



***Miami, FL March 21-30***

[www.khross.co/](http://www.khross.co/)

# Opportunity

From March 21-30, 2014 in Miami, there is a global music gathering called **Winter Music Conference.**

**WMC** is a 10-day gathering for *electronic dance music*, or *EDM* for short, that encompasses the entire city and permeates every part of local culture.

During the month of March, EDM fans worldwide have their eyes locked on WMC content. **It's like a 10-day Superbowl for a global community.**

Because there are +500 events, **there is no one specific media entity or social authority to pay attention to during this week.**

***WHY YOU SHOULD CARE***

***ABOUT EDM***

***AND WMC***

# *Opportunity*

## *The people love EDM*

In 2013, EDM was a **+\$5 billion industry**  
It's expected to grow between **\$25 and \$30 billion in the next 3 years**

**62% of millennials actively listen to EDM in the US**  
76% listening at parties and 56% at bars/clubs

For the disillusioned millennial generation, **EDM is their defining platform:**  
a passionate channel bursting with contagious, spontaneous energy

***Brands that can add value to this experience have much to gain***

# *Opportunity*

WMC is the largest EDM industry gathering of its kind in the world.

## ***The people love WMC***

**DURING THE ANNUAL SEASON (*August – March*)**

WMC generates **over 1 billion unique viewer media impressions**

And more than **4 billion** media impressions worldwide

**+2 million people from 209 countries** go to to the WMC website annually

**+100,000** people participate in WMC Week each year

**533 events at 133 venues** during 2013 WMC Week in Miami & Miami Beach

**427 accredited journalists** participated in the WMC 2013 program

# *Opportunity*

***+60% OF ATTENDEES ARE FROM THE US***

***+3,500 MUSIC INDUSTRY PROFESSIONALS FROM +70 COUNTRIES***

***+2,100 ARTISTS AND DJ'S PERFORMED LAST YEAR***

# Opportunity

## DEMOGRAPHIC BREAKDOWN

### **EDUCATION (highest completed)**

- **27%** attending college.
- **61%** with graduate degree or higher.

### **AGE**

- **56%** between **22** and **30**
- **32%** between **31** and **40**

### **MUSIC INDUSTRY PROFESSIONALS AT WMC**

- **+30%** DJ's, producers, and songwriters
- **+25%** music labels, artist management, PR, and press

### **ANNUAL INCOME**

- **37%** between **\$35,000** and **\$70,000**
- **26%** over **\$70,000**

# ***Problem***

***Unspecific marketing***, and with the influx in advertising **during this month** makes it **difficult to capture that market segment's attention**.

Advertising dollars can quickly be lost by the wayside.

***So, the question is...***

How can we get you in front of *the perfect global audience* **better** than typical marketing practices?



***SIMPLE.***

# ***Solution***

***WE GIVE YOU AN AUDIENCE WITH***

***OPEN EARS***

***WHO'S READY TO RECEIVE YOUR BRAND***

# ***Solution***

We round up **top artists, blogs, lifestyle brands** in the EDM market who have large social media followings and clout in the community.

## ***WE LAUNCH A MARKETING CAMPAIGN***

We utilize their clout and collective social numbers, along with our advertising resources to **push your brand in a way that people are more likely to accept.**

***3 MONTHS OF MARKETING IN TOTAL***

(pre, during, post)

We push the same campaign, and your brand, across all of these individuals' social network fan pages

**Reaching their vast, hungry-for-experience audience!**

# ***Solution***

**Online fans around the world** will tune into our messages and trust our advertising because they are being informed via artists/outlets that they already like or subscribe to.

**To them, its just enjoyable content.**

**This makes it easier for you** to tap into a **unique, 10-day advertising opportunity** in a desensitized and otherwise difficult-to-permeate 1-week hypermarket.

