



ABSTRACT

Market Research and Design Plan for The Big Tease's Debut LP

Project Title: Market Research and Design Plan for The Big Tease's Debut LP

Principal Investigators: Chase Pattison

Secondary Investigators: Bill Dabbs, Gavin Foster, and Brent Moreland (the band)

Brief Description of the Project:

In order to maximize the potential of implementing a successful launch of any product, extensive marketing research must be completed. My research objectives are to find out how college students hear about and adopt new music, where these students purchase their music, what price students are willing to pay for a compact disc, and determine many of the other variables that affect students' purchases. After collecting both quantitative and qualitative data through the methods of focus groups, in-depth interviews, and a questionnaire from a correctly identified sample of around two hundred UT students, this data can be used to determine the band's marketing budget as well as who, specifically, to target their marketing campaign towards. Also, this information should help the band position themselves in the oversaturated music market as well as form the guiding structure for their advertising methods.

After the research has been completed, the band will be able to define how to allocate their resources toward the different channels of integrated marketing communications. There are six channels which can be pursued: personal selling, advertising, sales promotion, sponsorships, publicity, and point-of-purchase communications. Also, the information will help set sales goals as well as goals for increasing brand awareness, brand equity, and other variables. Finally, after the commercialization process has been completed, the market realities will be compared and contrasted with the different goals that the band has set for their product launch.

Title: Knoxville Local Music Survey

This survey has been formulated to reveal both the consumer profile, behavior, and decision-making process of the average college student towards local music, attending concerts, buying music, etc.

1 I read the Daily Beacon...

a) Sometimes	138	30%
b) 2-3 Times a Week	301	66%
c) Never	19	4%

2 I read the entertainment section of the Beacon (CD Reviews, Concert previews, etc.) ...

a) Never	144	32%
b) Sometimes (50% of the Time)	268	59%
c) Often (nearly 100%)	45	10%

3 I read the MetroPulse...

a) Never	259	57%
b) Sometimes (every couple weeks)	167	37%
c) Often (pretty much every week)	31	7%

4 When walking around campus, I pay attention to the posted flyers...

a) Never	45	10%
b) Sometimes	319	70%
c) Often	93	20%

5 I listen to local music...

a) Never	104	23%
b) Sometimes	278	61%
c) Often	77	17%

6 How many CDs from local musicians have you bought in the last three months?

a) None	362	80%
b) 1-2	86	19%
c) 3-4	5	1%
d) 5 or more	2	0%

7 Will you buy a CD from a band you have not heard before?

a) No	326	71%
b) Sometimes	110	24%
c) Yes	22	5%

8 Are you inclined to buy a CD after only hearing the band play live?

a) No	127	28%
b) Sometimes	194	42%
c) Yes	137	30%

9 What price do you expect to pay for a local band's CD?

Online Survey.xls

	a) Under \$8	96	21%
	b) \$8-10	270	59%
	c) \$10-12	91	20%
	d) Over \$12	2	0%
10	How important is a band's CD artwork?		
	a) Very Important	46	10%
	b) Average Importance	252	55%
	c) Not very important	158	35%
11	Do you ever purchase music online?		
	a) Often	49	11%
	b) Sometimes	170	37%
	c) Never	239	52%
12	How often do you download music?		
	a) Often	204	45%
	b) Sometimes	155	34%
	c) Never	99	22%
13	If you download music, what program do you most use?		
	a) Kazaa	72	19%
	b) Limewire	77	20%
	c) Bearshare	22	6%
	d) Morpheus	13	3%
	e) iTunes	53	14%
	f) MusicMatch	11	3%
	g) Ares	45	12%
	h) Other	84	22%
14	How often do you burn a band's album from the internet or from friends who have purchased the CD?		
	a) All the Times	63	14%
	b) Sometimes	279	62%
	c) Never	110	24%
15	Do you ever feel guilty when burning local music or indie label bands?		
	a) Yes	120	27%
	b) Sometimes	117	26%
	c) Never	212	47%
16	Do you listen to WUTK The Torch 90.3?		
	a) Never	322	70%
	b) Sometimes	103	22%
	c) Often	33	7%
17	Does venue affect your concert attendance?		
	a) Never	86	19%
	b) Sometimes	286	63%
	c) Often	84	18%
18	Other than music quality, what's the most important factor when purchasing a CD?		
	a) Price	329	72%

Online Survey.xls

	b) Popularity	40	9%
	c) Band Image	51	11%
	d) Other	37	8%
19	How important is familiarity (ie cover songs) to a new band's live success?		
	a) Not Important	73	16%
	b) Average Importance	263	58%
	c) Very Important	119	26%
20	Where do you purchase most of your music?		
	a) Best Buy	162	35%
	b) Target	75	16%
	c) Borders	11	2%
	d) Disc Exchange	26	6%
	e) Online (Amazon, cdnow, band's si	43	9%
	f) Wal-Mart	91	20%
	g) Other	50	11%
21	What radio station do you most often listen to...		
	WIVK 107.7	101	23%
	100.3 The River	84	19%
	Star 102.1	77	17%
	Wild 98.7	33	7%
	94.3 Extreme Radio	44	10%
	B 97.5	14	3%
	West 105.3	21	5%
	Hot 104.5	67	15%
22	Where do you hear about upcoming concerts?		
	Radio	148	32%
	Internet	54	12%
	Word of Mouth	175	38%
	Flyers/Billboards Advertising	34	7%
	Daily Beacon	33	7%
	MetroPulse	13	3%
23	When going out to see a concert, would you rather go to the Old City or The Strip?		
	The Old City	337	74%
	The Strip	118	26%
24	What night, other than Friday and Saturday, would you be most willing to go out at night?		
	Sunday	22	5%
	Monday	14	3%
	Tuesday	28	6%
	Wednesday	83	18%
	Thursday	305	67%
25	Have you heard of the local band The Big Tease?		
	Yes	317	70%
	No	137	30%
26	Have you seen The Big Tease live in concert?		

Online Survey.xls

Yes	179	39%
No	279	61%

27 What college are you currently enrolled?

Agriculture	12	3%
Architecture	7	2%
Arts & Sciences	173	38%
Business Administration	92	20%
Communications	70	15%
Education, Health, etc.	51	11%
Engineering	30	7%
Health Science Center	0	0%
Nursing	15	3%
Social Work	1	0%
University	5	1%

