

**b f v** 

**baby's first vinyl**

**levi gaidos**



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# introduction



**create a brand that collaborates with big artists for a special, once-a-year release of an exclusive vinyl album with a custom, branded turntable within the packaging.**





# vinyl album sales grew for a 17th consecutive year in the U.S

billboard.com

## vinyl collecting has seen a resurgence in popularity over the last decade

there is a new wave of fan, one that strives to feel connected to the artist in more ways than what streaming has to offer vinyl offers listeners a “new” and exciting way to listen and connect with their favorite artists **but, it can be hard to collect vinyl** you need the record and a player, making the process of listening to music a two-step purchase with **bfv**, each vinyl album comes with the player ready to go in the back of the album packaging, making this process one easy step





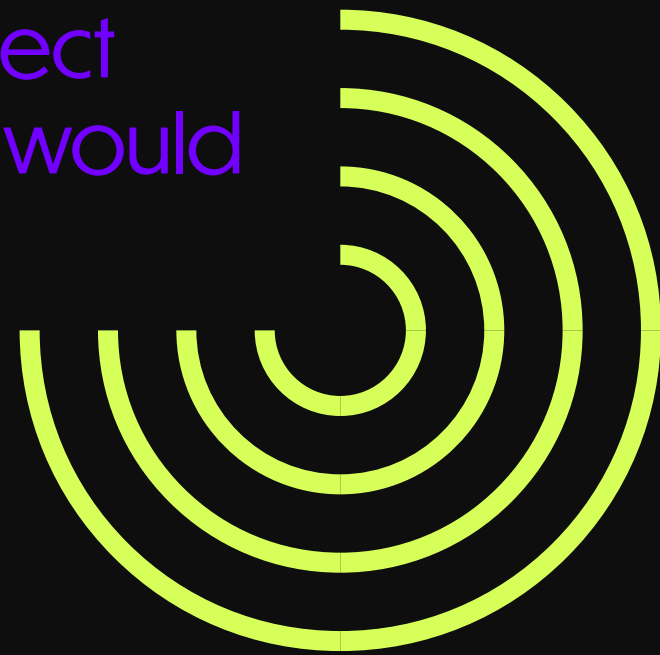
research



when asked in a survey, exactly 50% of people said they either collect vinyl or buy vinyl for fun

21 people out of 50 said they bought a physical form of music (12 said vinyl) as their last music-related purchase

after explaining what the project was, 74% of people said they would purchase the vinyl



**I don't have a vinyl player, but I would still buy it if it was signed or if the design was super exclusive/cool**



# packaging



in order to develop the proper packaging template for the bfv boxset, I researched different album packaging on the market, especially k-pop albums as they has some of the most creative solutions in the music industry.

I chose to model the packaging off of the "Butter" album by BTS, a square album with a spine logo design, magnetic closing flap, and ample space for inclusions.



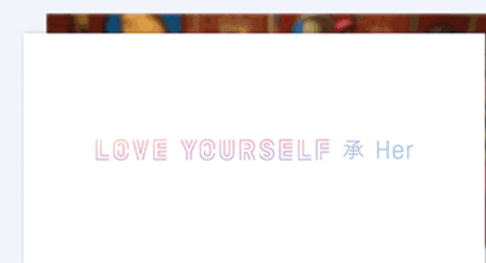
Vinyl  
12" | 180g | 1LP



Lyric Poster  
W 620mm x H 310mm | 1ea



Poster  
W 620mm x H 310mm | 1ea



Sticker  
R 80mm | 1ea



Bookmark  
W 35mm x H 130mm | 1ea



Photocard  
W 54mm x H 86mm | 7ea



# INDIGO / RM

10 Blues Included



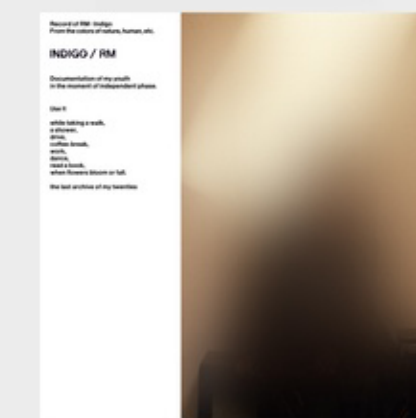
INDIGO

/ RM

Outer Box, Vinyl



Premium Board  
3ea | 298x298(mm)



Booklet  
1ea | 20pages | 298x298(mm)



Folded Lyric Paper  
1ea | 6pages | 298x298(mm)



Instant Photo  
1ea | 113x90(mm)



Photo Card  
1ea | 54x86(mm)



# history of k-pop



**1st Generation**  
1992-2002

birth of K-pop starting with Seo Taiji and the Boys

roots in hip-hop, introduces rap to Korea

first K-pop fan communities



**2nd Generation**  
2003-2012

we start seeing electronic music being used


the concepts that prevail in k-pop today start: photocards, lightsticks, "concepts"



**3rd Generation**  
2012-2019

k-pop goes international with the "hallyu wave", credited to BTS

we start seeing k-pop groups at award shows and on the charts



**4th Generation**  
2019-Present

k-pop goes mainstream, albums are sold in major stores, groups are headlining festivals

you no longer have to search for k-pop

# history of bts




**Debut**  
June 13, 2013

debuts "no more dream" and "we are bulletproof pt. 2"

"school trilogy" 2 cool 4 skool, o!rul8,2?, skool luv affair, dark & wild

introduced to army



**Youth Trilogy**  
2015-2016

the most beautiful moments in life pt.1, pt.2, and young forever

BTS starts to see some of their initial grand success with songs like "i need u", "save me", and "run", starting their popularity in the west



**Wings**  
2016-2017

the wings album, with songs like "blood, sweat, and tears" solidifies bts in the industry.


not just an album, creates the bts universe (a cinematic universe)



**Love Yourself**  
2017-2019

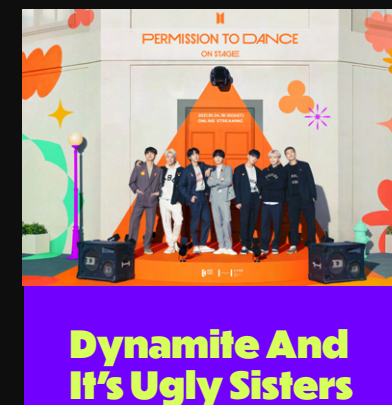
this album skyrocketed bts's popularity, especially in the west

we see their influence in not only in award shows, but politics



**MOTS: 7**  
2019-2020


MOTS: 7 brings about talk show appearances, a massive interative stadium tour, award show performances; BTS dominates the charts



**Dynamite And It's Ugly Sisters**  
2020-2022

BTS releases 3 english songs, Dynamite, Butter, and Permission to Dance

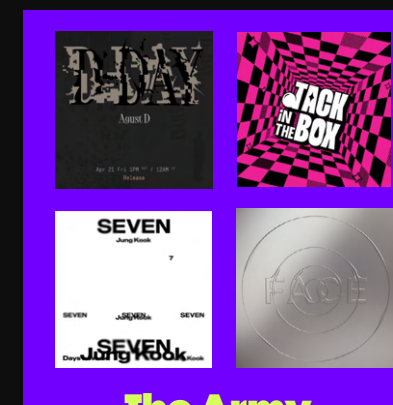
PTD tour in LA and LV create massive hype, the tour is shown in theaters



**PROOF**

An anthology album released to soften the blow of the hiatus announcement

The collectors edition cost \$300..... it sold out in 40 minutes.