# Past Campaigns

ON THE SHOULDERS OF GIANTS

Nectar

WME  
WINTER MUSIC CONFERENCE

parade



omad  
GOOD MUSIC ALL DAY

THE PHOENIX

TEDx  
Independently organized TED event



FEST  
INTHEAIR.COM

CANADA  
DU  
djmag.ca






elektro



together  
JUNE 12-13 2013  
MUSIC ART COMMUNITY

ASTSIDE  
LECTRO

# The Numbers

				
<b>THISSONGSLAPS.COM</b>	<b>VICTOR NIGLIO</b>	<b>KHROSS</b>	<b>DAVID A.</b>	<b>NU.F.O.</b>
<b>Writer</b> Josh Duhamel	<b>Artist</b> Philadelphia, PA	<b>Brand/Community</b>	<b>Artist</b> Montreal, QC Canada	<b>Artists</b> Boston, MA
<b>Alexa Traffic Rating</b> <ul style="list-style-type: none"><li>• <b>Top 0.005%</b> of all websites worldwide</li></ul>		Owner, Derek Sawaya, and 2 Khross staff will be attending.		
<b>COLLECTIVE TOTAL</b> <b>Facebook:</b> 74K <b>Twitter:</b> 19K <b>Instagram:</b> 14.2K <b>Soundcloud:</b> 25.3K	<b>COLLECTIVE TOTAL</b> <b>Facebook:</b> 28K <b>Twitter:</b> 4.1K <b>Instagram:</b> 1.9K <b>Soundcloud:</b> 20.6K	<b>COLLECTIVE TOTAL</b> <b>Facebook:</b> 16K <b>Twitter:</b> 73.2K <b>Instagram:</b> 2.6 K	<b>COLLECTIVE TOTAL</b> <b>Facebook:</b> 34K <b>Twitter:</b> 4.8K <b>Instagram:</b> 1.3K <b>Soundcloud:</b> 10.2K	<b>COLLECTIVE TOTAL</b> <b>Facebook:</b> 7K <b>Twitter:</b> 19.7K <b>Instagram:</b> 3.5K <b>Soundcloud:</b> 2.7K

\*Two professional filmers/photographers will be on hand at all times as well.

# *The Numbers*

## COLLECTIVE TOTALS

**FACEBOOK 160K**

**TWITTER 120.8K**

**INSTAGRAM 23.5K**

**SOUNDCLOUD 58.8K**

*\*Does not include our partners or other networks' outreach.*

# The Marketing

## THE EVENT POSTER

### When

February thru March

### How it Works

We're depicting the conference through our eyes, thus making our experience unique. Therefore, we will be branding a commemorative poster and market it to people something to get excited about and establish authority

### Brand Inclusion

- Logo on the flyer
- Stickers/promo cards
- Put through advertising across all major networks

**Expected Impressions**  
**600K**

## "SEE YOU IN MIAMI" VIDEO

### When

Feb. 1<sup>st</sup> to March 21<sup>st</sup>

### How it Works

Cameos of notable people from group, announcing upcoming arrival to Miami and informing our fans, and WMC fans, to pay attention to any one of our social pages during WMC.

### Brand Inclusion

- Logo in video
- Product placement (if applicable)
- Put through advertising across all major networks

**Expected Impressions**  
**250K**

## EMAIL BLASTS

### When

February thru March

### How it Works

Recurring informative email blasts directing people to core messaging of campaign and reminders about upcoming branded content

### Brand Inclusion

- Logo and advertising in the email

**Expected Impressions**  
**160K**

## HANG WITH THE KHROSS FAMILY PUNCHTAB CONTEST

### When

March 1<sup>st</sup> to 21<sup>st</sup>

### How it Works

Run a 20-day online contest using a fan-gating software, called Punchtab, which will focus on getting you likes/follows on Facebook/Twitter in return for contest entries. Also collects emails.

