



MUSIC MARKETING SERVICES 2010

VIDEO PROMOTIONS & MARKETING:

- Direct marketing to over 150 local, regional and national video shows
- Direct marketing to MTV, BET, Music Choice, Fuse and VH-1
- Direct marketing to online music video sites
- Direct marketing to music video publications
- Direct marketing to retail pools
- Arrangement of video interviews, hosting & co-hosting segments
- Street Teams/Sampling Staff
- College Campus Promotions
- Video Press Events
- On Air Giveaways
- CD Signings
- Contests
- Sweepstakes
- Print Advertising
- Video Advertising
- Television Advertising
- Club Events
- Album Release Parties
- Email Campaigns
- Promotional Partnerships/Sponsorships

SPECIAL EVENTS:

- Movie Premieres
- Product Launches
- Fashion Shows
- Fundraisers
- Concerts
- Dinners / Parties / Luncheons

BRANDING:

- Vehicle Wrapping
- Stenciling
- Billboards
- Banner Advertisements
- Packaging
- Print Advertising
- Websites
- DVD / CD Artwork
- Customized Premiums
- Promotional Handouts (*Flyers/Postcards/Posters*)
- Newsletters/Brochures



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PUBLIC RELATIONS:

- Press Releases
- Bios
- Articles
- Media Campaigns – National, Regional & Local

TV, FILM & VIDEO PRODUCTION:

- Commercial production
- DVD production
- Film production

CLIENT LIST

NATIONAL VIDEO CAMPAIGNS:

Included airplay and appearance(s) on MTV and BET

- Tina Turner
- Janet Jackson
- Mary J Blige
- Bone Thug N Harmony
- Gerald Levert
- Jarule
- Chuck D
- Warren G
- NERD
- Guru
- Nikka Costa
- Gorillaz
- Onyx

PRESS EVENTS:

- Mary J Blige
- Bone Thugs N Harmony
- DMX
- Bizzy Bone
- Jarule
- Keith Sweat
- Cameo
- EPMD



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ALBUM RELEASE PARTIES:

- Lenny Kravitz
- Guru
- NERD
- 69 Boyz
- Stevie Ray Vaughan

RETAIL APPEARANCES:

- LL Cool J – Todd Smith Clothing line; Macys, Miami, FL (2008)
- Miami Heat - Udonis Haslem & Mario Chalmer; Macys, Miami, FL (2008)
- Paris Hilton - Can Can fragrance; Macys, Miami, FL (2008)
- Nina Garcia - Project Runway; Macys, Miami, FL (2008)
- Lloyd Boston appearance and Jones New York fashion show; Palm Beach, FL (2008)

RETAIL CAMPAIGNS:

True Star Fragrance Launch

- Coordinated retail appearances with True Star celebrity spokespersons Beyonce' and Enrique Iglesias for retail launch of first celebrity signature fragrances for Tommy Hilfiger in key sales markets.

Columbia Records National Retail Tour featuring Jessica Simpson

- Coordinated partnership with Columbia Records for 12-city tour with Jessica Simpson at major retailers in key sales markets. Organized performances and appearances at local retailers supported by national radio and public relations campaigns in each market.