28 What sex are you?

Male	162	36%
Female	294	64%

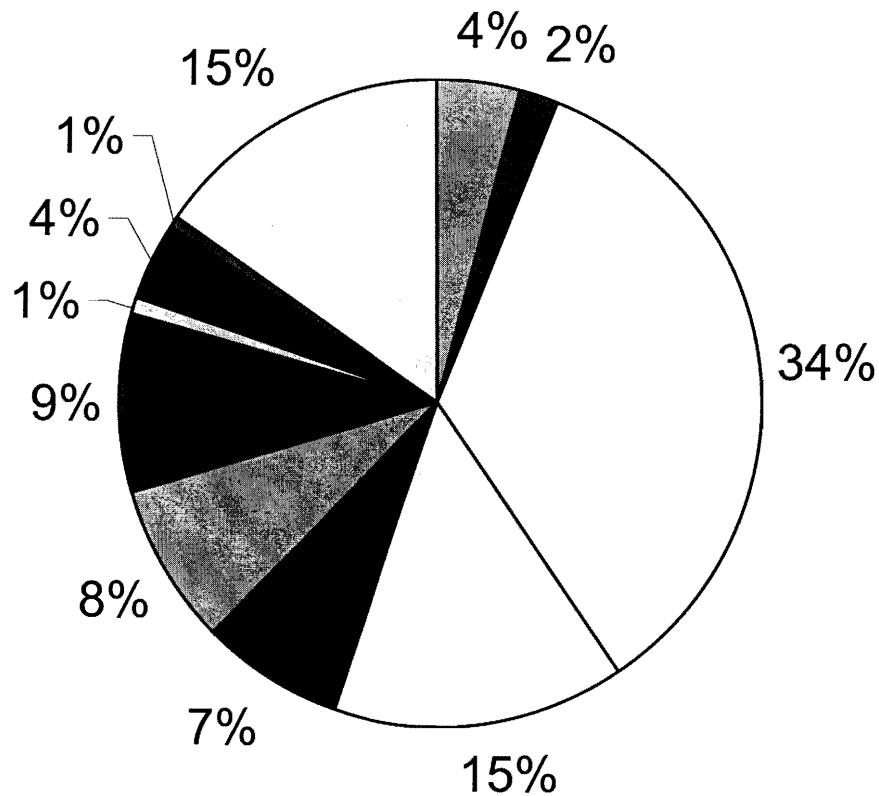
29 Are you in a fraternity or sorority?

Yes	183	40%
No	273	60%

30 Do you live on campus?

Yes	226	49%
No	232	51%

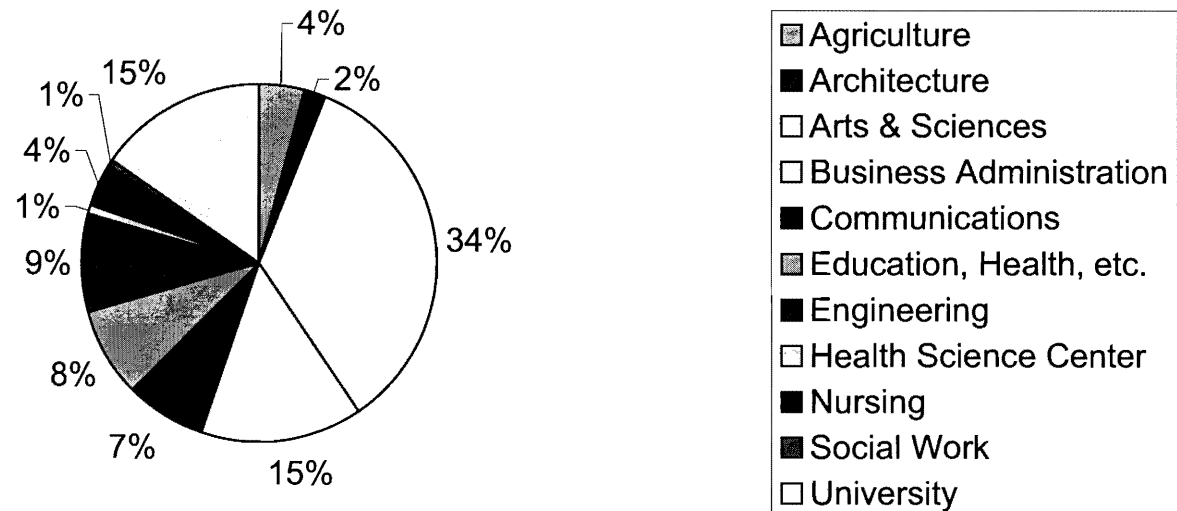
Percentage Disbursement of Students Across Majors



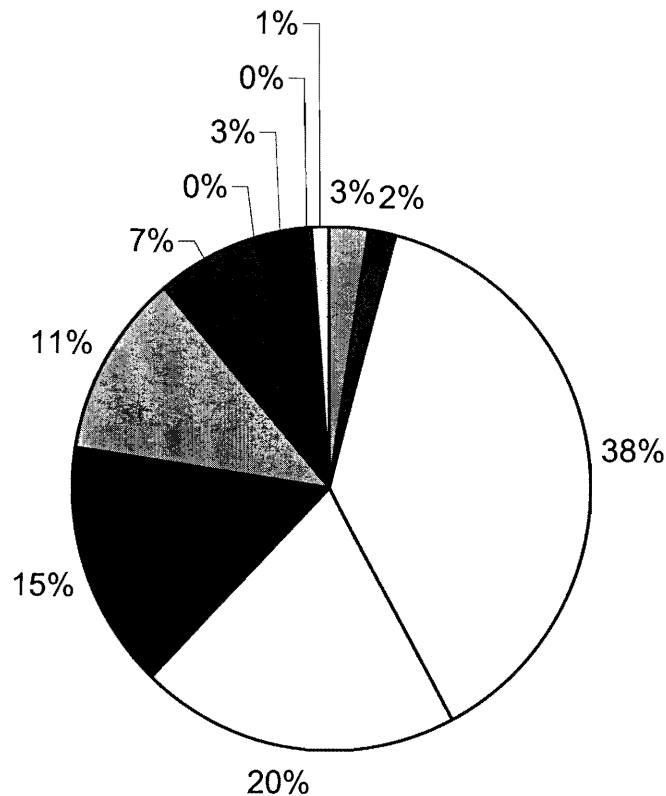
-  Agriculture
-  Architecture
-  Arts & Sciences
-  Business Administration
-  Communications
-  Education, Health, etc.
-  Engineering
-  Health Science Center
-  Nursing
-  Social Work
-  University

College	# of Undergraduate Students Enrolled	Student % of Total Enrolled		Polled Students
Agriculture	789	4.10%	18.84	19
Architecture	395	2.05%	9.43	9
Arts & Sciences	6623	34.45%	158.13	158
Business Administration	2838	14.76%	67.76	68
Communications	1355	7.05%	32.35	32
Education, Health, etc.	1580	8.22%	37.72	38
Engineering	1705	8.87%	40.71	41
Health Science Center	152	0.79%	3.63	4
Nursing	724	3.77%	17.29	17
Social Work	102	0.53%	2.44	2
University	2961	15.40%	70.70	71
Total	19224	100.00%	459.00	459

