



MARKETING STAR



Terry Dry: President and Co-Founder of Fanscape, Inc.

[By Anique Gonzalez]

"I sit here in my office, and I can see these billboards that are over the freeway, and that just seems so ancient to me," Terry Dry said. Dry, President and Co-Founder of Fanscape, Inc., understands the prominent role technology plays in the continually evolving business world, and more importantly, recognizes that it is increasingly vital that marketers use it wisely when approaching consumers.

Dry was bitten by the marketing bug early on and decided to pursue a career in the business side of the music industry upon graduating from college, a primary reason for originally moving to the west coast. After graduating from college, Dry was fortunate enough to realize his dream and held positions at various record companies where he contributed to radio promotion campaigns, tour marketing, and oversaw projects for new releases and the development of new artists.

After working in the industry for several years, Dry and Larry Weintraub, a colleague whom Dry met while working at A&M Records, decided to start their own company, Fanscape, Inc., in 1998 to fill the void that was being created by the changing music industry. "This was when the record business started shrinking, and A&M was folding into another label, and we just didn't want to sit around. So we said, 'Let's start a business,' because we felt that the art of developing artists and marketing artists was going to be lost in this new, streamlined record industry." What they realized from the get-go was that for a company to succeed, technology must be utilized not only when making marketing decisions but specifically when interacting with consumers.

Fanscape was originally started with the intention of helping current and upcoming artists connect better and more efficiently

with their fans. "Originally we were running fan clubs for bands and stuff like that, and we started realizing that our real value was what was in our minds, what we knew, the data, and the way we were able to get into different communities." This ultimately translated into their abilities to effectively utilize technology to accomplish objectives, which they continue to do today.

Q. What do you like to do in your free time?

A. I like to play golf; that's a big shock. I still like gambling a little bit; that's my one little bit of a vice, but I don't do that enough. The guilty pleasure is that I'm a huge reality TV fan; that's my huge guilty pleasure.

Q. What CD is in your CD player right now?

A. I don't really use a CD player, but I guess in my car I do. I was listening to the new Interpol album.

Q. What is the movie that you have watched the most?

A. I'll go with *Animal House*; that'd be my guess.

Q. What is your favorite flavor of ice cream?

A. Vanilla. I'm a plain, boring, mid-western boy.

Q. If you had an extra hour in the day, what would you spend it doing?

A. I honestly think I would exercise and work on my golf game.

"I think technology is the number one factor right now; not only has it impacted marketing dramatically, but it's continuing to. To me, it's just the most exciting time to be in this business because everything is evolving right now," Dry said.

Technology has not only made it possible to connect with large consumer bases with relative ease, it has also made the process much more efficient. "You can reach people so much easier and so much smarter now, so now it's all about using the technology to properly target people and to be really smart about what you're pushing at them."

Although established with a music focus, over time Fanscape has evolved into a marketing consulting firm that emphasizes what the company calls Below-the-Line Marketing. "What that means is, in what I'll call the evolving world of advertising, everybody knows that the eyeballs are migrating toward the web and towards mobile; everybody is aware of that. But the big question that marketers have is, 'How do I best use that new media? There's this whole other world, and I know people are using it, but I'm not sure how to best do it.' That's what we do. Our job is to make sense of that world."

This is especially important when it comes to approaching younger demographics today. Because this group grew up with the rapid and ever-changing face of technology,



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especially the Internet, it means that they not only have shorter attention spans, but also that they want their products, services, etc. to be both convenient and immediate. "With people who are 25 and under, it's a whole different ballgame. I mean, they are so tuned out to what we would consider traditional advertising." This means that marketers are increasingly being forced to find better ways to connect with them and stay relevant.

Although Fanscape has already reached a tremendous level of success working with clients such as MasterCard, DreamWorks, and Budweiser; ultimately, Dry's vision for the company has not yet been fully realized. "We want to be the company you go to when you're releasing a product. And really specifically, a product that has some sort of entertainment tie to it because I think that's more our specialty. But when you're doing that, we believe we should be part of that chain."

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