

Culture Pop

# **The Fred Again Effect:** The power of connection & engagement

the**lab**



Did you feel the Fred Again fever the last few weeks?

## Let's unpack his impact as he wraps a whirlwind couple of weeks in Australia

**How Fred Again.. Instantly Sold 100,000 Tickets (And Counting) By Being 'In The Now'**

MUSIC NEWS

**Fred Again Sells-Out Surprise Arena Tour of Australia In 'a Matter of Hours'**

How London-Based Producer Fred Again Took Over Our Lives for a Week With His Surprise Australian Tour 

**Fred again.. Is Performing a Last-Minute Show at the Sydney Opera House Tonight**

Fred again.. mania is about to hit Australia again.

**After Historic Sydney Opera House Show, Fred Again Sets Australia Arena Tour**

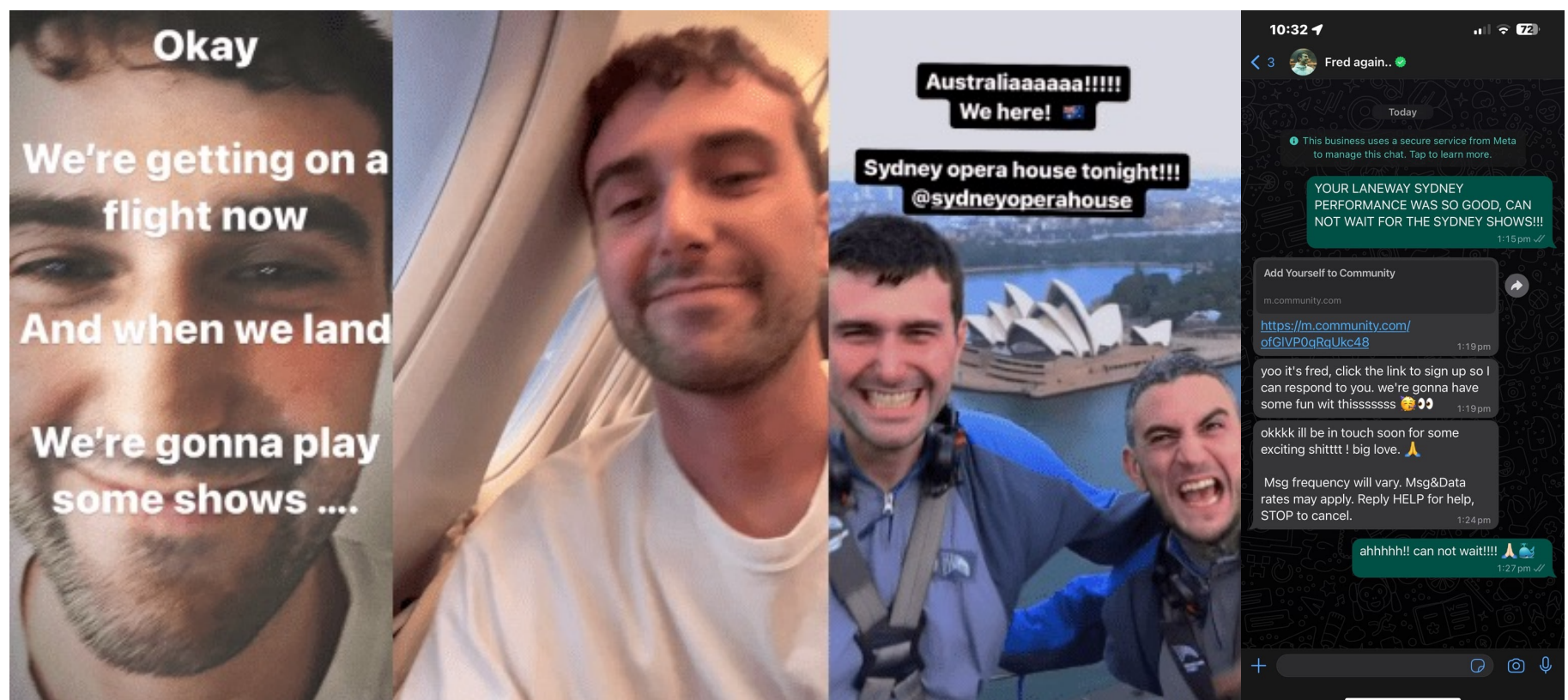
Fred Again became the first artist to announce, sell out, and perform at the Opera House, all within a 24-hour timeframe.