### Brand Inclusion

- In all contest media

**Expected Impressions**  
**250K**

## LIMITED EDITION SHIRTS

### When

March 1<sup>st</sup> to 31<sup>st</sup>

### How it Works

The shirt itself will have your logo printed on the inside tag (and shirt design maybe) along with a short description of the campaign. Every shirt handed out includes promo/media material further pushing your brand and this campaign

### Brand Inclusion

- On media material
- Inside tag logo inclusion and reference to the campaign

**Expected Impressions**  
**100K**



# The Marketing

## IN-WEEK VIDEOS (x3)

### When

March 22<sup>nd</sup>, 27<sup>th</sup>, & 31<sup>st</sup>

### How it Works

3 in-week videos (published during WMC) that recap the past few days in a short & exciting way. Give fans content relevant to what they are looking to see more of: real-life happenings of artists on the day-to-day during WMC.

### Brand Inclusion

- Logo in video
- Product placement (if applicable)
- Put through advertising across all major networks

**Expected Impressions**  
**210K**

## "MY WEEK IN MIAMI" VIDEOS (X5)

### When

April 2014

### How it Works

Videos will be made of each prominent member/entity of the group that is interview/monologue based, and has intensive B-roll footage that showcases action throughout the week while said person is speaking. It shows each member/entity's take on the week, their involvement, etc. 5 videos in total.

### Brand Inclusion

- Logo in video
- Product placement (if applicable)
- Promoted through artist page

**Expected Impressions**  
**50K**

## "THE MORNING AFTER" USTREAMS (x10)

### When

March 21<sup>st</sup> to 30<sup>th</sup>

### How it Works

Every day, we'll round up the collective to speak with fans for 30 minutes, recapping the night before, answering questions, informing them of the happenings of tonight, and also informing the fans of any contests or media worth paying attention to

### Brand Inclusion

- Verbal plug every Ustream

**Expected Impressions**  
**40K**

## PHYSICAL PROMO

### When

March 15<sup>th</sup> to 29<sup>th</sup>

### How it Works

Promotional media for the campaign is distributed locally before and during WMC.

### Brand Inclusion

- On all media

**Expected Impressions**  
**50K**

## WMC RECAP VIDEO & ARTICLES

### When

April 1<sup>st</sup> to 30<sup>th</sup>

### How it Works

A emotionally-driven recap video that covers the core actions, fun times, and off-color happenings of the family in these 10 days while recapping WMC (through our eyes). Similarly-styled articles

### Brand Inclusion

- On all media

**Expected Impressions**  
**55K**

# The Marketing

## MIXIFY FESTIVAL

### When

Event: March 27<sup>th</sup>

Marketing: February/March 2014

### How it Works

**Mixify** is an internet music festival platform gaining strong popularity amongst the EDM community. It's a unique platform where fans can attend (for free) an online festival- which, when you log into the event, it looks similar to a real festival set up (same visuals: backdrop, promo space, etc). Artists can play DJ sets and communicate with the fans "attending" the festival. This event will be attracting the locals, travelers in Miami, and the global online audience. To cite an example, a Mixify festival centered around Meltown Festival (a physical festival in Texas) had 1,500 out of its 20,000 online attendees located in Texas. We plan to hook the local audience and leverage our partner This Song Slaps, who have vast experience with delivering popular Mixify festivals with A-list artists from the genre.

### Brand Inclusion

Everywhere you would expect your logo to be available via a real festival:

- Banner ad logo displayed on backdrop during the festival
- Links to your social media/website DURING the festival
- Promo material handed out and emailed out prior
- Promotion from other blogs and partners
- Audible plugs to a listening audience

