



ARTIST AND BRAND PARTNERSHIPS

WHERE ARE WE NOW?

SIMPATICO

THE CURRENT MEDIA LANDSCAPE.....

Channel Four Television Corp

+ Add to myFT

Channel 4 cuts almost fifth of staff and lines up London office sale

UK broadcaster blames need for cost reductions on steep falls in traditional advertising market

Vox and Condé Nast are latest to announce media layoffs

Vox lays off at least 20 people in second round of cuts this year while Condé Nast to reduce staff by 5% over next few months

Sky to cut 1,000 jobs this year amid shift from satellite services

Paramount cuts 800 staff two days after Super Bowl was biggest ever TV show

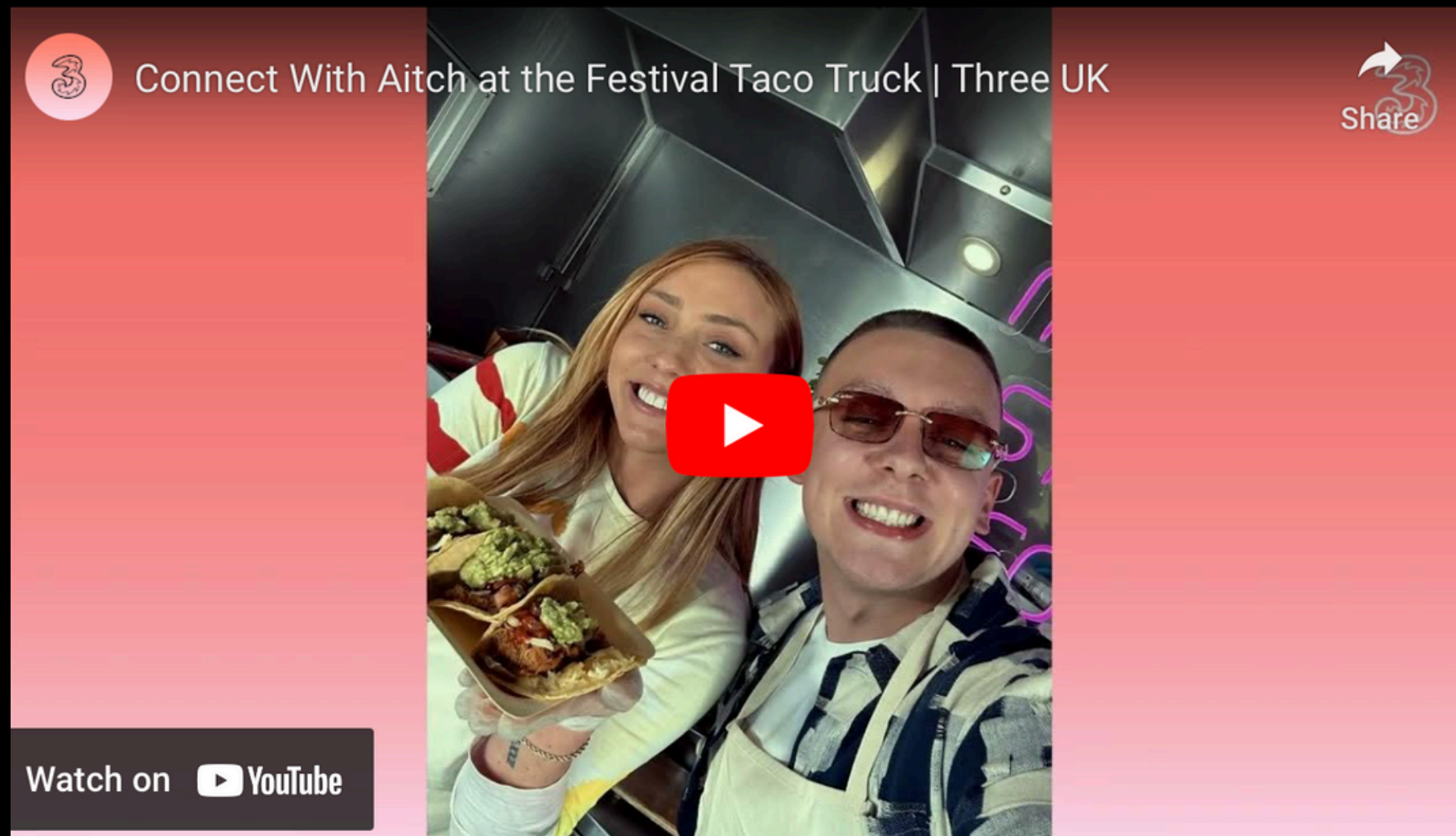
Company that owns CBS, broadcaster of NFL showpiece, announces 3% reduction in global workforce