# The interesting part of the Fred Again fandom is it **doesn't feel like a traditional fandom, rather a friend...dom**

He constantly shares behind-the-scenes footage on his Instagram stories that feel organic, un-curated and in the moment. He puts fans who DM about missing out on tickets onto guest lists, uses community platform Discord, and just last week you could message him “personally” on WhatsApp for tickets.

The roots of this unique connection can be traced back to his intimate low key live performances he uploaded to his YouTube channel well before he'd performed in front of any crowd.

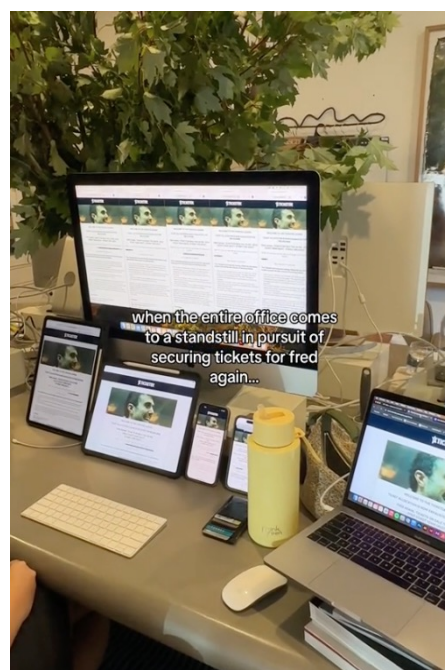
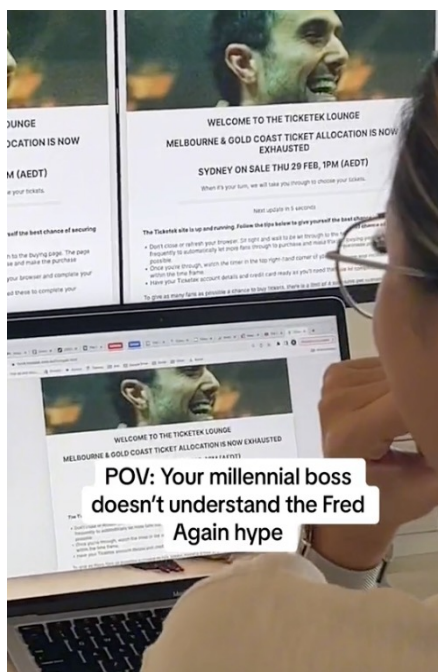
**He creates a space where fans feel they can interact with him and participate in a way that feels friend-like as opposed to fan-like.**