Percentage Disbursement of Students Across Majors

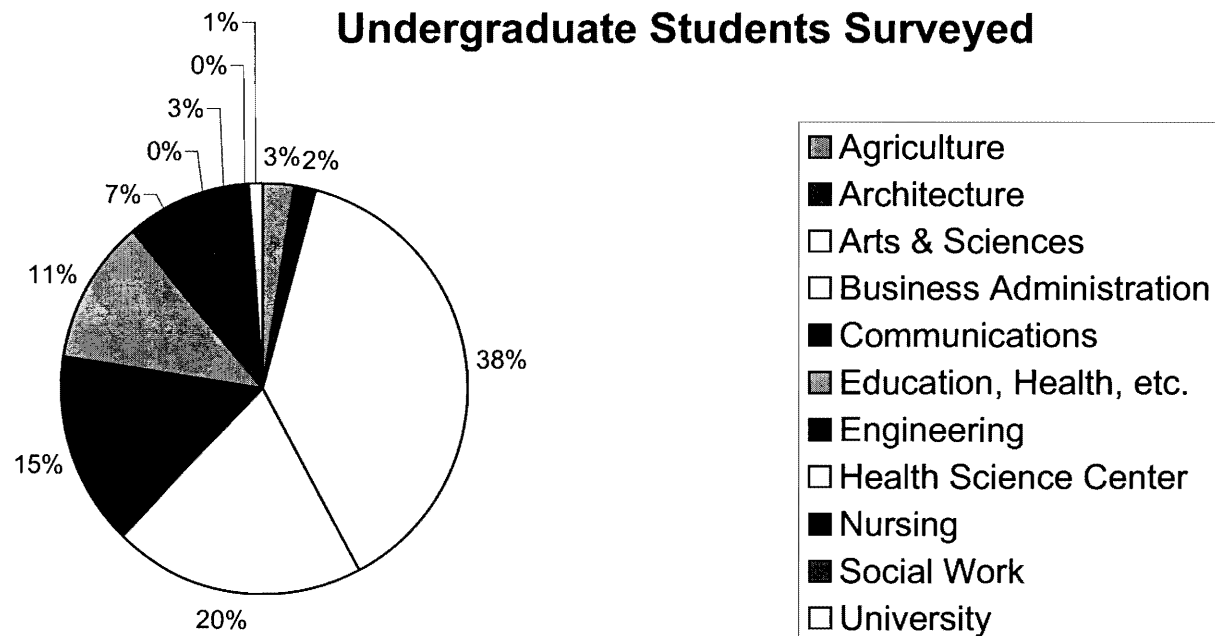


Undergraduate Students Surveyed



- Agriculture
- Architecture
- Arts & Sciences
- Business Administration
- Communications
- Education, Health, etc.
- Engineering
- Health Science Center
- Nursing
- Social Work
- University

College	# of Undergraduate Students Polled	Student % of Total Polled		Polled Students
Agriculture	12	2.61%	12.00	12
Architecture	7	1.53%	7.00	7
Arts & Sciences	173	37.69%	173.00	173
Business Administration	92	20.04%	92.00	92
Communications	70	15.25%	70.00	70
Education, Health, etc.	51	11.11%	51.00	51
Engineering	30	6.54%	30.00	30
Health Science Center	0	0.00%	0.00	0
Nursing	15	3.27%	15.00	15
Social Work	1	0.22%	1.00	1
University	5	1.09%	5.00	5
Unanswered	3	0.65%	3.00	3
Total	459	100.00%	459.00	459



TBT Market Research

Focus Group #1

Jamie Pigg

21 Years Old

Male

Senior

Accounting

Adam Rust

21 Years Old

Male

Senior

Finance

David Lipsey

21 Year Old

Male

Senior

Finance

Knoxville Music Scene

-sucks, decent, not a big fan, overall, not very impressed

-nightlife isn't like an Athens or Nashville

-good locations, not good bands

-Blue Cats, Barley's, Market Square, Moose's (Liquid), New City

-strip is hard to compete with old city for music, strip is for bars/food

-strip is for the party, old city's for the tree huggers

-not as much the cover charge as much as the atmosphere

-most K-Town bands are tree hugger bands, not fun, party bands

-People of Knoxville don't have much interest in music

-parking is a problem

-Advertising is in the wrong place

-need to advertise well before

-100.3 The River, big time

-Poles are no good

-announce at shows about upcoming shows

-Billboards outside of the establishment

The Beacon

-pretty much everyday at school

-exposure... need to put ads in consecutively

-the "day of" articles are important

-internet/pollstar

Locals we like

-Tall Paul

-Steve Scarboro

-Roger Allen Wade

-Mikel Grubb Band

-Gran Torino/Superdrag – best of last 5 years

-Scott Miller

Live Performance

-guys jumping off of speakers

-stage presence

-sexually-charged stage antics

- playing each other's instruments
- unexpected cover songs is a huge plus
- don't like it being too crowded

Should I go?

- low cover
- good opening/closing band
- if other people are gonna be there
 - if girls are going!

Where to buy CD's?

- Best Buy,
- don't buy CDs at the show
- online specials
- 9.99 – 14.99

What you expect in a CD booklet?

- lyrics printed
- cool Artwork
- don't really care about other add-ins like for merch, etc.

Download behavior

- Download music very often
- do not download full CD's
- Do not subscribe to the pay-per-song download sites
 - ie. Napster, iTunes, etc.
- Are not worried about the consequences of downloading
- occasionally burn a CD straight from someone who has bought it

Why do you download?

- often don't like but one or two songs on a CD
- so convenient
- free

TBT Market Research

Focus Group #2

Nicole Keeton

20 Years Old

Female

Junior

Communications

Kelly Matten

18 Years Old

Female

Sophomore

Business

Katherine Kesler

20 Year Old

Female

Senior

Engineering

Music Preferences, in general

- don't like hard, heavy rock
- fun and upbeat music
- don't mind if its cheesy as long as it's "good"
- like

Local Music in Knoxville

- don't know of many local bands
- think it would be fun to support a local band, but they have to like their music too
- don't go to many concerts unless its someone they know
- would rather just go out to a bar with a DJ than pay to see live music, in general
- like both the strip and the old city
- don't go to "shady" bars or clubs no matter who is playing there
- really like bands that play familiar songs
 - Velcro Pygmies
 - The Breakfast Club
 - Trotline

Explain the CD-buying decision process...

- hear songs on MTV or on the radio and like them
 - will buy a CD if they've only heard one song, but like the one song
- if other people have the CD and have given good feedback
- usually buy CD's at Best Buy or Wal-Mart
- at live shows, willing to buy the band's CD there if they like it
- price of the CD really makes a difference on whether they buy it or just download the one song
- the band's personality, stage presence, good looks, etc. can affect their purchasing decisions

How do you hear about shows...

- word of mouth (friends, talk around campus)
- the daily beacon
- usually just hear that people are going to see someone that night
- don't do much "pre-planning" to see a show unless it's a really big band

Expectations of a band...

- better be fun when they play live
- like “younger” and more “hip” bands
- don’t like to pay a cover
 - a cover charge really affects their decision process on whether they go see a band or not
- rather see or listen to a fun band than a really talented band with no energy or stage presence

TBT Market Research

In-Depth Interview #1

Will Hammond

Male

Sophomore

Political Science

20 Years Old

Knoxville native

Lives off Campus

Describe your ideal “night on the town” in Knoxville

- pregame with friends before going out
- go to either Barley's, Hanna's, or Blue Cats in the Old City
 - whatever place is the best option
 - Girls, live music, cover charge, beer specials, good crowd
- drink a lot of beer and have a good time
- get loose and dance if there's dancing
- enjoy a good band

Do you go out and see bands often, if so why?

- Occasionally, but not many bands worth seeing come to Knoxville
- would rather go drink and hang out at a bar then pay a cover to see a live band, unless I knew it would be fun
- would go see a band if I knew a bunch of people were going
- would definitely go see a band if I knew a bunch of girls were going

How do you hear about new music?

- all over
- usually from friends
- I mainly just listen to WIVK 107.7 (country station)
- my girlfriend is big into new music, so she's always playing new stuff for me
- don't ever read the reviews in the daily beacon
- don't subscribe to any music magazines or watch MTV or anything

Do you download, if so, describe your “downloading patterns...”

- Yes, all the time
- usually just download one song from a band because that's all I'm interested in
- will buy the CD if I can't find it online to download
- use Kazaa, never used iTunes or any of the “pay” sites to get music

What about buying CD's in stores...