**The Army**  
(the actual one this time)  
2019-Present

BTS announces their hiatus from group activities because they have to go to war

each member begins to release solo works and gain individual popularity



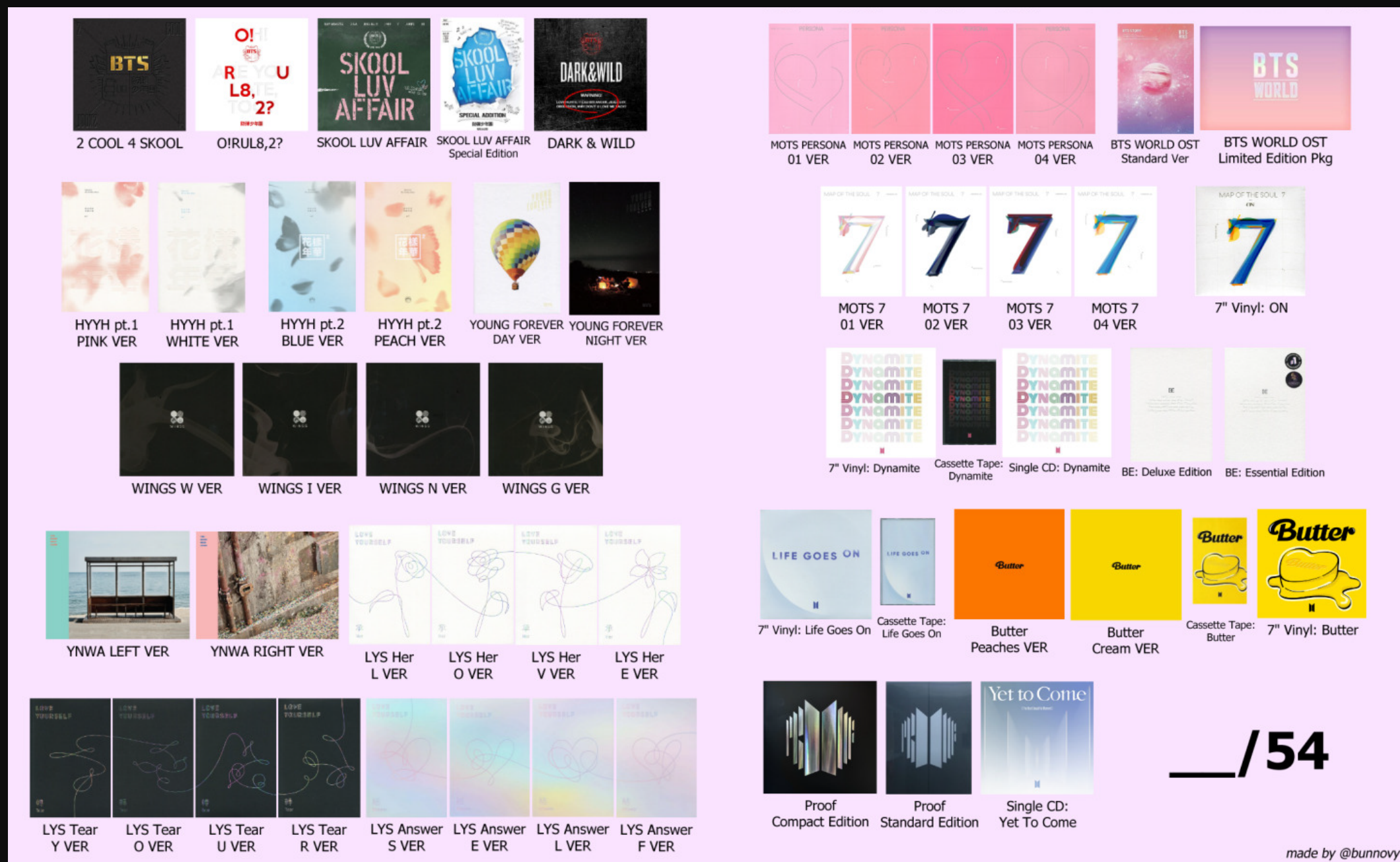
bts has a large discography with their designs often times being part of an anthology series. the concept of continuous design intrigued me, and I wanted to incorporate that style into "INTERSECT".

kim loves music

her friends love going to record stores and looking at albums, but she's doesn't have a record player

kim and her friends go to the record store on record store day and see a display for bfv's latest collab with bts

she wants to buy the album as she loves this group, but stops herself as she would need to buy a record player as well



tay is an avid record collector

he loves buying presses for artists (whether he knows them or not) because he find it a fun way to introduce himself to new music and support musicians

every year, tay tunes in to the bfv social media accounts to see what that years collab with be

this year is bts, and even though he doesn't know them that well, he loves collecting and makes plans to purchase the album

**persona**

parker is a bts stan and buys everything that the group releases, no matter what

they saw a leak on twitter that this years bfv collab is with bts, so they follow bfv on social media to catch all of the release content

since kpop artist do not usually release vinyl records, parker has no record player

parker likes to know that if they did want to play their new vinyl, they wouldn't have to purchase a record player

**persona**





applications

**cultural**

each album stays true to the culture of each artist and their fans through different elements of the packaging

**modern**

bfv takes a vintage form of analog music and breathes new life into it

**innovative**

bfv offers a new way to collect and listen to music

**exciting**

collecting a bfv album should be an exciting experience to open, use, and keep

**lively**

the branding and packaging of bfv should be bright and cool

# baby's first vinyl

"baby's first" is a phrase that refers to an object/event that is new to a person

"baby's first vinyl" refers to the main objective of my thesis in which people can be introduced to the niche of vinyl collecting by purchasing their first vinyl and turntable all in one boxset



**full mark**

used for promotional material like video, spreads, certain types of print material



**modified mark**

used when needed, not common but if the aspect ratio calls for it, can be used



**ultra simple mark**

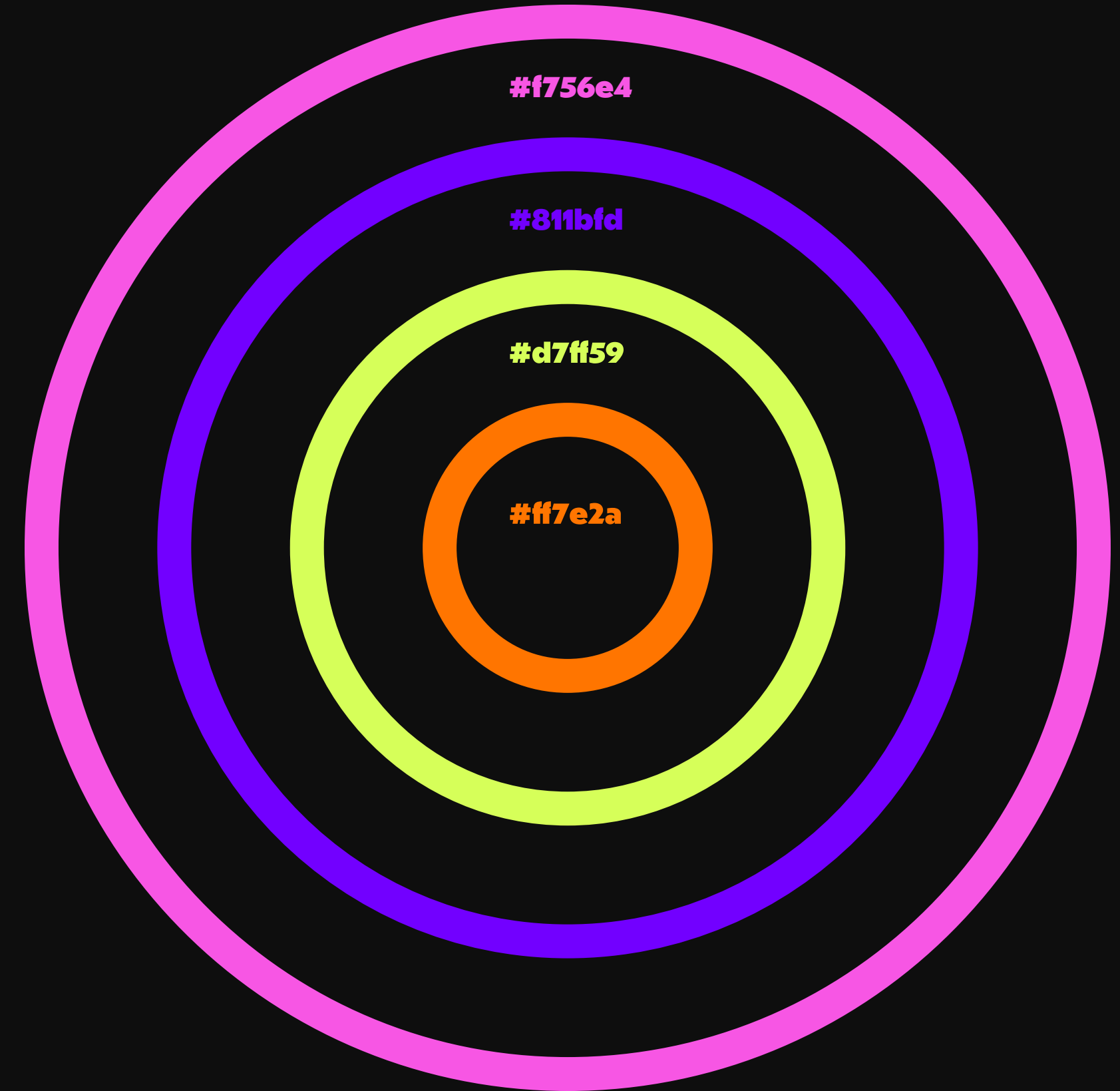
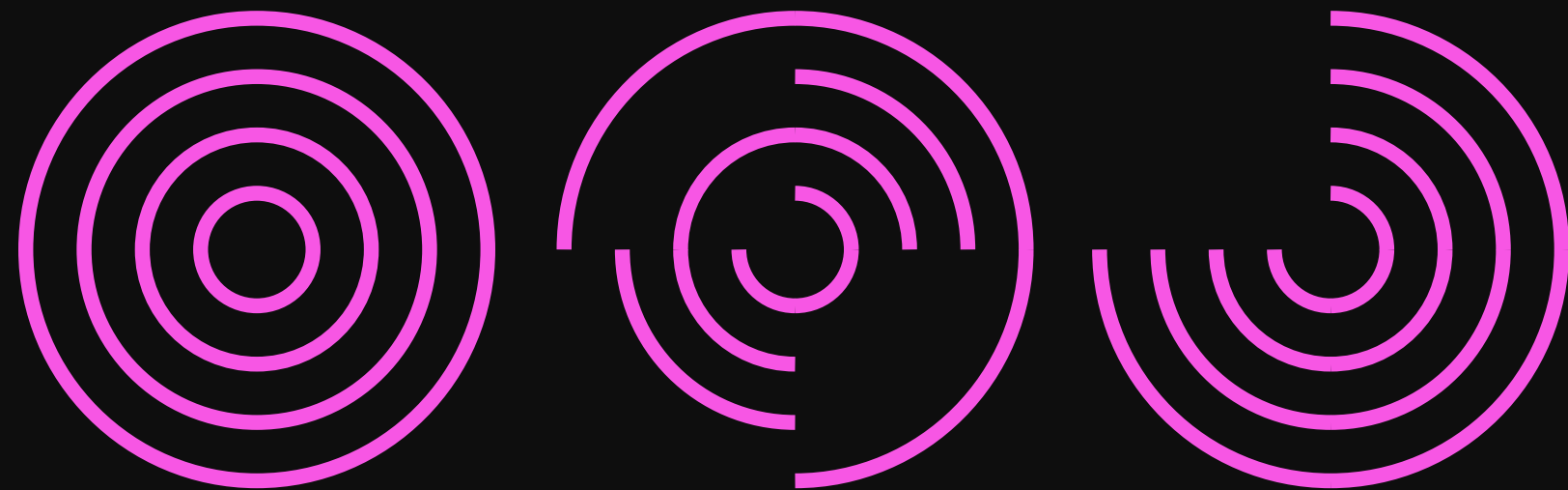
used for collab signatures (marketing materials, social media, albums)