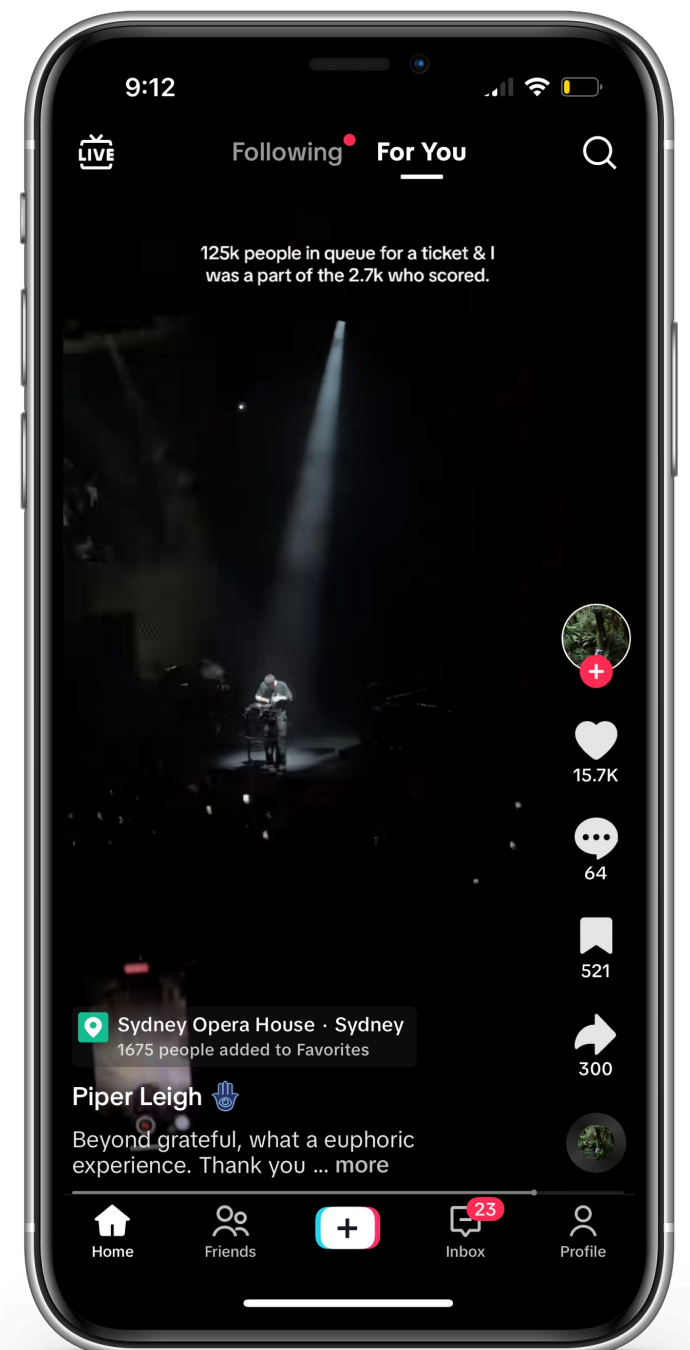
# This spontaneity and scarcity creates an **immense buzz**

The short promotional lead up to main shows means when tickets go on sale, a frenzy starts. He plays surprise shows in cities and small venues which leads to speculation and rumours forming (free word-of-mouth). People turn on story and post notifications to alert them once he has posted so that they don't miss out.

**The experience starts before the tickets are even secured and are posted across socials, spreading word of mouth and driving more demand which leads to scarcity. This aspect of scarcity heightens the experience on the night.**



Fred again will be playing on the GC march 9th



“It really goes to show you how the power music has on an incredibly passionate fanbase, which **he reaches through unconventional ways. [It] makes logical sense in the way he connects to his fans to keep them engaged and passionate.**”

- Tim McGegor Managing director of TEG Live (quoted in [themusic.com.au](http://themusic.com.au))

