



## **CARTEL MANAGEMENT AUSTRALIA**

**Services Package || 21/22 Financial Year || Cartel Management Australia**

## **CREATIVE: COMMUNICATIONS | PUBLIC RELATIONS | MARKETING | DIGITAL SERVICES**

Cartel executes custom-made and targeted strategies within the music, entertainment, hospitality and recreation industries. We pride ourselves on the passion and dedication we have for assisting in building profile, awareness and audiences for our clients. We aim to provide a complete promotional service offering radio, online and print campaigns across Australia- and worldwide.

With a small team and a long list of industry contacts, we develop long-standing relationships with our clients and put them directly in the spotlight to further their careers and their positive correlation within the music scene.

Cartel targets and leads campaigns with an in-depth knowledge and extensive database of online publications, the ever-expanding world of social media and the constantly evolving radio and print domain, creating maximum exposure across all channels. We tailor our campaigns, specific to your requests and end objective- fostering an evolutionary development of artist and brand.

## **PRICING**

At Cartel we understand that every journey is different and work to be flexible in assisting creatives achieve their goals. The pricing for each of the specific services will be discussed prior to the beginning of the service and will be based and agreed upon the client's needs. Depending on the service the creatives may need to combine parts of different services together to best execute the vision, pricing will reflect that.

## **SERVICE IN MUSIC INDUSTRY:**

### **BRANDING / CONSULTING**

#### **FULL PRESS PACK:**

Includes:

- A neat, interactive .pdf that you can send to music industry contacts, managers, agencies, promoters, publications
- Full pack Includes:
  - Interactive social media links in one place
  - Biography
  - Press release
  - Logo
  - Press Photos
  - Extras (other assets): negotiated for all except for designs, photography

#### **INDIVIDUAL PARTS OF PRESS PACK**

##### **BIOGRAPHY**

Includes:

- Brainstorming to best vocalize messaging and branding into writing
- Written representation of vision
- Creating a story to represent the brand

##### **LOGO DESIGN**

**Cost: \$200**

Includes:

- Two concepts shown and 2 rounds of amendments -further changes at an additional cost.
- Introduction to graphic designer
- Brainstorming to best visually attach messaging and branding to design
- EPS and PNG Final versions

##### **PRESS PHOTOGRAPHY**

**Cost: \$350**

Includes:

- 1 location/area
- Outfit changes
- Introduction to Photographer
- Location scouting
- Brainstorming to best visually attach messaging and branding to imagery
- Google drive folder of edited and un-edited final versions for use.

## **ARTIST DEVELOPMENT SESSIONS**

### **Cost \$200**

Includes:

A detailed one hour session that is designed to upskill artists in the best practices of the music industry. Creating processes and actionable goals to achieve growth in the project.

Artists are provided with in depth meeting minutes which includes a contact list of specific industry / media, email and press release templates.

The sessions are often split into the below sections:

### *PR / Pre Release Actions & Processes to Gain Industry & Media support*

Artists will leave the session with set actions they can do prior to every release in terms of “PR’ing” their project. For example: how to best navigate radio, develop relationships with presenters etc. Artists receive a crash course in how to navigate DSPs (Spotify /Apple Music) with the goal being gaining editorial play listing on each of those platforms.

### *Organic Audience Growth:*

The second part of the consultation is all around how to best navigate social media marketing to not only build but actually engage new and existing audiences. We go through all digital platforms in detail together and break them down to give artists an idea of how to improve and build audience attention.

We also do a deep dive into audience demographics / behaviours and give detailed interests / behaviours, age groups and locations.

- Insight overview (Facebook/Instagram)
- Feedback on copy
- SWOT analysis of brand
- In depth look at competitors
- Feedback on values, culture, point of difference.
- Post breakdown analysis (Facebook, Youtube)
- Feedback on branding (Facebook, Instagram, Twitter Youtube)
- Feedback on messaging (Facebook, Instagram, Twitter Youtube)
- Digital Store navigation (Spotify, Apple Music, Google Play, Youtube, TIDAL, Deezer)
- Radio Navigation
- Industry best practices for communication.

