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Case Study:

**D' ALL STARZ**

# THE BRAND

## D' All Starz



BLAXX



RICARDO  
DRUE



TEDDYSON  
JOHN



TIZZY

D' All Starz is the longest-standing brass band in Trinidad and Tobago, and is led under the astute guidance of Musical Director, Carlysle "Juiceman" Roberts. Previously known as the Roy Cape All Stars, D'All Starz continues to climb the ladder of success in the Caribbean, and are staples on the regional culture and entertainment circuit. Excellence and professionalism has always been the unwritten creed of the band. The members' devotion to music is seen as a gift, a blessing to be passed on to the younger band members and other artistes. Its vocal frontline is currently headed by Blaxx, Ricardo Drue, Teddyson John and Tizzy

## The Need

After 57 years, Dr. Roy Cape had announced his retirement from the music scene to focus on his philanthropic efforts.

The band was ready for a rebranding exercise that not only reflected the evolution of its performance achievements, but also an intent to embody the "Caribbean family" vibe and influence that had been established with the inclusion of vocalists from Saint Lucia and Antigua respectively. With almost no digital media presence, Chambers Media Solutions was brought on board as the official Public Relations Management arm of D' All Starz, in anticipation of the upcoming Trinidad Carnival 2017 Season.

## The Plan

Chambers Media Solutions used the Carnival 2017 Season as a springboard for the "Season of Brass" campaign for the All Stars, to celebrate the power, importance and influence of brass sounds in Soca Music. We documented the band's unique experiences to create videography and photojournalistic stories of live performances and behind-the-scenes footage that would resonate with social media users and partygoers at dozens of events over the course of 3 months. Building awareness of music singles from our 4 vocalists and contributions to remixes and other musical arrangements on other artistes' music was also a key strategic move to elevate brand awareness.

Following the end of the Carnival, our Principal Publicist also traveled with the band when transitioned into touring mode to handle media relations needs in other countries. Subsequently, our PR strategy revealed the new band name - transitioning from Roy Cape All Starz to **D' All Starz** - with a new logo, look and feel and brand philosophy.

## The Result

Since our undertaking of the PR portfolio, D'All Starz has amassed the most media coverage in the band's 37-year history. The band has been featured in several features in print, television and radio organizations, including CNC3, TV6, Trinidad Express, and the Newsday. Music from the 4 front liners were in heavy rotation on the top radio stations during Carnival. The band's digital footprint is established, with over 6,000 fans over three social media platforms. We have also secured valuable media mileage for the band in the other territories such as Bahamas and Bermuda while on the Season of Brass Global Tour, which is an integral part of the ongoing rebranding exercise.



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