Case Study:
GRAMMY365: A Modern Approach to Member Management

By Steve Marshall

The Challenge
The Recording Academy is the world's leading society of music professionals and the illustrious organization behind the world-renowned GRAMMY Awards. In order to evolve its relationship with its membership base, the Academy wanted to create a premium digital engagement program. The goal: a highly polished digital experience to reflect the glamour and sophistication of its celebrated annual awards show. The digital experience needed to showcase membership benefits and services, make it easy for members to vote for the GRAMMY Awards, and publicize the wide array of events, programs and training available.

From dated to digital
We began with a deep dive into audience definition and user experience research. We reached out to constituents far and wide to ensure that, in the eyes of The Recording Academy members, the new website would showcase the benefits they value most. The Academy's broad membership includes everyone from celebrated musicians to sound engineers and stagehands.

As we met with The Recording Academy, we framed our work around our placeholder title of GRAMMY365. Our client quickly embraced this as the name and spirit for the new website. Conceived as a centralized membership engagement tool, GRAMMY365 has become a vital social resource center where members can connect on a national and local level. The site also facilitates basic, yet vital, business functions, including membership application and renewal, access to member benefits, and voting for the annual GRAMMY Awards.

Achieving modernity
We developed the website around the concept of modernity, using the technology to create a user experience that keeps the brand in the moment through:

Modern member connections.
Private social networking community with user profiles, media content and messaging.

Modern site administration.
Permission-based access for regional chapters to maintain specific content and events.

Modern business processes.
Processed voting and ticketing for the GRAMMY Awards, and a portal for access to membership benefits and services.

Another GRAMMY hit
With GRAMMY365, The Recording Academy has a big hit on its hands. The digital experience has driven high adoption and frequent visits by members who have found GRAMMY365 to be the central stage they can share.

Find out how Point B can help you achieve your vision. Visit pointb.com or contact us at insights@pointb.com.