is very passionate and confident
- She stays unique in her music style and creations as creativity is key factor for her
- She has a unique music style as creativity is key factor for her.

Diversity/Versatility



Her versatility as a musician is her number one

Swift has a diverse range of musical styles

- Country,
- Pop
- rock.
- Experimental genres
 - Ex; alternative music

Diversity » appeal to a wide range of audiences & maintain her relevance

Explored different revenue streams, such as collaborations with brands and merchandise sales

- Growth into larger markets

She has successfully navigated the challenges of the music industry,

- Streaming services, piracy
- Created innovative marketing strategies.

Taylor Swift's diversity and versatility as a musician + talent and business acumen = the best possible long-term future in the music industry.

Conclusion



Taylor will have the best long-term future

Several factors:

- Versatility as a musician
- Her talent as a songwriter/ performer
- Strong business acumen
- Marketing skills

Swift's ability to maintain her relevance » allowed her to explore different revenue streams and collaborate with brands

- Cementing her as a key player in the industry.

She has connected with fans to establish a loyal fan base

- Spans multiple generations » **Continued Success**

Swift's massive fan base, numerous awards, and collaborations with major brands make her an ideal candidate for a prosperous music and business career.

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