- usually buy them from Best Buy
- hate going to other places because they sell them for so much, \$15 and higher
- like to have the full CD from a band that's new
 - like having it “first”

- cool b/c its rare and exclusive
- never bought a CD from a local artist
- don't really like the music Knoxville has to offer
- would be willing to listen to new local music though, but it would be hard to win me over
 - b/c of most of it sucks
 - don't have any credibility yet
- like Best Buy b/c they sell CD's at around \$10-\$12

Have you heard of The Big Tease, if so, what's your impression?

- have really only heard the name before
- know they're a local band
- hear that they're ok, and that a lot of girls like them
- didn't know they had a CD out
- again, would probably go see them if I didn't have to pay or if there were a lot of people going, especially girls

TBT Market Research

In-Depth Interview #1

Ashley Hearn

Female

Junior

Psychology

20 Years Old

Knoxville native

Lives on campus (Knoxville Place)

(I would consider her a "music enthusiast")

Describe your ideal "night on the town" in Knoxville

HAHA.... lets see... go out to eat, then probably go down to market square at pres. pub or old city if there's a band... if not then hit the bars

Favorite Clubs...

-pres. pub's not bad... but blue cats gets most of the bigger bands... the pilot is a cool little place too but very small

Why would you rather see live music instead of going to a bar or club w/ a DJ?

-I love to see bands do what they're supposed to do which is to perform...

-there's something about seeing a show that helps you to understand what a band is all about.

-seeing a show live can make or break a band for me...

-I also like to watch people play their instruments... I really just like to see the talent that people have to offer...

-I know they're the real deal if they're good live...

-don't particularly like what dj's play...

Favorite Music...

-there really is no specific type but if you had to label it, then I guess it would be more indie or emo....cringe....

-fav. band is deathcab for cutie, muse, head automatica, rilo kiley, postal service...

These types of bands aren't mainstream, how do you hear about new music?

-typically from friends...

depending on where you're from, you hear about some bands faster than others, so I have friends from all over that fill me in...

-also some TV shows like the co have really good music and they're mostly from no name or newer bands so that helps me out some...

What do you think about the local music scene in Knoxville?

-its small but its getting bigger...

-the big tease is pretty big and they're always a good time to watch...

-there aren't a lot of local bands from Knoxville that I'm into,

-a couple of local bands from Nashville visit Knoxville quite a bit

Describe your CD and music purchasing habits...

I get a lot of things off of itunes...

-if I hear a song and I like it, but don't know about the rest of the album then itunes is great because you can get just a single...

-I typically go to best buy or target to get cds...

-best buy has pretty much almost all the bands I listen to

-surprisingly target has a lot too, though not as much...

-I buy cd's probably 1x a week or ever 2 weeks...

Conclusions

From Market Research

- The Daily Beacon is the most effective publication for college students by far.
- In general, college kids do not buy or listen to albums from local Knoxville musicians.
- Even after seeing a band live, most college kids won't buy a band's CD until they have actually heard the album.
- Students expect to pay \$8-\$10 for a CD from a local musician.
- Venue can greatly affect concert attendance.
- There's not one radio station that a majority of college kids listen to.
- When diagnosing music, males are more concerned about the quality and musicianship, and females respond more to the entire experience (live show, personality of the band, etc.)
- Officially our market will be students of the University of Tennessee, but The Big Tease Marketing Campaign will target collegiate females.
 - More likely to buy a CD at the type of live show we perform.
 - Females are less resistant to new bands.
 - Girls will buy a CD even if they've only heard one song as long as they really enjoy that one song.
 - Creating a strong female fan base can work as a marketing tool when trying to increase awareness and trial among males.
 - When going out at night, males "flock" to wherever the girls are.

Sales Forecasting

for The Big Tease: Beautiful Addiction

ATAR MODEL

Current

	Awareness	Trial	Availability	Repeat Purchases	Market Size	Units Sold
	69%	10%	15%	1	19224	199
Possibility #1	80%	15%	25%	1	19224	577
Possibility #2	80%	20%	20%	1	19224	615
Possibility #3	80%	15%	30%	1	19224	692
Possibility #4	80%	20%	30%	1	19224	923

*Most realistic

*Possibly expand our target market...

Units Sold
By the end of the
Summer: 8/24/05

Marketing Campaign Agenda

Positioning Statement for The Big Tease

“The Big Tease strives not only to be one of the most fun and entertaining bands in Knoxville, but we will also make every effort to be socially responsible by giving back to the Knoxville community in forms such as charity events, sponsorships, and other philanthropies.”

Awareness

1) Newspaper Publications

- The Daily Beacon – CD Review & Concert Preview
- The MetroPulse – Concert Preview
- The Knoxville News-Sentinel – Snippet about the band
- The Weekly Hangover – CD Review
- UT Greek Directory – General Band Advertisement

2) Radio

- Our single is currently in rotation on 90.3 The Rock and West 105.3
- Advertisements on WUTK before our CD Release Show
- Appearance on an on-air call-in show discussing the new CD

3) P-Mailings

- Freshman Residence Halls (Humes and South Carrick)
- Massey Residence Hall
- Popular events for high school students
 - Sporting events
 - YoungLife Clubs

4) Website

- Created an updateable html-based website w/ everything “big tease”
- Includes biographies, live pictures, sound clips and video, upcoming tour dates, and all of the necessary contact information
- Since conception, we’ve had over 6,000 unique views

5) Live Performances

- CD Release Show on 3.12.05
 - Girls got in free
 - We had an attendance of over 700 people
- Charity/Benefit Shows
 - Dance Marathon (over 400 students involved)
 - KD Relay for Life Event
- Webb High School Prom
- Farragut High School Senior Banquet (on May 6th)
- Grad Finale Party for Graduating Seniors (also on May 6th)

6) Public Appearances

- Visited every willing sorority on campus, nine in total
- Spoke at their chapter meeting and announced the new CD and upcoming shows
- Gave away free merchandise

7) Merchandise

- Slap Bracelets
- T-Shirts
- Hats
- Stickers

Trial

1) Sample Downloads

- bigteaseband.com
- purevolume.com
- CdBaby.com
- Awarestore.com

2) Radio Airplay

- WUTK is playing the single “Keep Coming Back”
- West 105.3 is playing the single “Fact or Fiction”

3) Live Shows

- Free Shows
- Charity Shows (Dance Marathon, Relay for Life, etc.)

Availability

1) Local Record Stores

- The Disc Exchange
- Cat’s Music

2) Online

- AwareStore.com
- CDBaby.com
- BigTeaseBand.com

3) Personal Selling

4) Live Shows

5) Rep Teams

- "contracted" loyal fans to sell our CD in exchange for free tix, merch, etc.
- allowed certain organizations to sell our CD, and we donated a % of those profits to their sponsored charity

Ex: p-mail advertisement

The Chill Song

Took her picture from my wallet
 But it still won't leave my head
 Trying to erase her fragrance
 From my pillow and my bed
 You looked excited
 Don't want no one to know
 Where you were the last night
 And whose clothes you're wearing home
 I'm afraid of losing
 So I pick my bottles well
 Am I your personal Jesus
 Or am I your personal hell
 Watching TV on my sofa

I've been trying to sleep for hours
 But the scene feels incomplete
 How can I be comfortable
 If I cannot feel your heat
 Already told you once
 That I pick my bottles well
 I wanna reach down inside you
 Bring some water from your well
 You say things changed
 Then why do you stay the same
 Told you want to get to know me
 Tell me what's my little name

Knoxville's very own...

THE BIG TEASE

Their debut CD *Beautiful Addiction*
now in stores!