**Expected Impressions**

**4.5 million**

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# ***The Numbers***

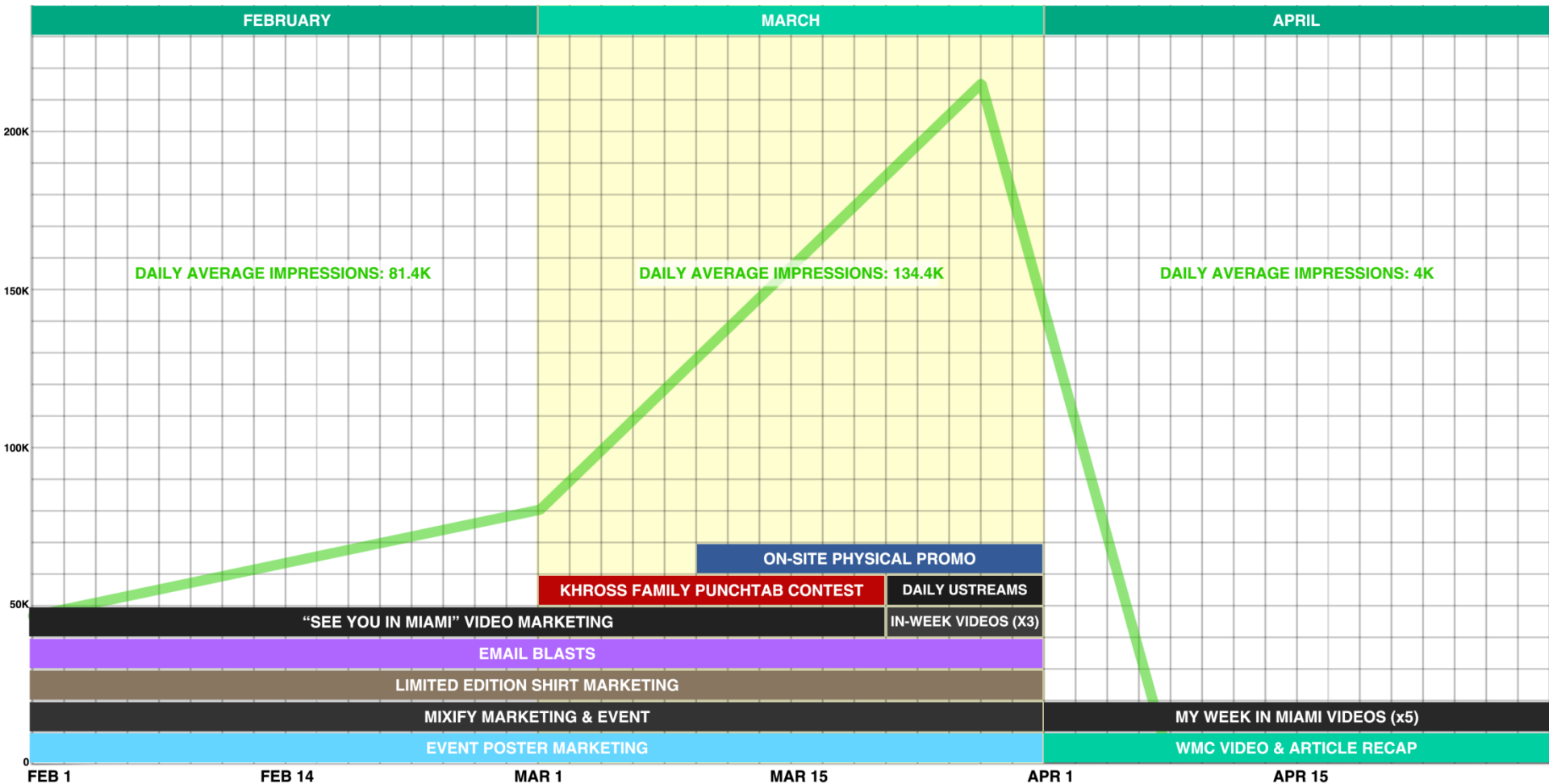
**COLLECTIVE TOTAL**

**10.29 MILLION BRAND IMPRESSIONS**

\*Does not include our partners or other networks' outreach.

# The Exposure

10 DAYS BECOMES 3 MONTHS



***THANK***

***YOU.***



**Live inspired.**

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