type

**dunbar tall ultra**  
dunbar tall book

color palette

“ring” assets









coming to record store day

april 22

2023

bfv ×   
B T S



coming to record store day

april 25

2024


bfv ×   
RADIOHEAD



coming to record store day

april 28

2025

bfv ×   
TAYLOR  
SWIFT





**marketing campaign= countdown**









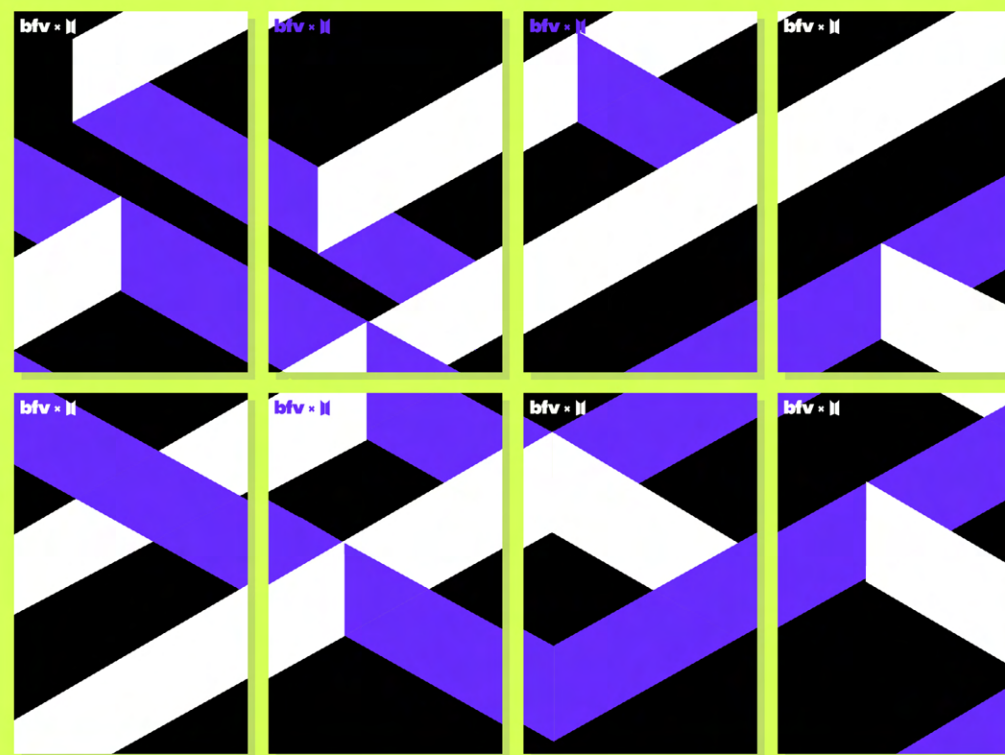
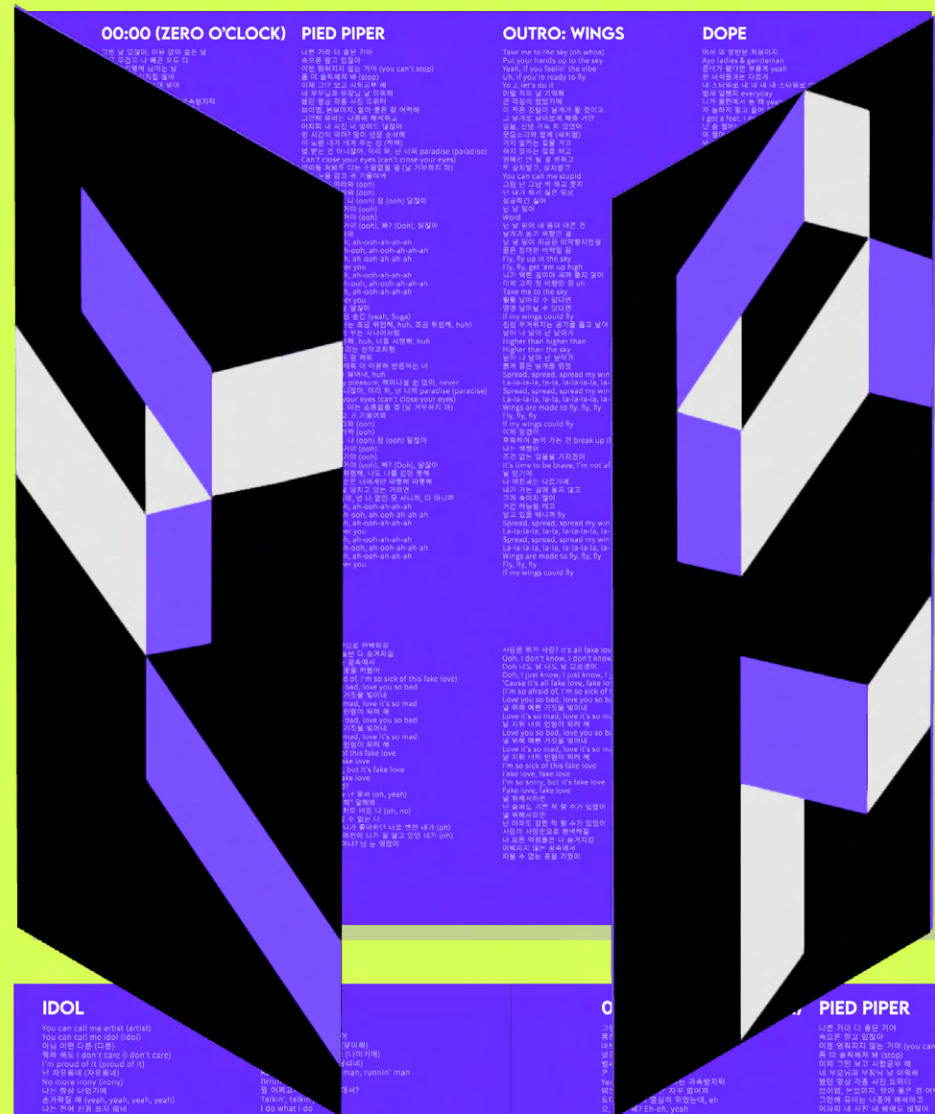
“INTERSECT” refers to the point at which ARMY and BTS meet and their lives intersect with each other for however long their time together ends up

the purple on the album is a nod to BTS’s color, violet purple but with a sharper, more mature edge

the black and white palette also include in the album is a nod to the studio +x and their rebrand of BTS, showing a darker, mature, fierce branding for BTS