Available at The Disc Exchange & Cat's Music
As well as at www.bigteaseband.com

WWW.BIGTEASEBAND.COM



Don't go out in the cold
 Either wake up or you'll see the door
 Keep it do not fade away
 Glorious day

Keep yourself together
 The last thing that we need of you's to fall apart
 Just blame it on the weather
 It's the logical place to start
 The old man is tired and angry and he sure does not want to leave
 There's another trick
 Hiding up his sleeve

In whatever shape or form you need
 When the world stands on my back
 And I can't, you can't, we can't breathe
 And it's so hard to forgive,
 But it's harder to forget



Business Skills

In order to successfully complete this project, it was necessary to learn many new personal skills as well as certain software that is vital to any successful marketing campaign. Below is a synopsis of the skills or programs I learned and how I used each of them in this project.

- 1) Microsoft Excel
 - a. computed results from the online survey
 - b. kept an accurate balance sheet of both marketing expenses and general band expenses
 - c. kept track of our current inventory levels of CD's and other merchandise
 - d. Forecasted future sales goals using the ATAR model formula
- 2) Adobe Photoshop
 - a. become an experienced user of this photo-editing software
 - b. created the layout for our webpage as well as created and edited all photos and images for the website
 - c. created all designs promotional tools such as flyers, t-shirts, slap bracelets, hats, etc.
 - d. designed p-mailings that were sent to the specified target markets
 - e. Designed all of the artwork for the entire CD
- 3) Webpage Design
 - a. strong knowledge of the language of html code and java script
 - b. designed the entire Big Tease website (www.bigteaseband.com)
 - c. created merchant pages on our website where people can purchase our merchandise online
- 4) Management Skills
 - a. I was appointed the sole manager of The Big Tease
 - b. designed, created, and reviewed all contracts and riders b/w the band and the buyer
 - c. handled all finances and kept an accurate balance sheet and inventory
 - d. negotiated all deals between The Big Tease and third parties
 - e. cut all checks to band members and third parties
 - f. negotiated the necessary loans needed to finance the production of our CD
 - g. set up all accounts between both local and online CD retailers
 - h. built and maintained relationships with all third parties connected with the band

The Big Tease CD Sale as of 5/2/05
 *Original CD Release Date: 3/12/05

Personal Selling

Chase	100
Bill	100
Brent	100
Gavin	100

Stores

	Total	Sold	Money Made
Disc Exchange West	10	7	56
Disc Exchange North	5	4	32
Cat's Music	10	6	48
CD Baby	10	1	6
Awarestore	4	0	0
Catherine Davis	30	0	0
Ashley McMillan - KD	120	100	0

Tour Inventory	70	20	200
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Rep Team

Blair Reath (Chase)	29	13	78
Sarah Alliman (Band)	10	0	0
Chase Pattison (\$5 CD)	30	30	150

Shows

	Total	Sold	Money Made
3/12 - RT's	18	18	180
4/2 - Webb Prom	2	2	20

TOTAL

1,067

BAND TOTAL	667
TOTAL IN STORES	189
TOTAL AT SHOWS	70
TOUR GIVEAWAYS	3
TOTAL 4 REP TEAMS	69
OTHER GIVEAWAYS	55

TOTAL LEFT (=Office Inventory)	281
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TOTAL SOLD	\$ 581
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Giveaways

Sarah Alliman	5
CD Baby	1
Vh1 - EyeBoogie	5
Radio	4
Awarestore	3
Daily Beacon	1
Benny Smith	1
Ashley Williams	1
Auburn Radio	2
Rachael - Merch	1
LeAnne Pool (FHS)	1
Max Lucus (MTV)	1
XM Radio - Unsigned	1
The Daily Mississippian	1
Matt Reed - Flyers 4/8	1
Megan Harpole - Flyers 4/8	1
Mike Dearing	10
Rob Sanford - Flyers 4/8	1
Andrea Collins - BHS	1
AC Entertainment	5
Marc Broussard	1
Jessica Dealy - MS State Radio	1
94.3 Xtreme Radio	3
Casey/Nick (old MoJo)	2
Elizabeth (Poetry/WUTK)	1

IN-STORE PROFIT	142
AT SHOW PROFIT	200
REP TEAM PROFIT	228

TOTAL PROFIT	570
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Office Inventory	281
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* Sales Goal was 923 CDs
 by 8/24/05, we are
 currently at 60% and
 less than halfway to our
 deadline!

Title: Marketing Campaign Results

This survey is designed to calculate the results of The Big Tease's marketing campaign for their debut LP Beautiful Addiction."

Please only answer the questions to this survey if you are a student of the University of Tennessee."

1 Are you familiar with the local Knoxville band The Big Tease?

Very familiar	82
Somewhat Familiar	66
Only have heard of them	71
Never heard of this band	18

- 92% $\Rightarrow$ increased by 22%

2 If you have heard of the band The Big Tease, have you ever seen them live in concert or at a party or function?

Yes	128
No	99

56% $\Rightarrow$ increased by 17%

3 If you have heard of the band The Big Tease, have you purchased their debut CD Beautiful Addiction?

Yes	12
No	214

4 Did you attend the Robert Randolph show at Fiji Island this semester?

Yes	62
No	174

5 If so, how did you hear about this show?

The Daily Beacon	50
The MetroPulse	5
Local Radio	5
Word of Mouth	70
Email Announcements	10
Flyers around campus	32
Other	16

6 Do you use The Facebook?

Yes	198
No	39

- 84% $\Rightarrow$ New Advertising Medium

7 If so, do you pay attention to the advertisements on the left side of the facebook template?

All the time	4
Sometimes	74
Not very often	72
Never	59

8 If you use the facebook, do you ever pay attention to the week's upcoming parties at UT?

All the time	15
Sometimes	66
Not very often	60
Never	66

9 Did you read The Daily Beacon's CD Review of The Big Tease's debut CD Beautiful Addiction?

Yes	52
No	182

10 Have you seen The Big Tease's posters about upcoming shows around campus?

Yes	169
No	65

11 Have you visited The Big Tease's website, www.bigteaseband.com?

Yes	73 - 31%
No	163

12 Are you aware that New Amsterdam, a bar/club located on the strip, now hosts live music every weekend?

Yes	146
No	85

13 Have you been to New Amsterdam to see any live music this semester?

Yes	107
No	128

14 If you have heard of the local band The Big Tease, what is your impression of the band?

RESPONDENT: 4 They rock pretty darn hard.
 They are supposedly awesome! They played at our formal, and I thought they were GREAT! I was kind of apprehensive
 RESPONDENT: 5 about having a live band at formal, but it was way better than a dj!
 RESPONDENT: 6 They are flippin' AWESOME!!
 RESPONDENT: 7 good