“IT’S ALL ABOUT THE THUMB STOP”



**CAPTURING CONSUMERS ATTENTION ON
THEIR DEVICES AND COMPELLING
THEM TO ENGAGE WITH CONTENT....**

MUSIC AND MUSICIANS AS THE VEHICLE TO CAPTURE CONSUMERS ATTENTION.



WHY BRANDS LOVE MUSIC

CONNECTION TO THE CONSUMERS CULTURAL UNIVERSE

THE RIPPLE TO START A SOCIAL MEDIA WAVE

INJECTION OF CREDIBILITY, RELEVANCE AND DEPTH INTO
THE BRAND PERSONA.

MULTIPLE TOUCHPOINTS- IRL, ONLINE, PR, BROADCAST,
POS, EXPERIENTIAL.





THE SIMPATICO MODEL



THE PRESENT...

AUTHENTICITY IS VITAL - 'FANS BULLSHIT DETECTOR'

ALIGNMENT TO ARTISTS WITH REAL CULTURAL CURRENCY

MUSIC AS A VEHICLE TO DRIVE TRAFFIC TO BRAND ONLINE SUITE

CO-COLLABORATION/ARTIST AS STAKEHOLDER

BRINGING FANS CLOSER TO THE ARTISTS THEY LOVE

MUSIC AS A KEY PART OF THE BRAND DNA

(O2, DR MARTENS, JAGERMEISTER, JACK DANIELS)

Pitchfork

NEWS REVIEWS BEST NEW MUSIC FEATURES LISTS THE PITCH VIDEO FESTIVAL

Jameson Irish Whiskey Brings Fontaines D.C.'s Hometown Show to the World

The Dublin band kicked off their *Skinty Fia* tour on St. Patrick's Day Eve.



A journey into the creative world of musician, storyteller and cultural icon Nick Cave.

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THE SMILE



LIMITED EDITION:
FEVER DREAM YELLOW



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63w



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DECEMBER 10, 2019

ASSESESING A BRAND PARTNERSHIP

1. AUTHENTICITY - ARE YOU A GENUINE FAN OF THE BRAND AND CAN YOU CREDIBLY ADVOCATE ON THEIR BEHALF?
2. COLLABORATION - BEYOND THE PURE FINANCIAL RETURN, WHAT BRAND-OWNED DATA, CHANNELS AND INSIGHTS COULD BE OF BENEFIT TO THE ARTIST?
3. BEYOND THE MUSIC- WHAT PASSIONS DOES THE ARTIST HAVE BEYOND THE MUSIC? HOW CAN THEY WORK WITH BRANDS TO BRING THOSE PASSIONS TO A WIDER AUDIENCE AND POTENTIALLY DEVELOP NEW REVENUE STREAMS?
4. FANS FIRST - HOW CAN WE WORK WITH BRANDS TO ENHANCE THE OVERALL FAN EXPERIENCE AROUND TOURING AND RELEASES?
5. THINK LONG-TERM- IT'S NOT ADVISABLE FOR AN ARTIST TO BE ALIGNED TO MULTIPLE BRANDS IN THE SHORT-TERM; NOBODY WINS. PICK YOUR POTENTIAL PARTNERS CAREFULLY AND DEVELOP ORGANIC AND EVOLVING RELATIONSHIPS.
6. UNDERSTAND YOUR PARTNER- BE FAMILIAR WITH WHAT THE BRAND IS TRYING TO ACHIEVE FROM THE RELATIONSHIP AND BE WILLING TO CONTRIBUTE POTENTIAL IDEAS. THE MOST EFFECTIVE CAMPAIGNS ARE THOSE WITH SOME ARTIST INPUT AT PLANNING STAGE.



THANK YOU



SIMPATICO