

Interviews

Gathering more information about bruin cafes



Om meer informatie te krijgen hoe de bruincafé's zijn en hoe de doelgroep is in Eindhoven ben ik er zelf op uitgegaan om wat interviews te doen in de café's waar de kroegentocht gehouden wordt. Ik ben langs gegaan bij Café de Valk en Café ons Hoekske. (ons hoekske zit niet in de kroegentocht maar ik was dichtbij). Hierdoor kreeg ik een beter beeld wat de doelgroep in die bars is en hoe we eventueel het logo en brandguide hierop kunnen baseren.

Interview voorbeeld 1:

Bruincafé 1: Café De Valk Interview with bruincafé local Jaap.

Genre enjoyers

Intro: We're doing a project on branding for an artist duo that will make an album about Smartlappen in dive bars (bruin cafés). These bars are slowly disappearing and that's why they're making the album. The reason why we are doing this interview is because we want to get a better understanding of the target group, you in this case.

Personal Background & General Preferences

1. How does an average day in your life look?

I don't work anymore, pension but I do some small jobs for friends that I know.

2. What is your age?

77

3. Do you like any other genres?

I do have loads of different genre interests. Too many to name.

Can you name some?

Rock, Jazz, Nedpop, rock pop, pop.

4. What is your favorite artist? Why?

Rolling stones, Beatles, Elvis, that kind.

5. Do you prefer streaming services, vinyl, CDs, or other formats? Why?

I have a phone that I have Spotify on, I also listen at home to vinyl and CDs occasionally.

Do you listen to Smartlappen on Spotify as well?

No I don't specifically listen to it but it can get into the mix when I click shuffle.

Smartlappen Music Genre

6. What does Smartlappen mean to you?

Just background music that I listen to sometimes when the bar personal plays the music

7. Why does the genre appeal to you? Why?

It has some kind of taste of feeling in the songs. It's songs about their lives.

8. How does this music make you feel?

I feel pretty normal. Not special towards the kind of music of Smartlappen.

9. Do you attend live performances, concerts, or festivals related to this genre?

Once in a while a person can just walk in with his guitar and play but I don't specifically go to those concerts if one was announced to be there. I am more a person that happens to be in that location.

Visual & Design Preferences

10. What kind of imagery or symbols do you associate with Smartlappen?

Guitar, Vynel, CD, Vintage looks.

11. Do you prefer minimalistic or more detailed, intricate designs in logos and merch?

I think it needs to fit the style of the brand. So it has to be really looked into and fit with the person.

12. Which artists, bands, or album covers from this genre have designs or logos that stand out to you?

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Merchandise & Trends

13. If you could buy merchandise, what kinds of merchandise (clothing, accessories, posters) would you like to buy from artists or bands in this genre?

I wouldn't buy any clothing or merchandise. Only if I really really like the brand than I might buy some.

14. Have you noticed any trends or changes in how people engage with this genre over the past few years?

It's more died down to the older generations. A lot of old people remain in these kinds of bars.

Young folk still attend the bars but only at certain occasions for example when PSV plays a game or at carnaval.

Lifestyle & Aesthetics

15. What does your ideal bar look like? What would be the main ¾ colors in this ideal bar?

Brown, Dark red, Yellow