RESPONDENT: 9 They're awesome.
RESPONDENT: 11 pretty good cover band
RESPONDENT: 12 Lots of fun
RESPONDENT: 15 They are very entertaining!
RESPONDENT: 16 Never heard them
RESPONDENT: 18 Very very good. I like the mix of songs that we all know and love" with your own songs. And Chase is so dreamy!"
RESPONDENT: 19 I L-O-V-E them!
RESPONDENT: 20 They are personable and play great songs!! Talented group of guys. Their acousitcs are great!!!
RESPONDENT: 22 I really would like to go to one of their shows! I have heard great things about The Big Tease
RESPONDENT: 23 They are good
RESPONDENT: 24 I love The Big Tease! Consistent, energetic, and great music!
RESPONDENT: 26 They rock my face off
RESPONDENT: 27 I really like the band a lot.
RESPONDENT: 28 good stuff
RESPONDENT: 29 well i haven't actaully heard them but ive heard they are really good
RESPONDENT: 31 Excellent guys with great music and compelling vocals.
RESPONDENT: 32 great music
RESPONDENT: 35 AMAZING! GOin to get the CD tomorrow
RESPONDENT: 41 The members of the band are very cool guys! They are nice and friendly and really know how to play and sing!
RESPONDENT: 45 Fun
RESPONDENT: 47 great job covering songs
RESPONDENT: 49 They are awesome!!! They always keep the party going!
Fantastic. Hope The Big Tease gets the right breaks. Being from Nashville, I know there is a lot of super talent that simply never gets the right breaks, but the CD shows enough diversity to indicate that the band should be popular wherever it goes.
RESPONDENT: 53 Can't wait to see you guys live.
RESPONDENT: 54 Very good sound! Great Guys!
RESPONDENT: 55 Very talented
RESPONDENT: 56 I love their music, they are such a fun band!
RESPONDENT: 57 Nice, they are very gifted, and also good to bring girls into parties.
RESPONDENT: 59 its very popular and good
RESPONDENT: 60 I think they are really good.
RESPONDENT: 61 they are pretty good, on their way to awesomeness
RESPONDENT: 64 hot
RESPONDENT: 65 Good group of guys
RESPONDENT: 68 Liked them a lot
RESPONDENT: 70 cool, local band
RESPONDENT: 73 Love them! Very original and a bunch of hotties :)

RESPONDENT: 74 N/A
RESPONDENT: 75 great band. I love their own material as well as their cover songs.
RESPONDENT: 77 Very talented
RESPONDENT: 78 Fun party band
RESPONDENT: 80 i really liked them.
RESPONDENT: 81 Chase, you have a great band...very fun...great for parties.
I think that they are very talented and have great original songs, but need to drop the covers and go at it for real, and gain
RESPONDENT: 83 fans by playing their music, not other people's.
RESPONDENT: 84 They are a great band and put on an entertaining show. I have heard them several times live and I always enjoy them.
RESPONDENT: 85 Talented, but not my type of music.
RESPONDENT: 87 They are very good, and I enjoyed their show.
RESPONDENT: 88 I absolutely and totally LOVE you guys!!!
RESPONDENT: 89 They're fun at parties, but I've never heard much of their original music.
RESPONDENT: 90 I like them. I would definitely go to one of their shows.
RESPONDENT: 91 they are very good, I am good friends with sara and bill
RESPONDENT: 92 ggreat
RESPONDENT: 95 They sounded okay, not the greatest, not the best.
RESPONDENT: 96 FUN!
RESPONDENT: 97 they ROCK, thanks for playing at ZTA formal, and shoutout to Bill =)
RESPONDENT: 98 They have a medium sized local following but nothing really more than that.
They're good, only heard them once at a fraternity party so with other bands playing don't remember them standing out but I
RESPONDENT: 99 do remember they were good.
RESPONDENT: 104 I LOVE THEM!!
RESPONDENT: 105 I loved them!
RESPONDENT: 107 Chase Pattison is hott!
RESPONDENT: 108 n/a
RESPONDENT: 109 Great local band, variety, up beat
RESPONDENT: 110 Diddle is the real deal.
RESPONDENT: 111 They are good.
RESPONDENT: 113 decent...not that great and there are some songs they should really not do a cover of
RESPONDENT: 114 It is a kickass blend of rock and pop with that homegrown taste that makes them the best band to have around.
RESPONDENT: 116 It's a good band with enjoyable music.
RESPONDENT: 118 nothing
RESPONDENT: 119 They are good I like listening to them
RESPONDENT: 121 I think you do a good job getting your name out on campus and are a good band.
RESPONDENT: 124 I enjoyed listening to them. It was very fun to go, hang out at the bar, and listen to good music.
RESPONDENT: 126 I love it!

RESPONDENT: 128 Not Bad

RESPONDENT: 130 I have heard they are really good

RESPONDENT: 131 Great music. Great singing, drumming and keyboards.

RESPONDENT: 134 great

RESPONDENT: 136 that they are cool

RESPONDENT: 137 I hear great things about them.

RESPONDENT: 141 that they are AWESOME, all i have heard are good things and they had really cool slap bracelets =D

RESPONDENT: 142 They are great. They play fun music and are fun to listen to.

RESPONDENT: 144 Great!!

The group is capable of doing great things, however must continue to improve their attitude to make it as professional as possible while letting themselves grow in their music. Unfortunately, covering music is what gets people listening. Stop the

RESPONDENT: 145 covers and start finding your own unique and strong identity.

RESPONDENT: 146 great!

RESPONDENT: 148 Talented

RESPONDENT: 151 I think the band is so much fun to listen to, they seem to love what they do!

RESPONDENT: 152 they are very good and fun to listen to. they pump the crowd up/

RESPONDENT: 153 they are very good, laid back, and making it big for college students.

RESPONDENT: 154 it was only once a while ago so i don't remember.

RESPONDENT: 155 They are ok. I think they are a great cover band.

RESPONDENT: 157 Good Energy

RESPONDENT: 158 never heard

I think that the red headed guy, Chase or the Diddle, is great. My friend Jimmy Cito and I enjoy watching the Big Tease play covers such as Hey Ya" "Oh Big T Don't Touch Me There" "Who's Coonskin Cap Is that?" featuring Dr. Pattison D.D.S. and

RESPONDENT: 160 my personal favorite "One Piece Equals No Pieces"

RESPONDENT: 162 They were good, easy to dance too, kept the crowd up beat and lively.

RESPONDENT: 165 i LOOOOOVE THEM!

RESPONDENT: 166 I love them! They are so talented, but they haven't let their talent get to their heads :)

RESPONDENT: 168 They play covers which is easier to party and dance to than originals.

RESPONDENT: 169 never heard of them

RESPONDENT: 172 I don't really have one.

I LOVE them! They have the best energy and stage presence and everyone gets sooo excited to see them whenever we

RESPONDENT: 173 hear about a show....so....they're incredible!

RESPONDENT: 175 Good group, nice music

RESPONDENT: 177 very good

RESPONDENT: 178 Pretty good

RESPONDENT: 179 Good mix of music. Young, fun band.

RESPONDENT: 181 great

RESPONDENT: 184 AWESOME!!!! They are Phi Mu groupies!

RESPONDENT: 187 I believe Big Tease has a lot of talent and are the most humble band I have ever meet. I love their music.

RESPONDENT: 189 i heard they were better than a couple of othe i.e. dudes with acoustic guitars playing jam music.."

RESPONDENT: 190 I only saw a few songs at a frat party where they covered some Outkast, but they put out a fun vibe

RESPONDENT: 191 I really like them. They are a great band and their music is good to dance to.

RESPONDENT: 193 I think they're really good!

RESPONDENT: 194 good

I think they are a very talented band. I am glad to see them moving ahead with their original music. I have heard bits of

RESPONDENT: 195 their CD and i think it has potential.

RESPONDENT: 196 they rock my world

RESPONDENT: 201 a cover band from farragut

RESPONDENT: 206 They are cool guys

RESPONDENT: 209 haven't

RESPONDENT: 210 They are hard-working guys, who are serious about their music and about showing fans a good time.

RESPONDENT: 211 They're pretty good.

