Andy Carne

andy@**3DiCD**.com

thelongdrop

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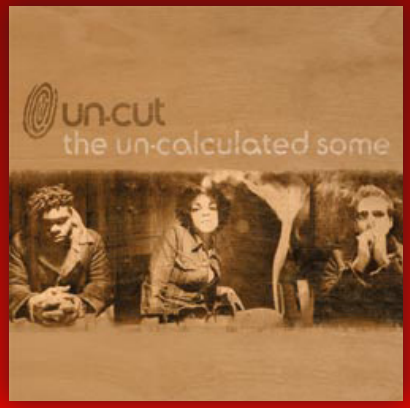
thelongdrop **BACKGROUND**



15 years art direction for music industry clients including all majors and many independents

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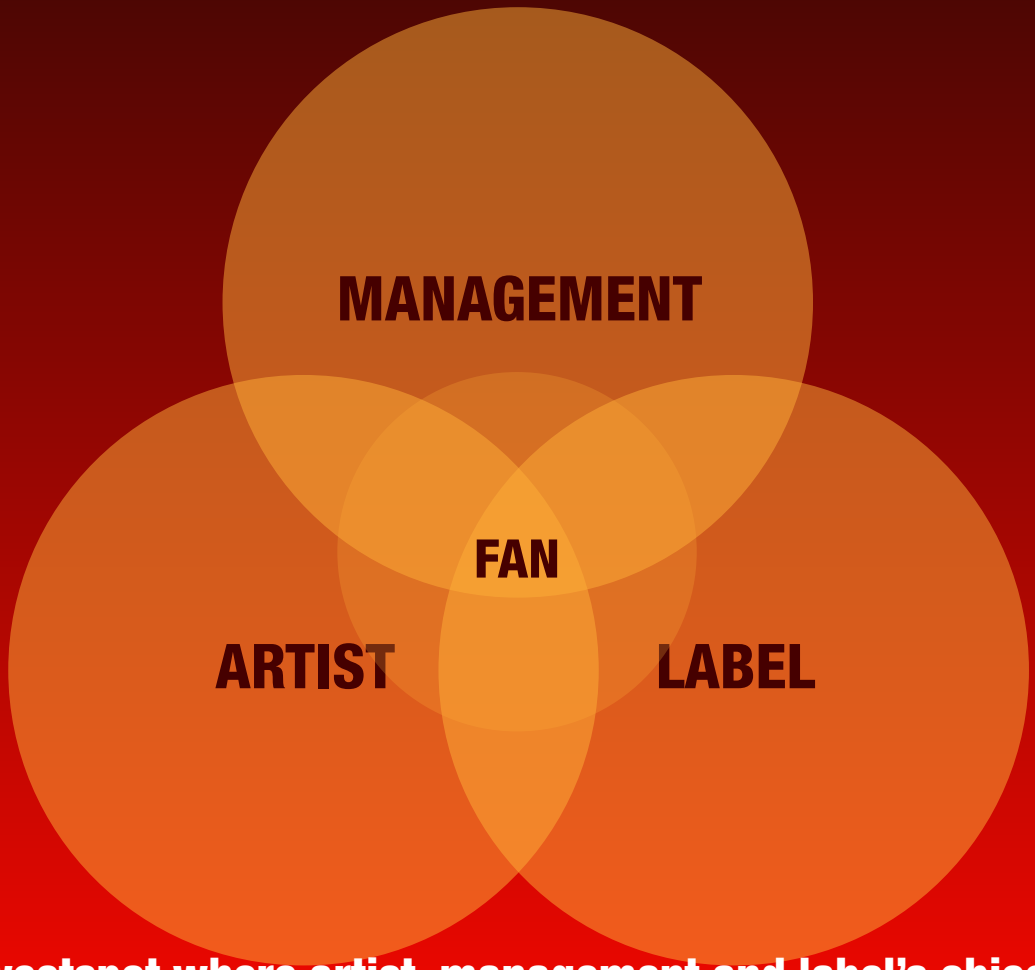
GETTING IT RIGHT