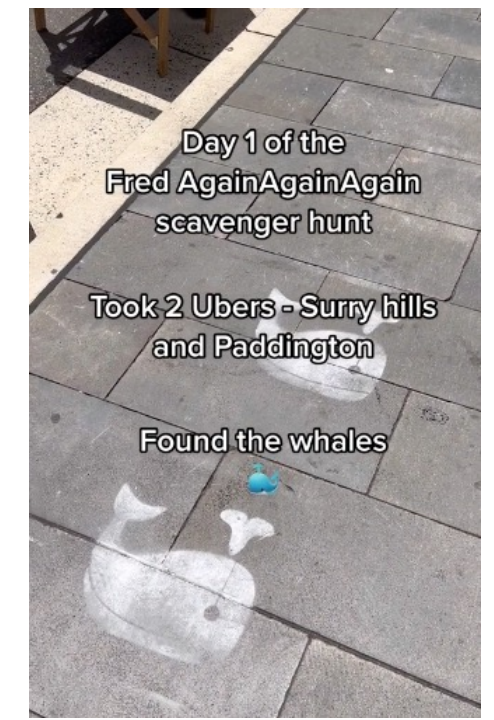
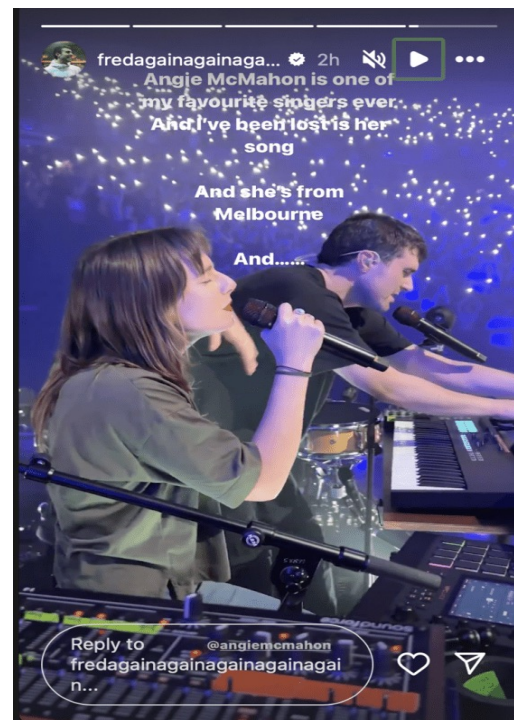
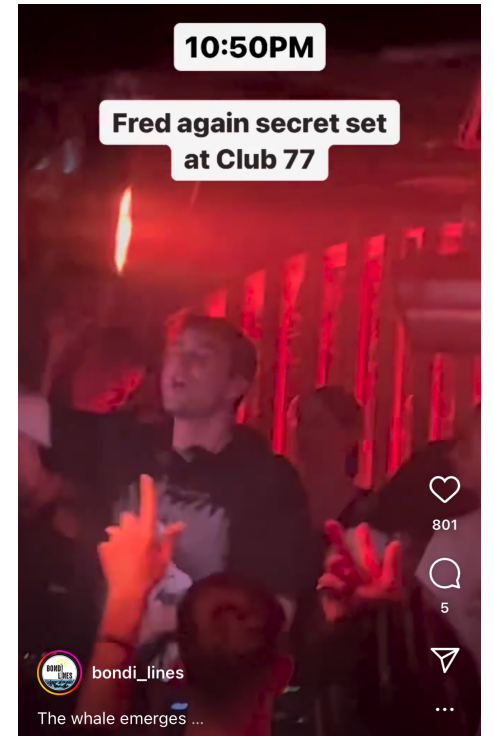
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# Creating a sense of community by supporting **local people & venues along the way**

There is a clear connection between the spontaneity of his engagement with fans and his surprise shows at local and iconic venues, with his music. His music is often reflective of his 'Actual Life' (the name of his albums), sampling voices of his friends or the people he meets throughout his journey in life.

He champions those he features or samples, making sure they're properly credited and has often shone the spotlight back on them. Most recently bringing Melburnian Angie McMahon on stage with him at his Melbourne show.

**Just as we have seen with The Era's tour fanfare, Fred Again successfully creates special moments for a community of people to connect and come together.**



**Fred Again invites his fans along the entire journey, to eventually hopefully end up dancing in a big sweaty arena or a pop-up set in a hidden warehouse, or the Sydney Opera house and who knows where next!**

But Fred will bring you along for the ride. So, despite the massive scale and reach of his music and events, it strikes the right chord feeling intimate, authentic and in the now.



# What this means for brands



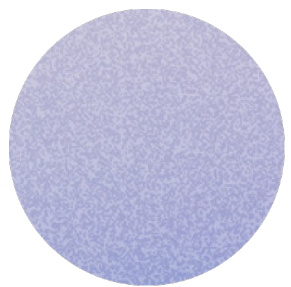
**The power of community:** How could your communications strategy show up in consumers world in a way that facilitates more meaningful engagement?

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**Rethinking points of connection:** How might you harness greater 1:1 personalisation to build affinity and unique touch-points to better connect with audiences?

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**Preserving authenticity:** How might you understand what authenticity means to consumers today to forge more positive and authentic relationships ?

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# Stay ahead of change

Get in touch to learn more:  
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