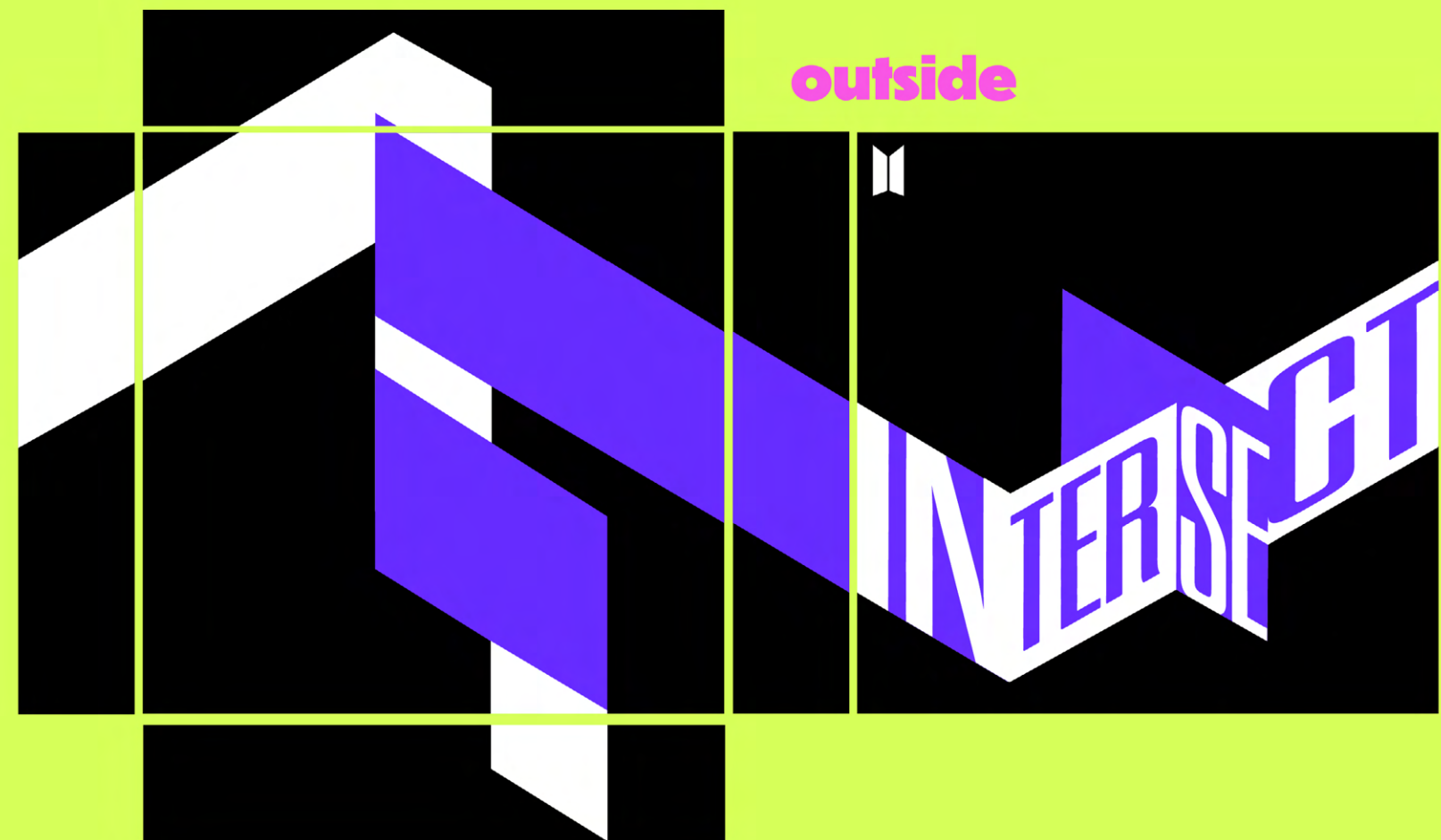


photocards

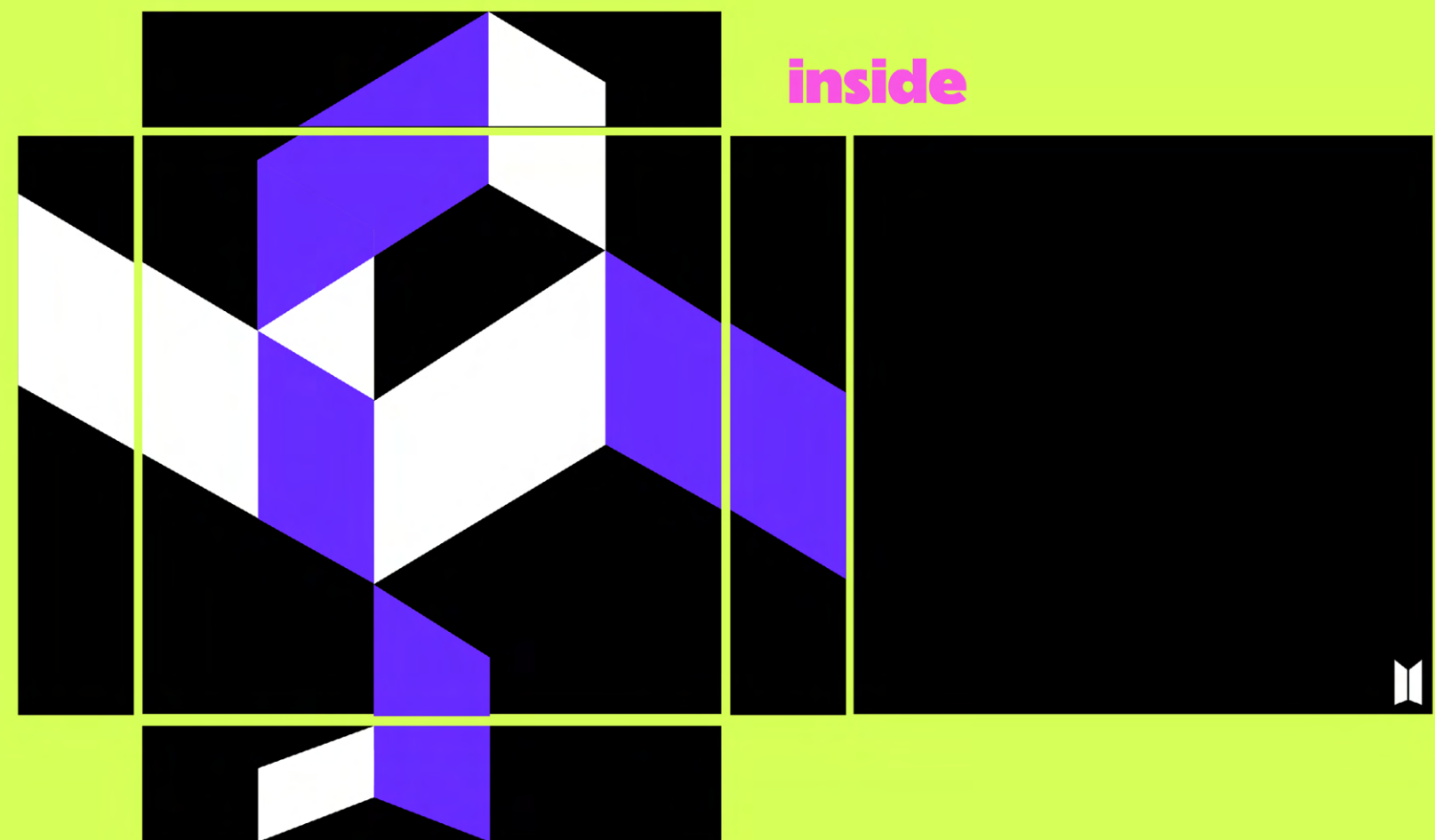


lyric booklet

outside

