

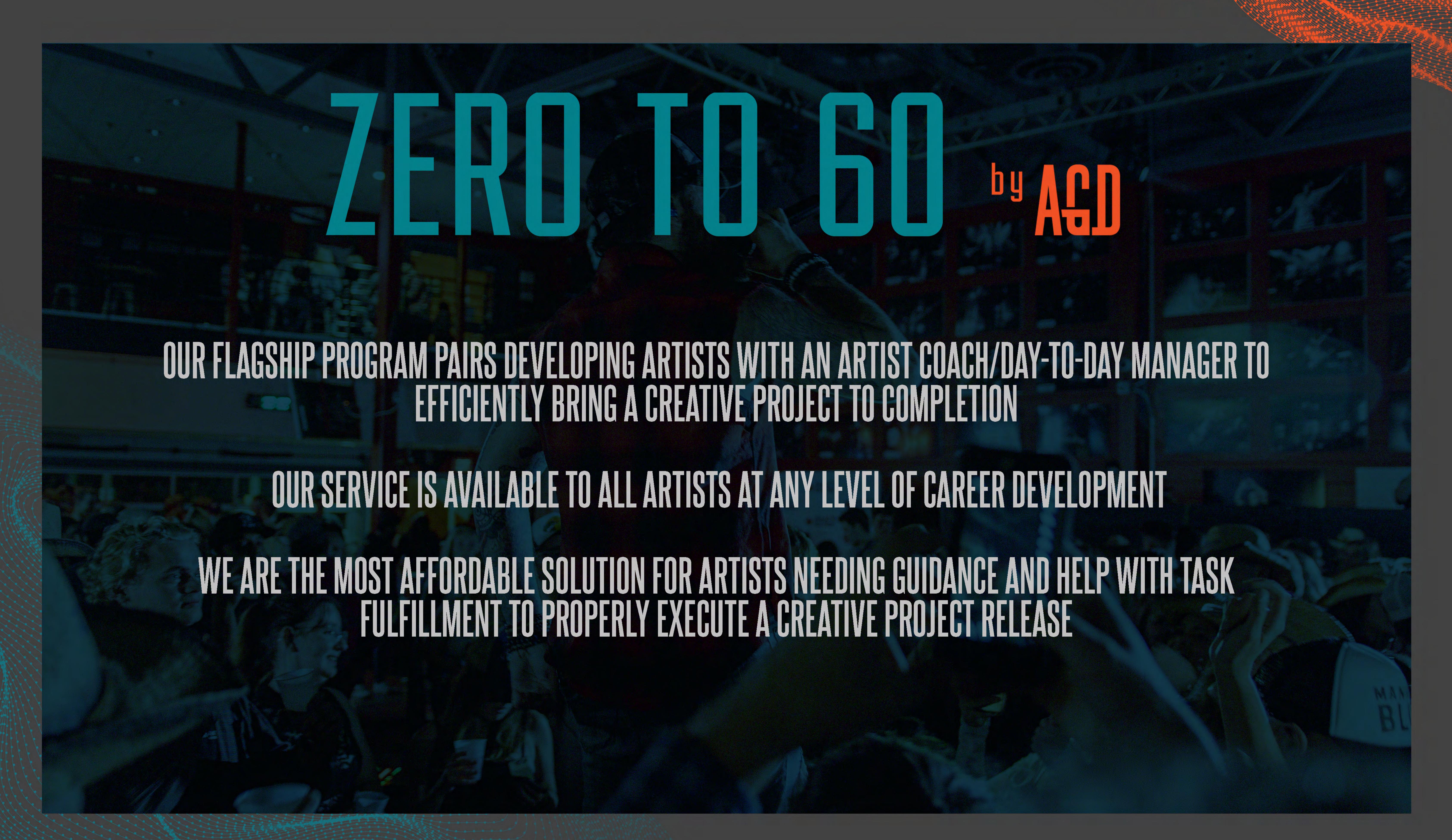


THE MUSIC BUSINESS UNDER DEVELOPS THE NEXT GENERATION OF ASPIRING ARTISTS

ARTISTS NEED TO CREATE A STRONG PRODUCT EARLIER THAN EVER AND IT IS HARD TO FIND HELP FROM A QUALIFIED AND AFFORDABLE SOURCE

CREATIVES CONTINUALLY STRUGGLE TO FIND THE BALANCE BETWEEN ARTISTIC INTEGRITY AND INDUSTRY ADVANCEMENT





ANATOMY OF ZERO TO 60 BY AGD

THE 5 PILLARS

OPERATIONS

- DISTRIBUTION
- TEAM BUILDING
- REVENUE STREAMS
- BUSINESS STRUCTURES

MARKETING

- SOCIAL PLANNING
- DIGITAL ADVERTISING
- STREAMING DEVELOPMENT

PERFORMANCE

- SHOWCASING
- TOUR DEVELOPMENT
- RELEASE SHOW

PUBLICITY

- BIO & PRESS RELEASES
- PREMIERES AND FEATURES
- INTERVIEWS AND PERFORMANCES

BRAND DEVELOPMENT

- NARRATIVE
- IDENTITY
- PARTNERSHIPS

CAMPAIGN PHASES

DISCOVERY

- OBECTIVES
- EXPECTATIONS

SETUP

- MARKET RESEARCH & PITCH PLANS
- INTRODUCTIONS

ACTIVATION

- PITCHES & FOLLOW-UPS
- DISTRIBUTION & POSTING

RELEASE

- AUDIO & VIDEO
- PERFORMANCES

CYCLE

- RECEPTION & REACTION
- MAINTANANCE & GROWTH

VACATION

• INSPIRATION



CREATIVE SOLUTIONS

THROUGH OUR IN-HOUSE CREATIVE OFFERINGS AND PARTNERSHIP PROGRAMS, WE ARE ABLE TO EXECUTE ANY ADDITIONAL SERVICE THE CLIENT MAY NEED TO COMPLETE THE STRATEGY OUTLINE. MAINTAINING A ZERO TO 60 CLIENT ACCOUNT ENTITLES A TEAM TO A 20% DISCOUNT FOR ANY ADD ON SERVICE EVEN AFTER THE COMPLETION OF A CAMPAIGN. MOST CAMPAIGNS WILL REQUIRE THE ARTIST TO CREATE A LARGE AMOUNT OF VISUAL ASSETS SO WE'VE SPECIFICALLY DESIGNED OUR CREATIVE PACKAGES TO ASSIST WITH CAMPAIGN NEEDS.