RESPONDENT: 216 Very good, reminds me of the small punk bands on that play on The O.C.

RESPONDENT: 217 I love them, I got them to come to Georgia Southern and it was the best night since I've been in Statesboro

RESPONDENT: 219 They are a really fun band...

RESPONDENT: 221 A fun band to see. They put on a good show.

RESPONDENT: 223 They're a great group of guys performing great music.

The Big Tease makes me cream my pants every time I hear them....they are so awesome....i also like to tickle my buttohole

RESPONDENT: 224 while listening to Beautiful Addiction....and I am in love with Meg.

RESPONDENT: 225 They have a good sound and I believe are working to restore live music to the Strip, way to go Chase.

RESPONDENT: 226 I heard their CD from one of the girls who bought the CD and they are a good quality band.

RESPONDENT: 228 I enjoy the music, but sometimes find it trendy. The members are original, but need to take advantage of that.

RESPONDENT: 236 i love it...super down to earth

RESPONDENT: 237 They are excellent

I think they are a fun band with obvious talent. There is a sense of charm in their stage presence. I am not a fan of the title

RESPONDENT: 238 of their album(it sounds like every other debut album out there) but I would really like to listen to it. From what I have heard, I

15 Who is your favorite local band from Knoxville?

RESPONDENT: 4 Big Tease

RESPONDENT: 5 The Big Tease

RESPONDENT: 6 The Big Tease!

RESPONDENT: 7 none

RESPONDENT: 9 The Big Tease

~ 33% of Respondents
said The Big Tease!

RESPONDENT: 10 romanella
RESPONDENT: 11 perfect orange
RESPONDENT: 12 Scott Miller
RESPONDENT: 16 None
RESPONDENT: 18 Tease, duh
RESPONDENT: 19 The Big Tease
RESPONDENT: 20 Matt and Eric
RESPONDENT: 22
RESPONDENT: 23 The Big Tease
RESPONDENT: 24 The Big Tease
RESPONDENT: 26 The Big Tease of course!
RESPONDENT: 27 none
RESPONDENT: 29 not sure
RESPONDENT: 31 The Big Tizease
RESPONDENT: 32 big tease
RESPONDENT: 33 Place of Skulls
RESPONDENT: 35 THE BIG TEASE
RESPONDENT: 39 Trotline
RESPONDENT: 40 Todd Steed
RESPONDENT: 41 ???
RESPONDENT: 42 Perfect Orange
RESPONDENT: 44 dishwater blonde
RESPONDENT: 45 Big Tease
RESPONDENT: 46 Scott Miller and the Commonwealth
RESPONDENT: 49 The Big Tease
RESPONDENT: 51 The Family Trucksters
RESPONDENT: 53 The Big Tease
RESPONDENT: 54 The Big Tease
RESPONDENT: 55 Down From Up
RESPONDENT: 56 Down from Up
RESPONDENT: 57 Velcro Pigmies
RESPONDENT: 59 trot line
RESPONDENT: 60 The Big Tease
RESPONDENT: 61 dont have one
RESPONDENT: 62 havent heard any
RESPONDENT: 63 Microdahts
RESPONDENT: 64 defunkalators

RESPONDENT: 65 The Big Tease
RESPONDENT: 69 slawburger all-stars
RESPONDENT: 70 don't have one
RESPONDENT: 73 The Big Tease
RESPONDENT: 74 N/A
RESPONDENT: 75 The Big Tease
RESPONDENT: 77 The Big Tease
RESPONDENT: 78 The Big Tease
RESPONDENT: 79 garage deluxe
RESPONDENT: 81 Boys Night Out
RESPONDENT: 82 troutline
RESPONDENT: 83 My Lost Cause
RESPONDENT: 84 The Big Tease
RESPONDENT: 85 Dixie Dirt
RESPONDENT: 87 The Big Tease
RESPONDENT: 88 The Big Tease
RESPONDENT: 90 Redefine
RESPONDENT: 92 big tease
RESPONDENT: 95 Redefined
RESPONDENT: 96 no clue
RESPONDENT: 97 gran torino
RESPONDENT: 98 simpleside
RESPONDENT: 99 don't have one, Copper I guess
RESPONDENT: 100 trotline
RESPONDENT: 104 Trotline
RESPONDENT: 105 The Big Tease
RESPONDENT: 106 Jag Star
RESPONDENT: 107 The Big Tease
RESPONDENT: 108 N/A
RESPONDENT: 109 Big Tease
RESPONDENT: 110 Donald Brown's jazz trio
RESPONDENT: 113 ??
RESPONDENT: 114 The Big Tease
RESPONDENT: 116 Capulet
RESPONDENT: 117 capulet
RESPONDENT: 118 Homeless Trio
RESPONDENT: 119 big tease

RESPONDENT: 121 Don't have one
RESPONDENT: 124 ?
RESPONDENT: 126 The Big Tease
RESPONDENT: 130 Down From Up
RESPONDENT: 131 Boys' Night Out
RESPONDENT: 132 The Big Tease
RESPONDENT: 134 The Big Tease!
RESPONDENT: 136 the big tease
RESPONDENT: 138 Ruined
RESPONDENT: 139 don't have one
RESPONDENT: 141 The Big Tease or Down From Up
RESPONDENT: 143 I don't have one.
RESPONDENT: 145 Tall Paul, Jodie Manross, Down From Up
RESPONDENT: 146 The Big Tease
RESPONDENT: 147 steve earle
RESPONDENT: 148 Robinella
RESPONDENT: 151 Don't have one
RESPONDENT: 152 don't have one
RESPONDENT: 153 The Big Tease
RESPONDENT: 154 solace
RESPONDENT: 155 none
RESPONDENT: 157 The Big Tease
RESPONDENT: 158 Down from up
RESPONDENT: 159 10 Years
RESPONDENT: 160 Seed or The Travis Harris Project
RESPONDENT: 162 Mikel Grubb Band
RESPONDENT: 163 Scott Miller and the Commonwealth
RESPONDENT: 166 the Big Tease
RESPONDENT: 168 Down from Up
RESPONDENT: 169 none
RESPONDENT: 171 the big tease
RESPONDENT: 172 I don't really pay attention to local music.
RESPONDENT: 173 Tie--The Big Tease and Perfect Orange
RESPONDENT: 177 ??????
RESPONDENT: 178 n/a
RESPONDENT: 179 The Big Tease
RESPONDENT: 180 matt and eric

RESPONDENT: 181 hmm Big Tease
RESPONDENT: 184 The Big Tease
RESPONDENT: 185 dont know any
RESPONDENT: 187 Coconut Cowboys
RESPONDENT: 188 Squirrel Corn Revival
RESPONDENT: 189 matgo primo!
RESPONDENT: 190 I'm not too active in the local band scene
RESPONDENT: 191 Trotline
RESPONDENT: 193 ?
RESPONDENT: 194 trotline
RESPONDENT: 196 the big tease
RESPONDENT: 201 Sloppy Roast Beef
RESPONDENT: 202 Down from Up, formerly known as Matt and Andy
RESPONDENT: 203 Llama Train
RESPONDENT: 206 The Big tease
RESPONDENT: 207 Dave Barnes - not really a band but an artist
RESPONDENT: 209 copper
RESPONDENT: 210 The Big Tease
RESPONDENT: 211 Don't Know
RESPONDENT: 212 Sloppy Roast Beef
RESPONDENT: 215 ingram hill
RESPONDENT: 216 The Big Tease
RESPONDENT: 219 The Big Tease
RESPONDENT: 221 i'm not sure, there are a couple good ones
RESPONDENT: 223 The Big Tease
RESPONDENT: 224 The Dingleberries
RESPONDENT: 225 Copper or the Big Tease
RESPONDENT: 226 Down from Up
RESPONDENT: 228 Big Tease
RESPONDENT: 229 ?
RESPONDENT: 231 Jagstarr
RESPONDENT: 234 none
RESPONDENT: 235 Jag Star
RESPONDENT: 236 the big tease
RESPONDENT: 237 Copper
RESPONDENT: 238 I don't think I have one

If you would like to be added to The Big Tease's mailing list, informing you of
 16 upcoming shows, and other Tease news, please enter your email address here.