Hitting the sweetspot where artist, management and label's objectives are met

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ARTIST VIEWPOINT

“I had recorded the whole album, but it only felt like the real thing when I saw the package & held it in my hands”

Recording Artist

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ALBUM BUYERS

DIGITAL MARKET PENETRATION (UK)
>98%*

DIGITAL MARKET PENETRATION (UK)
<25%*

Getting the value proposition right for digital to appeal to the 80% of fans who still buy physical albums

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Patent Pending Technology

A fully interactive virtual album format, with complete artowrk, lyrics credits and thanks

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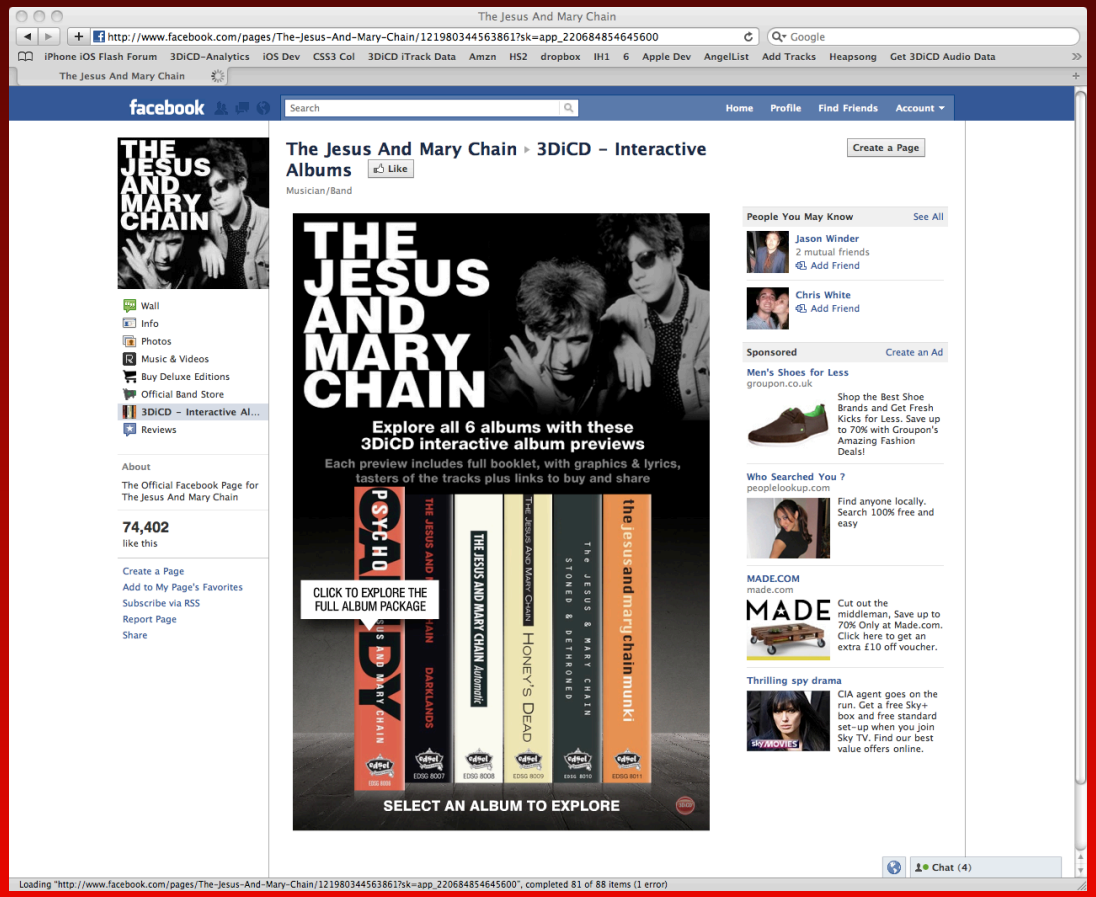
3DiCD CASE STUDY