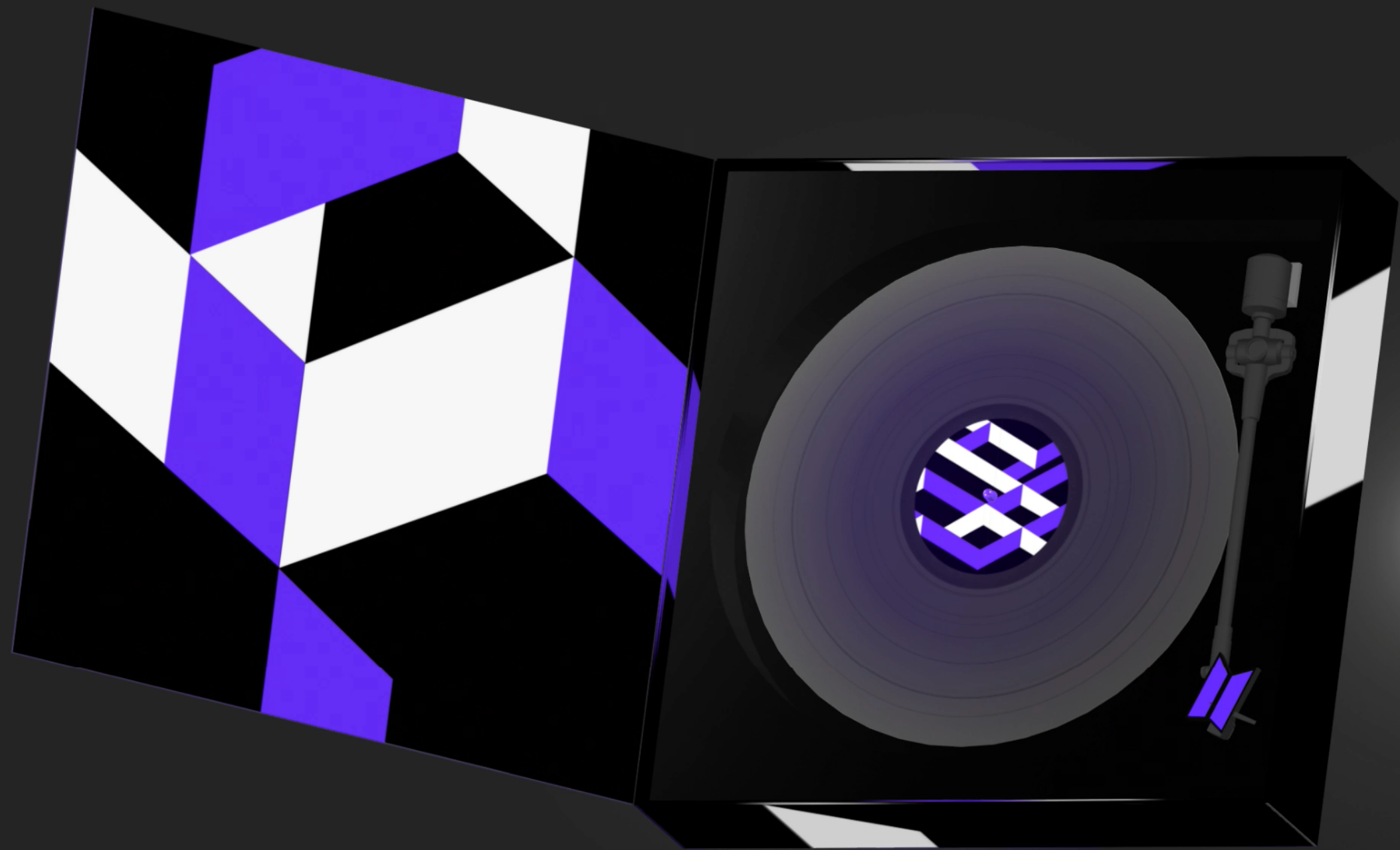


inside



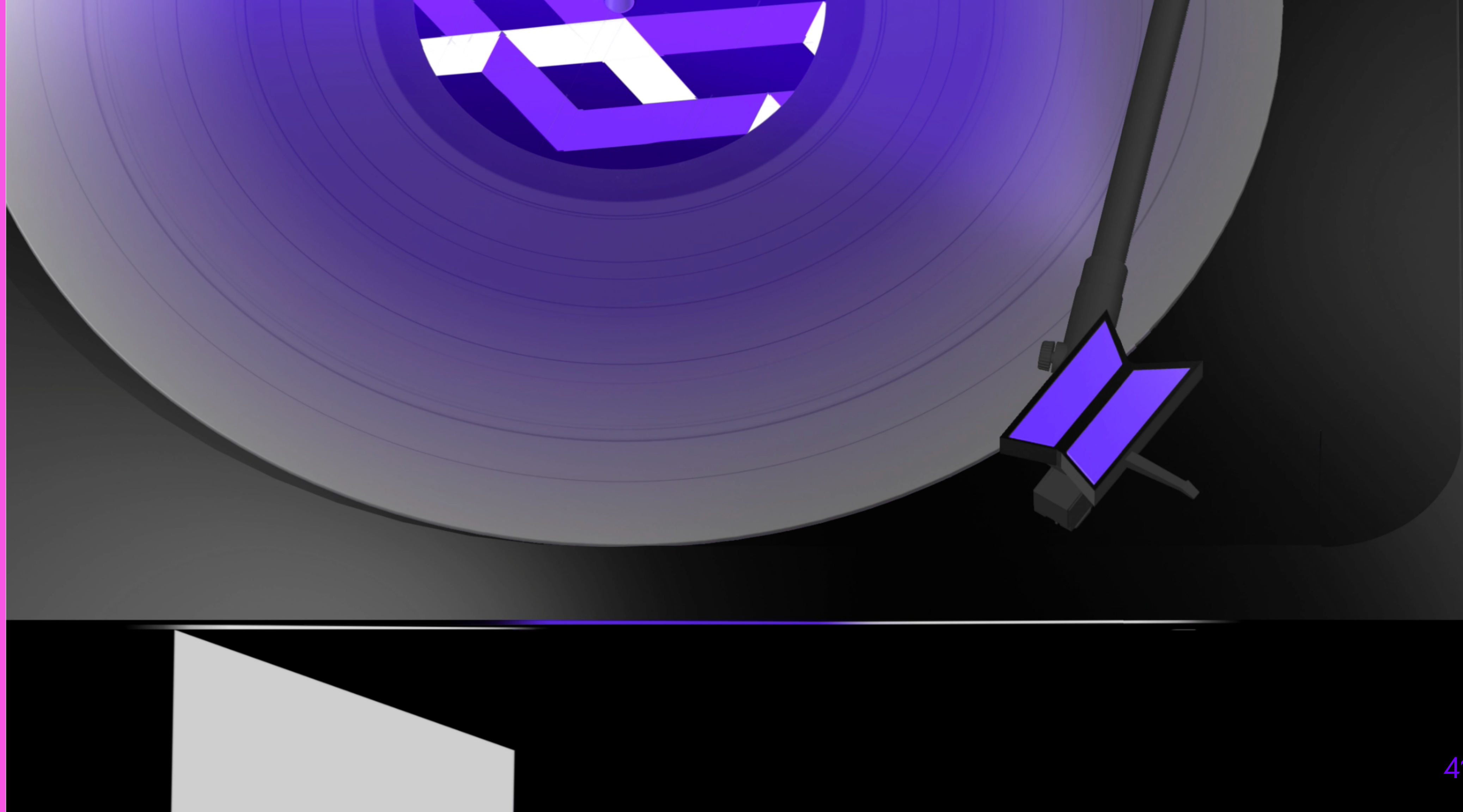


**3D model**