RESPONDENT: 4 james.d.phillips@vanderbilt.edu
 RESPONDENT: 6 rlipsey@utk.edu
 RESPONDENT: 9 bd@utk.edu
 RESPONDENT: 18 sdonovan@utk.edu
 RESPONDENT: 19 tschuh@utk.edu
 RESPONDENT: 20 mmajors@utk.edu
 RESPONDENT: 24 meg@utk.edu
 RESPONDENT: 26 eclevela@utk.edu
 RESPONDENT: 27 jyoung20@utk.edu
 RESPONDENT: 31 wboling@utk.edu
 RESPONDENT: 35 amcmilli@utk.edu
 RESPONDENT: 46 musicgal@gmail.com
 RESPONDENT: 63 rwrigh13@utk.edu
 RESPONDENT: 88 mwedeki1@utk.edu
 RESPONDENT: 92 jama2112@aol.com
 RESPONDENT: 105 abyingto@utk.edu
 RESPONDENT: 118 ~~asdf;lkj~~
 RESPONDENT: 123 eddie@utk.edu
 RESPONDENT: 130 cpayne5@utk.edu
 RESPONDENT: 131 ~~already on the mailing list~~
 RESPONDENT: 136 ~~already on it~~
 RESPONDENT: 141 jharmon4@utk.edu
 RESPONDENT: 154 ~~on it~~
 RESPONDENT: 160 chai@secretboys.com
 RESPONDENT: 184 ebishop2@utk.edu
 RESPONDENT: 209 ~~nope~~
 RESPONDENT: 216 rcbrodd@hotmail.com
 RESPONDENT: 219 lmarti14@utk.edu
 RESPONDENT: 221 ~~i already am~~
 RESPONDENT: 223 nutrishnut@yahoo.com
 RESPONDENT: 238 sdemange@utk.edu

17 Sex

Male
 Female

73
 163

18 Grade

Senior	91
Junior	47
Sophomore	40
Freshman	58

19 Major

Agriculture	6
Architecture	3
Arts & Sciences	70
Business Administration	63
Communications	38
Education, Health, etc.	25
Engineering	17
Health Science Center	1
Nursing	8
Social Work	2
University	3

20 Are you greek?

Yes	119
No	117

21 Do you live on campus?

Yes	125
No	112



Van Diddler Management

Van Diddler Management

Ph. (865) 567-2599

1317 Bradford Lane

Knoxville, TN 37919

VanDiddlerManagement@hotmail.com

The Big Tease 4/07/2005

Performance Contract

THIS CONTRACT made and entered into this date of **Monday, 4/04/2005** between the undersigned Purchaser Ashley McMillan (herein called "Purchaser") and Chase Pattison, representing the performer(s) known as **The Big Tease** (herein called "Artist").

PURCHASER so engages Chase Pattison to contract the said Artist for performance as stated by the terms and conditions below.

Name and Place of Engagement:

Event:

KD Relay for Life Benefit

Venue:

Liquid Knoxville

Knoxville, TN 37916

Name of Artist(s):

The Big Tease

Date(s):

4/07/2005

Show Time:

Negotiable

Type of Performance:

(2) 75 Min. Sets w/out Encore

Compensation Agreed Upon (in U.S. Dollars)

\$500 guarantee + Rider Agreement

Deposit Required:

N/A

Deposit Payable to: **Chase Pattison**

Payment To Be Made As Follows:

Remaining Balance of \$500 + Rider Agreement

Payable to: Chase Pattison

Due night of the performance

Call Chase Pattison 865.567.2599 to advance the show.

Rider: The Big Tease's Rider is an integral and official part of this contract.

In the event of sickness or if an accident occurs to the artist, or if a performance is prevented, rendered impossible, or unfeasible, by an act of regulation of any public authority or bureau, civil tumult, strike, conditions or emergencies, or any cause beyond the control of ARTIST(S), it is understood and agreed that there shall be no claim for damages by either party to this contract, and artists' obligations as to such shall be deemed waived.

PURCHASER shall be liable for any damage to artists or equipment caused by Purchaser, his agents, or employees. This contract upon signature by both parties, shall be considered binding and legal; and shall not be altered or cancelled unless agreed upon by both parties.

Van Diddler Management acts solely as an agent for the musicians, and assumes none of their liability for the execution of the terms of this agreement. Artist will be paid in full, even if the Purchaser is not able to hold the event due to, but not limited to the following reasons; weather, insufficient funds, etc.

Purchaser's Name

Ashley McMillan

Kappa Delta Representative

Van Diddler Management

Chase Pattison

Manager

please sign and date here

GRAD FINALE *2005*

FEATURING:

*The
Big Lease*



Friday, May 6, 2005

***After commencement practice
at Neyland Stadium.***

Please enter in through Gate 13

**Graduating Seniors (Spring and Summer 2005 ONLY)
Please RSVP by April 27, to: gradfinale@utk.edu**

THE BIG TERSE

Beautiful Addiction

Calendar Girl

Hello, Can you tell me your name?
You're keeping my attention with every seasonal change
I found you back in February
And with you up on my wall you cannot disappoint me
Hey Girl, I cannot remember
Did you represent May, or are you Miss December
You're waiting for me back at my place
And everything that I need is waiting on the next page

Your appearance is your business
Hang it on the wall
Your intention is specific
You're my calendar girl

What I want to see is you free

Make Believe

Wait for me, And I'll wait for you
It's never been so hard to be away from you
Wait for me, I'll make it worth your while
And wrap you in the sheets that keep me warm at night

You know you mean the world to me
Then why are you planning to leave
You said to follow all my dreams
I remember when you were dreaming of me
Don't you know I need you so, oh oh
Just say the words and I will go, oh oh

We both need different things
Let's see what time can bring

Knoxville's very own...

THE BIG TEASE

Their debut CD *Beautiful Addiction*
now in stores!

Available at The Disc Exchange & Cat's Music
As well as at www.bigteaseband.com

WWW.BIGTEASEBAND.COM



As I
I'm

The

Did you
You think
Did you
The dirty
I've never
That you
The more
Temptation

She'll be

The Fever

You caught the fever

Can you read it on his face today
He's frightened by what he may hear
The risky choice of unprotected love
Has made both your futures unclear
Can you see it on the screen today
The fever growing within
You never thought about the consequence
Of letting him go under your skin

You say that it's not fair...

You cannot tell your family
You've got another mouth to feed

You came with another
But you went home with me
Now the morning's approaching
But you won't let me sleep
My fingers will remember the shape of your skin
While I'm taking advantage of being more than a friend

There's something about you that I can hold in my hand
And my control is what you can't understand
The way I react to the curve of your back
When you crawl toward me
Why pay for tomorrow, when last night was free?