Marketing Format : The Jesus and Mary Chain



A Facebook shelf mechanic for 6 albums, each individually explorable

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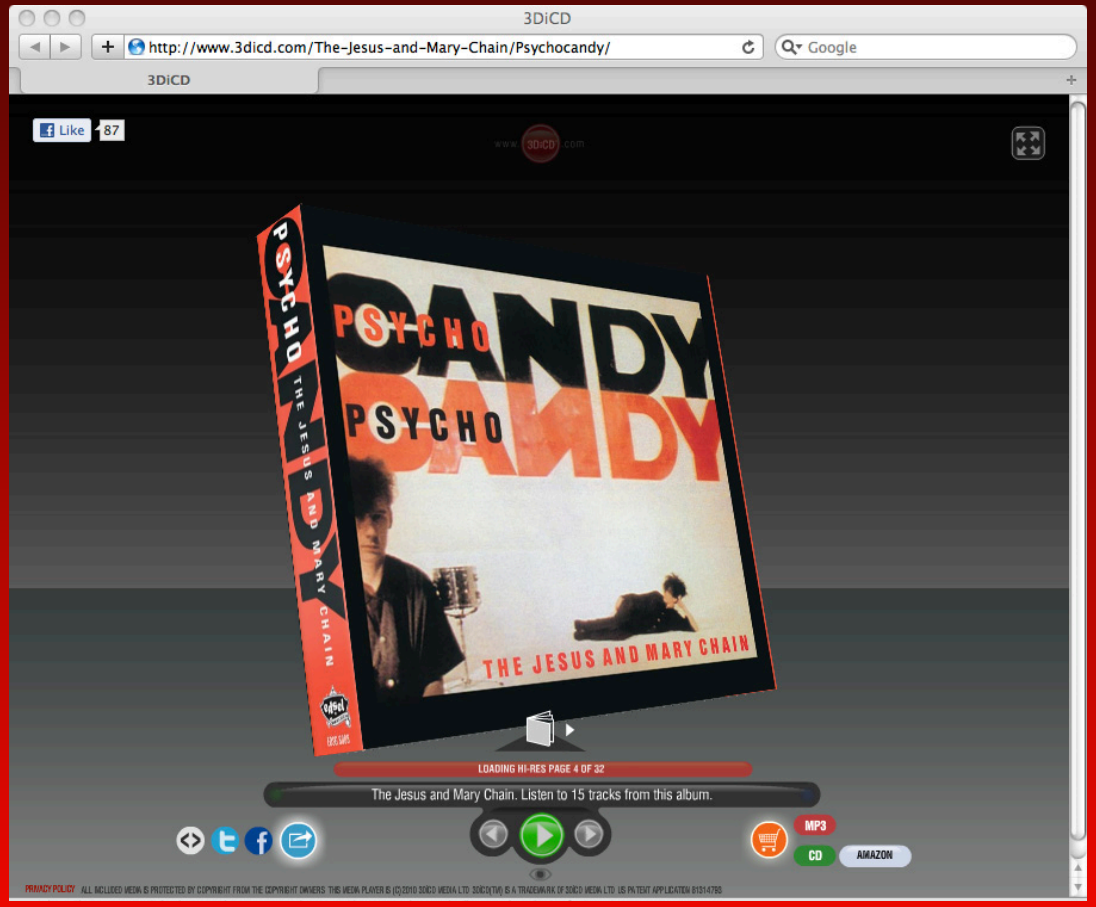
3DiCD CASE STUDY

Marketing Format : The Jesus and Mary Chain



Individual 3DiCD

Fan reactions

Mexican Radio Station - 50,000 followers

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3DiCD CASE STUDY

Marketing Format : The Jesus and Mary Chain

Pitchfork

Embedded on Pitchfork news story

Over 17,000 visitors in 24 hours with average visit length of 3 minutes

Average Visit Length:	3m

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REVIEWER VIEWPOINT

“φέρνοντάς μας έτσι όσο πιο κοντά γίνεται στο προϊόν χωρίς να το πιάσουμε στα χέρια μας”