# needle and vinyl





# photocards

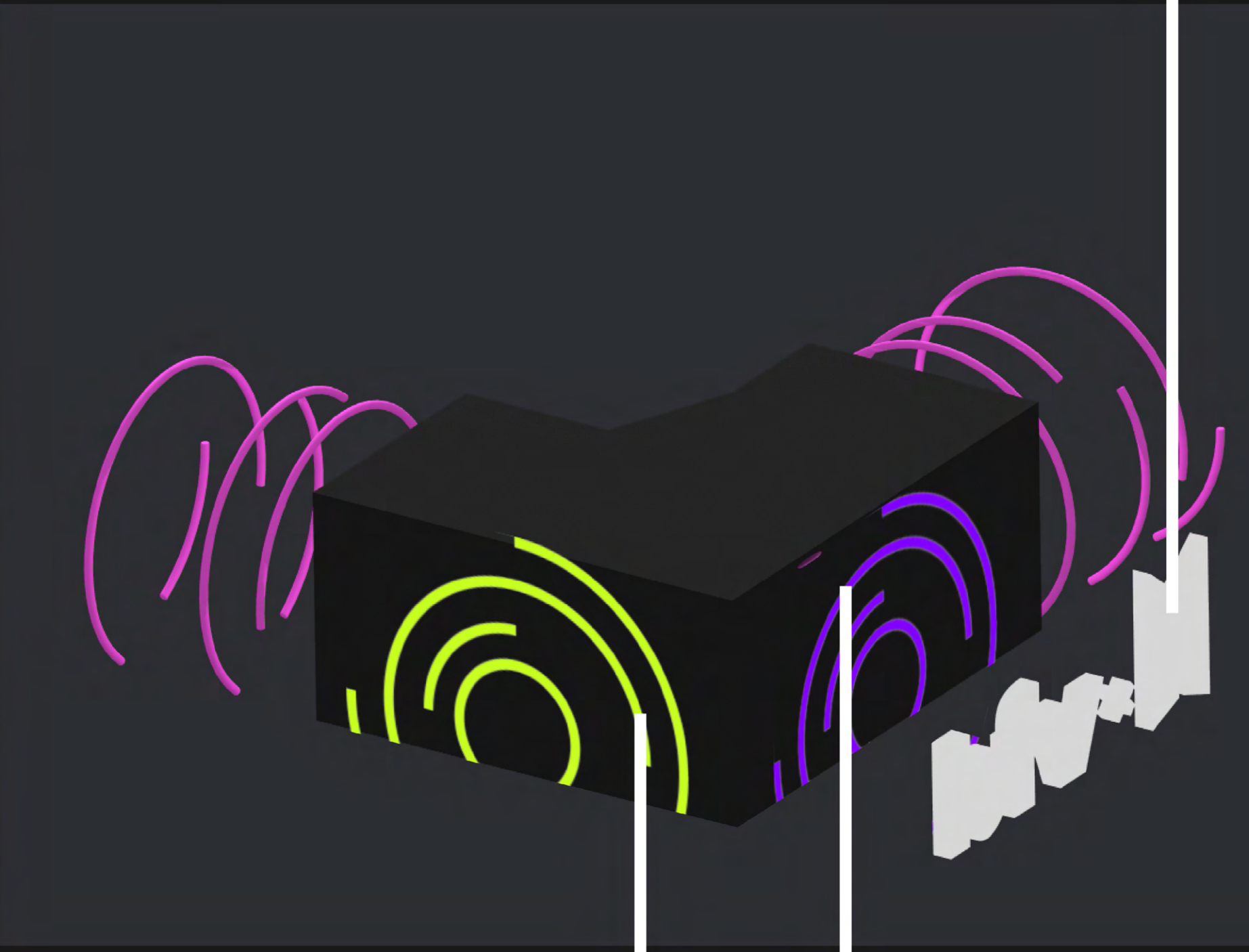
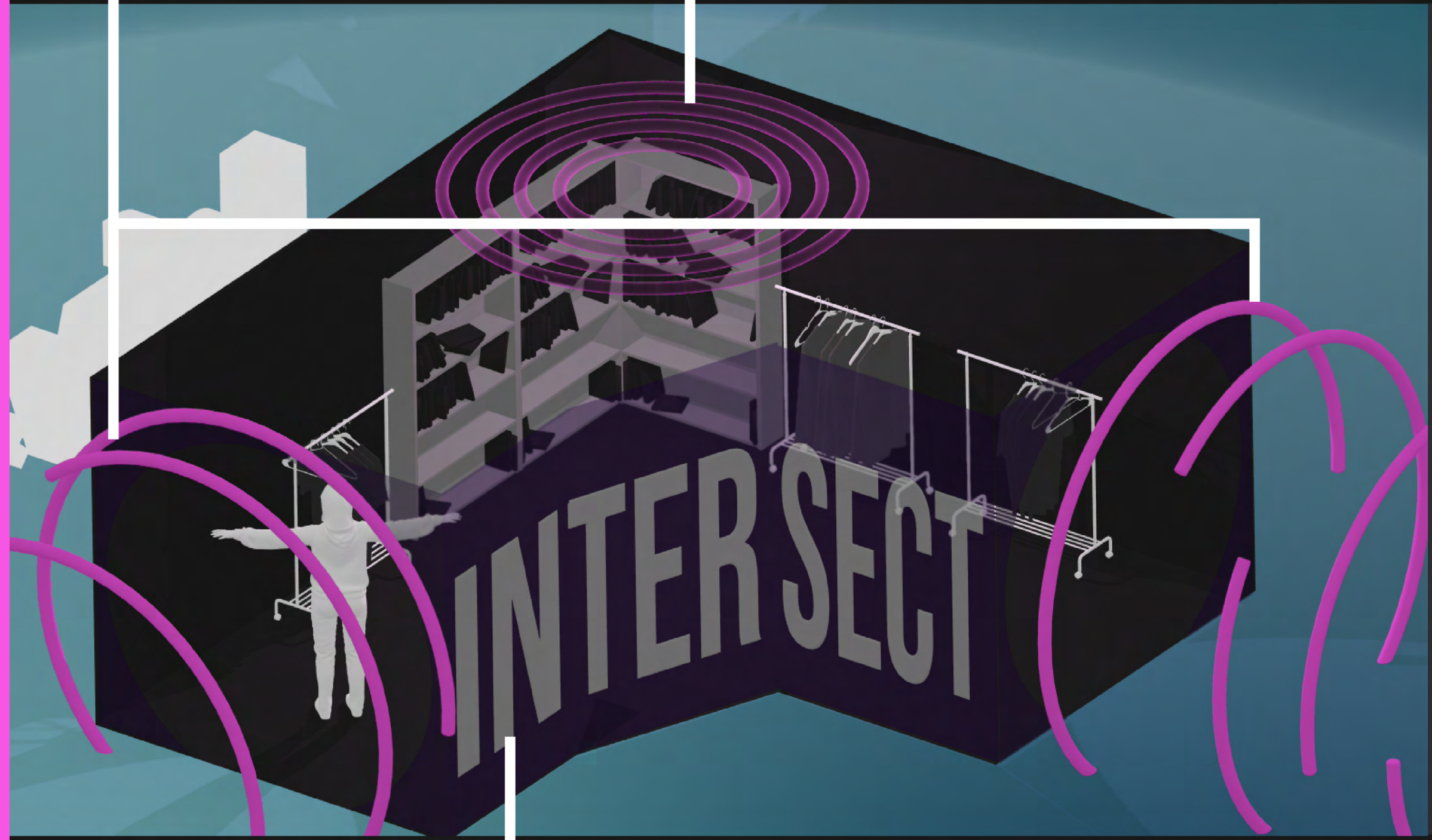