## **PUBLIC RELATIONS**

### **COMMERCIAL RADIO SERVICING (only):**

Includes:

- Client liaison for the entire agreed upon time period
- Tailored, real time radio pitch sheet with feedback and status
- Servicing to all radio stations aligned with release
- Cohesive feedback and in-depth radio consultation
- Pitching for potential radio interviews and mix sessions
- Pitching for radio tags and additions

### **DIGITAL RADIO SERVICING (only):**

Includes:

- Client liaison for the entire agreed upon time period
- Tailored, real time radio pitch sheet with feedback and status
- Servicing to all radio stations aligned with release
- Cohesive feedback and in-depth radio consultation
- Pitching for potential radio interviews and mix sessions
- Pitching for radio tags and additions

### **ONLINE MEDIA SERVICING (only):**

Includes:

- Client liaison for 2 week time period (agreed upon to extend)
- Tailored, real time radio pitch sheet with feedback updated regularly
- Pitching to specific digital online blogs for feature articles
- Strategic planning and client liaising to help build artist profile online

### **INITIAL DIGITAL STORE PITCHING (only):**

Includes:

- Client liaison for the entire agreed upon time period
- Pitching to specific digital stores and relationships (Spotify, Apple Music, iTunes, Amazon, Google Play, Beatport etc.) for playlisting and playlist features. -Tailored, real time pitch sheet with feedback and status.
- Strategic planning and client liaising to help build artist profile at a store level.

### **SINGLE RELEASE CAMPAIGN:**

Includes:

- Client liaison for the entire agreed upon time period.
- Goal/Target setting: Media / Spotify playlisting / Measurable and realistic goal setting on performance or record
- Structured timeline or rollout: 3 weeks prior to release Impact day & 2 weeks post release. NOTE. Week one timeline is prepared.
- Social media rollout plan

- Servicing to media: Radio, online, print etc.
- Servicing to distributors: Apple music, Spotify, Beatport etc

### **ALBUM RELEASE CAMPAIGN:**

Includes:

- Client liaison for the entire agreed upon time period.
- Goal/Target setting: Media / Spotify playlisting / Measurable and realistic goal setting on performance or record
- Structured timeline or rollout
- Up to two single releases and album release (note if single releases do not occur within 3 months of album release then it becomes a single campaign separate to the album)
- Social media rollout plan
- Servicing to media: Radio, online, print etc.
- Servicing to distributors: Apple music, Spotify, Beatport etc

### **EP RELEASE CAMPAIGN 3 - 5 RECORDS:**

Includes:

- Client liaison for the entire agreed upon time period.
- Goal/Target setting: Media / Spotify playlisting / Measurable and realistic goal setting on performance or record
- Structured timeline or rollout
- Up to two single releases and album release (note if single releases do not occur within 3 months of album release then it becomes a single campaign separate to the album)
- Social media rollout plan
- Servicing to media: Radio, online, print etc.
- Servicing to distributors: Apple music, Spotify, Beatport etc

### **CAMPAIGNS IN HEALTH, ENTERTAINMENT, SPORT, RECREATION & HOSPITALITY INDUSTRIES**

Includes:

Client liaison for the entire ten week period.

- Goal/Target setting: Media / Measurable and realistic goal setting on performance or record
- Structured timeline or rollout
- Social media rollout plan
- Servicing to media: Radio, online, print etc.

### **SOCIAL MEDIA CONSULTATION:**

A detailed service that includes a marketing professional to research clients social media profiles and work with them to get the best messages across to their target audiences.

Includes:

- Insight overview (Facebook/Instagram)

- Post breakdown analysis (Facebook, Youtube)
- Feedback on branding (Facebook, Instagram, Twitter Youtube)
- Feedback on messaging (Facebook, Instagram, Twitter Youtube)

### **BRAND CONSULTATION:**

A detailed service that includes a marketing professional researching and discussing the strategy of building a brand.

- Insight overview (Facebook/Instagram)
- Feedback on copy
- SWOT analysis of brand
- In depth look at competitors
- Feedback on values, culture, point of difference.

### **BRAND ALIGNMENTS:**

A detailed service that includes a marketing professional researching and discussing the strategy of building a brand while looking for other brands that share similar visions to align with.

Includes:

- Discussing leverage points before approaching brands.
- Research and list creation of brands suited for specific campaign
- Introduction to brands and discussion of alignment.
- Negotiation of content between two brands.

### **LOGO DESIGN**

Includes:

- Introduction to graphic designer
- Brainstorming to best visually attach messaging and branding to design
- Mood board of designs
- EPS and PNG Final versions

### **PHOTO CONTENT CREATION**

Includes:

- Introduction to Photographer
- Location scouting
- Brainstorming to best visually attach messaging and branding to imagery
- Google drive folder of edited and un-edited final versions for use.