Jumping Fish, Greece

(“as close to having the real package in your hands”)

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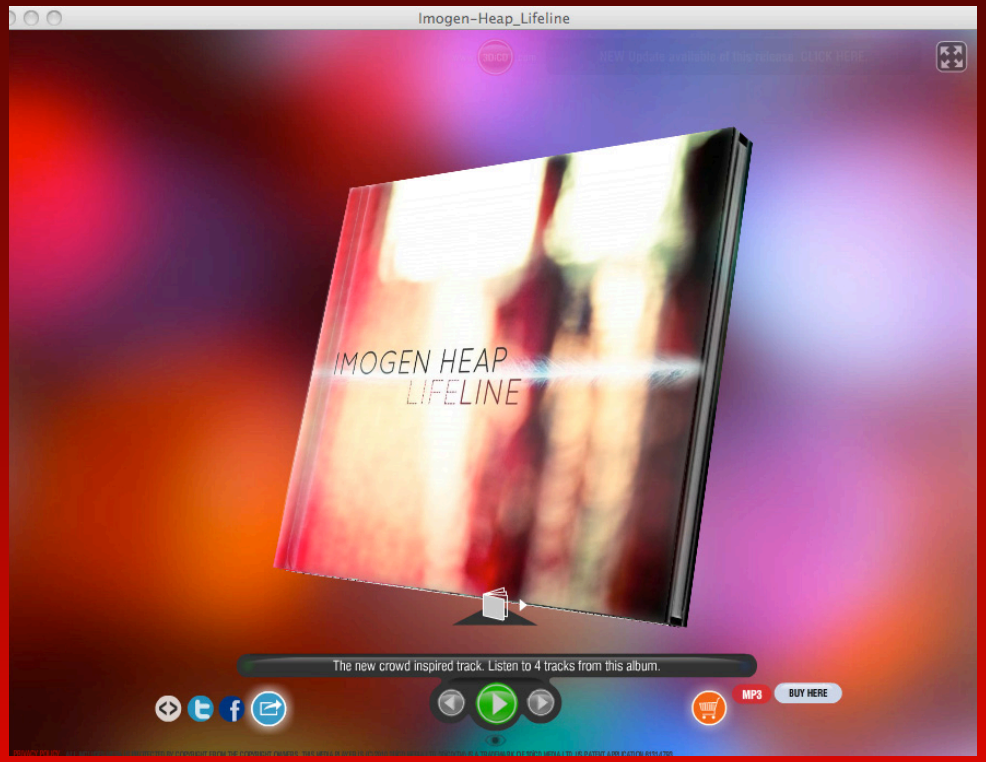
3DiCD CASE STUDY

Retail Format: Imogen Heap #Heapsongs



#Heapsong1 3DiCD Downloadable App

#Heapsong2 3DiCD Downloadable App

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3DiCD CASE STUDY

Digital Bundle Choice

MP3 Option
MP3 track only
99p

20% of sales

3DiCD Bundle Option
MP3 track
3DiCD Digital App
B-Sides
Video
£2.99

80% of sales

When given the choice, 80% of fans chose the more expensive 3DiCD Digital Bundle

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ARTIST VIEWPOINT

“Wonderful I can still have artwork like this in these digital music days”

Imogen Heap

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3DiCD THE NEAR FUTURE

Innovation

iPhone/iPad App (Due Oct 2011)

Desktop Shelf App (Due end of 2011)

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IN A NUTSHELL

- Powerful marketing tool
- Additional revenue stream
- Uses purely existing assets
- Starts from £250

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Contact Andy Carne at thelongdrop

andy@**3DiCD**.com or +44(0)7747 722440

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