**tunnels modeled after the bfv record ring assets**

**giant led light "chandelier" to mimic bfv rings**

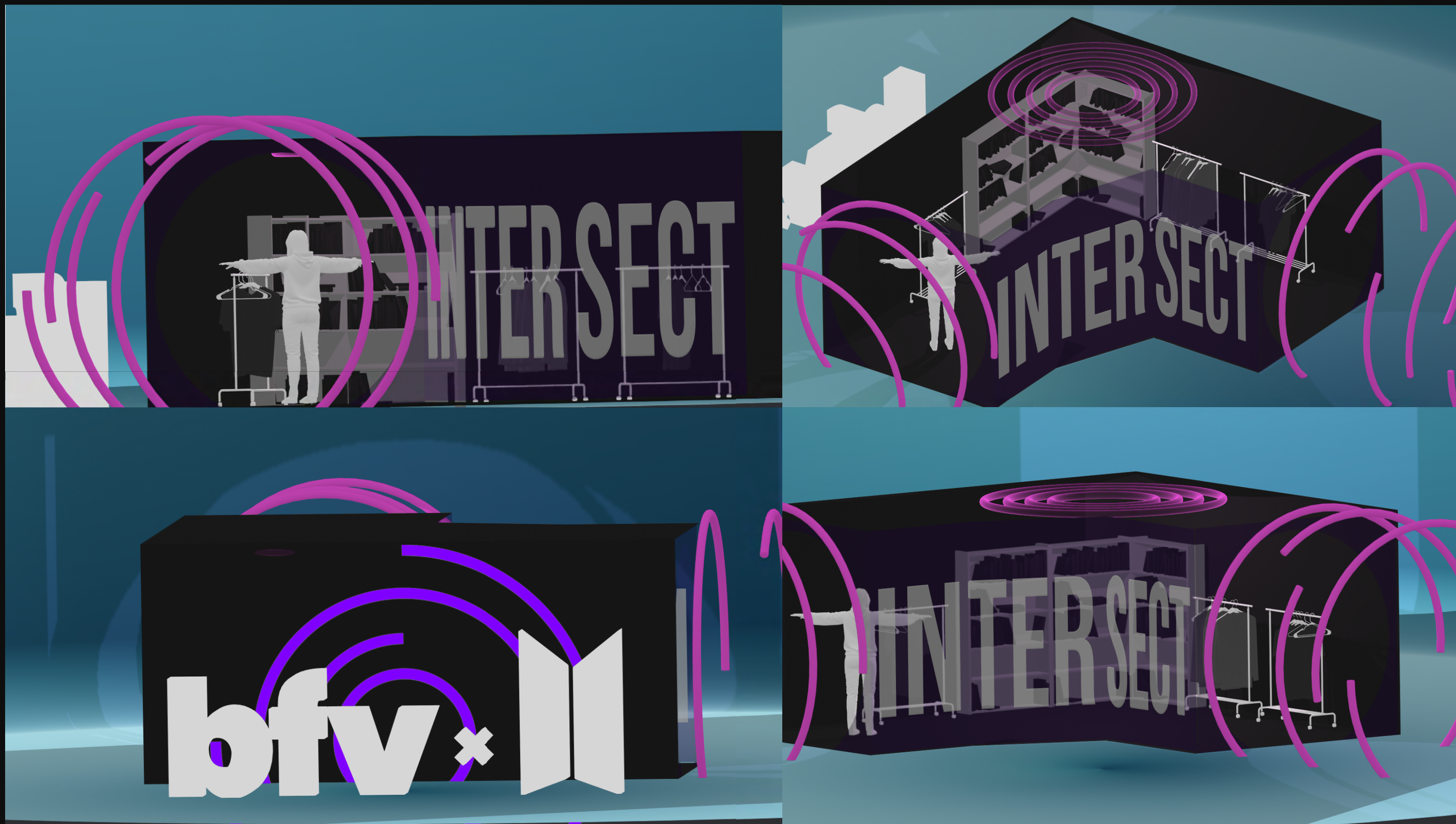
**bfv x bts statue, photo-op**



**purple tinted glass walls with "intersect" acrylic letters, photo-op wall**

**bfv rings in brand colors**





the BFV x BTS pop-up shop for Intersect is an immersive hall meant to be photographable for people to take pictures within and in front of. the pop-up shop offers the BFV x BTS boxset plus exclusive merchandise for the collab such as hats, shirts, and windbreakers.

main physical features of the pop-up:

tunnels at the entrance and exit which mimic the BFV "rings" brand asset,

purple-tinted three panel glass wall with acrylic lettering that mimics the isometric nature of the Intersect album design,

BFV x BTS statue that stand in front of a solid wall, showing the "rings",

giant LED "chandelier" that mimics the BFV "rings".



bfv x bts "intersect" hoodie



bfv "rings" dad hat



bfv x bts logo windbreaker



bfv x bt21 plushes



bfv x bts "intersect" oversized t-shirt

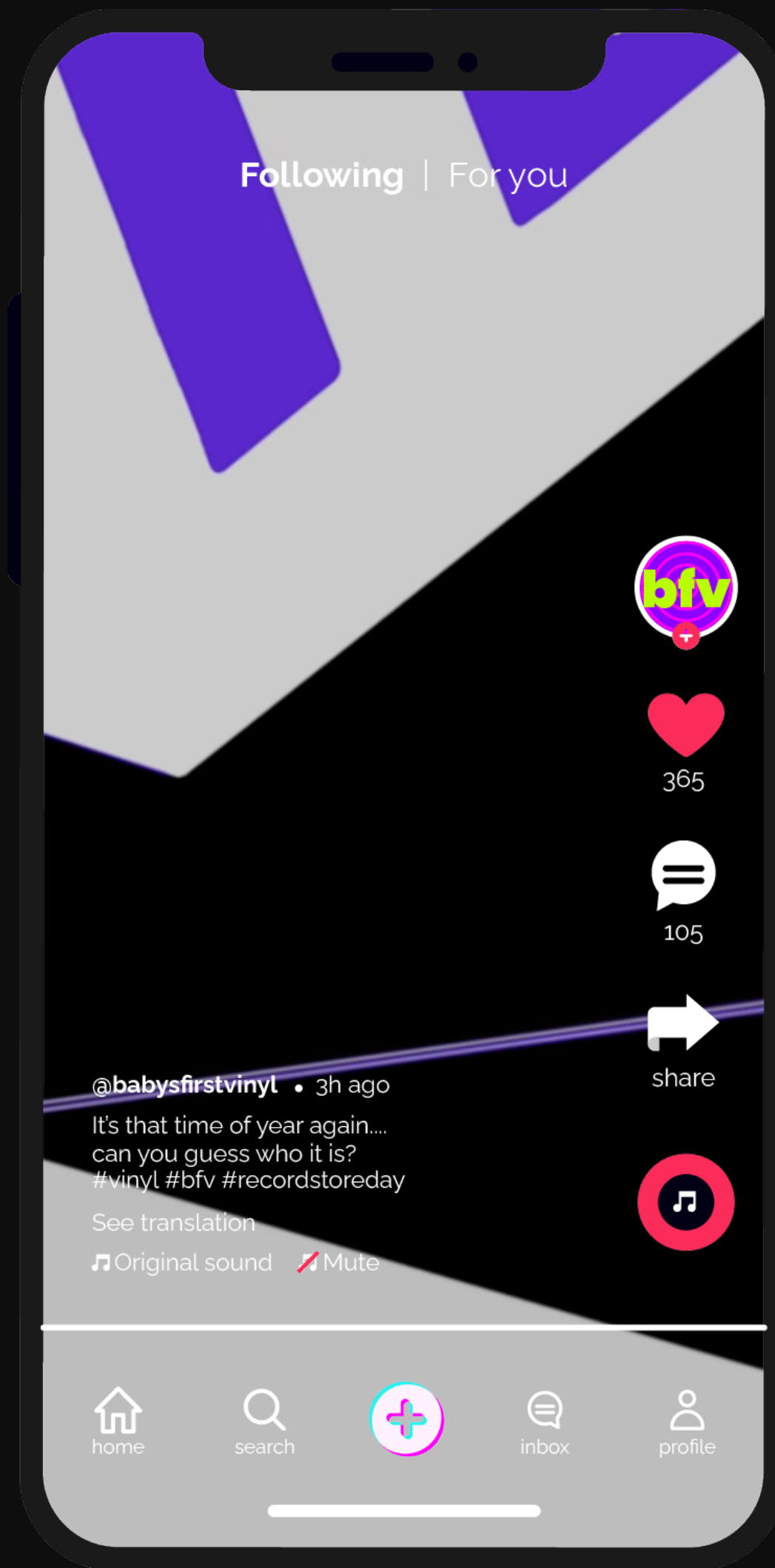
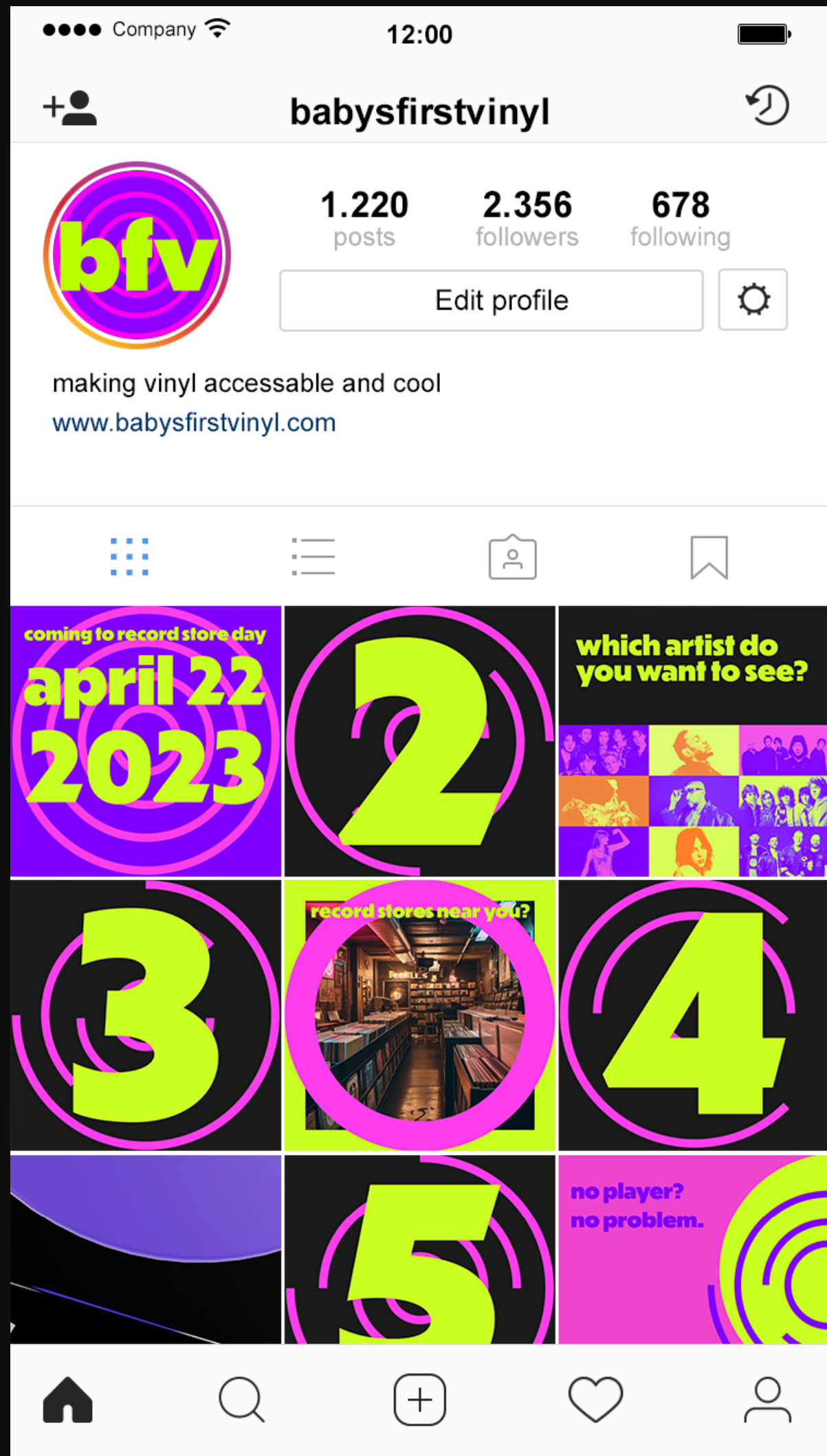


bfv x bts logo bucket hat





# social media





**video storyboard**



**streaming your favorite artists starts to feel a bit**



**impersonal.**



**buying physical music, like vinyl, is a great way for you to**



**engage with music in the physical space,**



**connect with other music lovers,**



**or start a fun new hobby.**



**but we get that it can be a bit daunting to buy vinyl.**



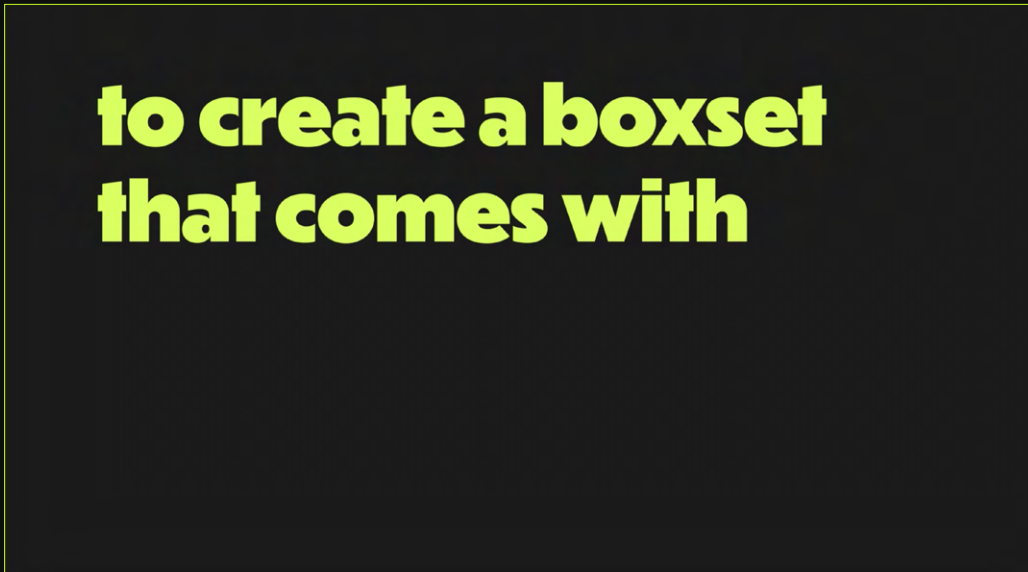
**it's not just about the record.**

**you need a turntable,**

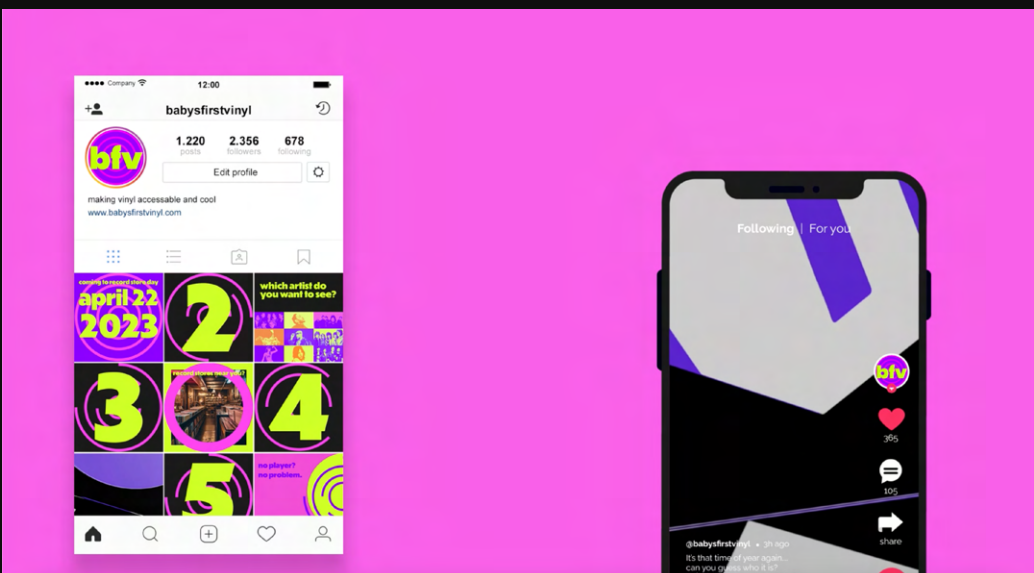


**and that?**





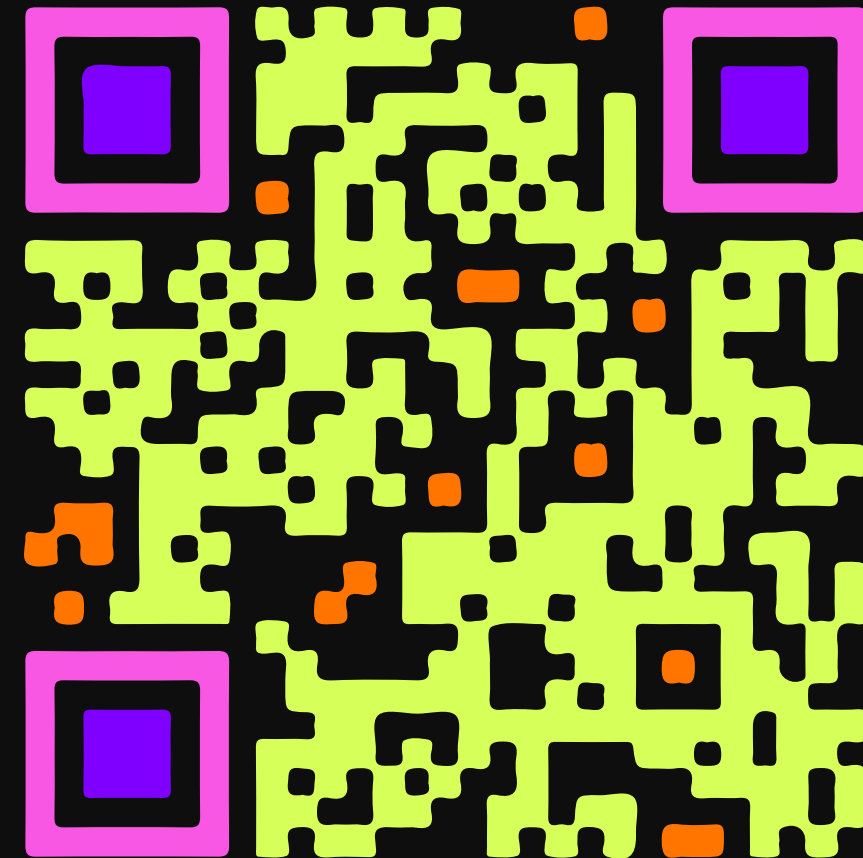








**view bfv  
videos here:**







**thesis project**