

NEE-CEE PROMOTION AGENCY

The **Nee-Cee Promotion Agency** was born out of a lengthy promotion and marketing experience within the rock and metal scenes. This originates from a variety of collaborations with the best artists and labels in the music industry.

Nee-Cee is an agency that promotes artists, albums and tours, conveying information about music, images and news through the right channels in the vast world of the Italian and European media.

We collaborate with print and online media as well as radio and tv stations. We offer full support to the releases we service, ensuring that every product reaches the right people while introducing it to the new media outlets in order to maximise audience and popularity.

We provide an efficient and professional coverage across every platform, maintaining regular contact with our clients and conveying regular updates.

We promote both individual artists and record labels, maximising our subjects' profiles and promoting their catalogue across the territory in question while acting as our clients' main contact.

After evaluating an artist's sales potential in a particular territory, we will develop an adequate promotional plan which will fit the existing budget.

This will allow us to shape special activities evaluated on an individual basis: newsletter, press days, interviews, live events and festivals, competitions on radio and tv, in-store appearances, live-bookings research assistance, advertising campaigns, weekly reports, monthly press kits and new ideas developed on an individual basis.

Though we specialise in heavy metal, hard rock, rock and alternative, hardcore and punk, we deal with all music genres.

NEE-CEE'S SERVICES

MARKETING

Retail promotion & marketing

Nee-Cee draws up an order form (sales sheet) for each release.

Nee-Cee takes care of in-store mailing providing listening promo copies to all the main record stores in Italy.

Nee-Cee takes care of the training of the sale agents.

According to the sales potential, **Nee-Cee** places pre-orders and orders, and takes care of the stock.

Nee-Cee sets up walk in stores for records signing and fans meetings according to the Artist's availability.

Nee-Cee's goal is not only to run the music business, but also to find and develop new opportunities with new media (with a particular attention to the online market), in order to expand the market for our products.

Advertising campaigns

In order to promote a mid-price campaign or a new release, to re-promote a recent one during a tour or for any other reason, **Nee-Cee** suggests to the Label the most suitable magazines and radio stations to place adverts and commercials according to the kind of release we are promoting.

Graphic and web assistance

Radio/web/press contest

Nee-Cee sets up contests on the main radio stations, magazines and websites offering free tickets, cd's, or any kind of gadget available for the Artist or the Label (t-shirts, bags, etc.) in order to promote a tour, a specific release or a retail campaign.

Booking assistance

If the Artist has not set up a tour yet, **Nee-Cee** introduces and proposes him to Italian booking agencies in agreement with the European one.

Release Parties

Nee-Cee send samples of music (promos) to all the clubs in its list and to their deejays on a monthly basis : that helps with getting music regularly played.

Street Team

E-Team

Monthly monitoring reports

Nee-Cee provides e-mail sales/marketing reports released on a monthly base and containing the monthly forecast, marketing spent, general market information (general status of the market, competitor activities), the calendar of upcoming activities, and other info (concerns, suggestions and good news)

Other

Nee-Cee is working for partnership with not music related companies (such as Blue Distribution – Atticus, Emily The Strange, Vestal official distributor in Italy).

PROMOTION

Mailing

A promotional cd's mailing is addressed to selected press, radio and TV stations, websites, clubs or DJs and to any other media contact in our database. Additional promotional tools (photos, sleeves, etc.) will be provided to the media upon request.

Newsletter

A newsletter mentioning all significant news regarding the Artists currently on promotion will be issued on a bi-monthly basis.

Press day

A press day involves the set up of a press session with the Artist in Italy.

Whenever the Artist is not available on our territory for a press day or during a tour when times are often too tight to include promotional activities, interviews will be organized by phone or e-mail according with the Artist availability.

Tour support

This is intended to feature all kind of promotional and supporting activities during an Artist's tour in Italy. Promotional activities will be coordinated by the tour manager, who will receive a schedule including dates, times, locations and details. **Nee-Cee's** person presence to coordinate interviews in order to ensure the press day success by timing control.

Monthly monitoring reports

Nee-Cee provides e-mail promotion reports released on a monthly bases and containing reviews, interviews, features, charts and radio playlists related to the Artist and selected from a wide range of magazines, websites, radio and tv stations and dj's charts.

Monthly presskit

Upon request and/or whenever it is not possible to e-mail articles and cover magazines we post a monthly press kit featuring photo copies of all articles, interviews, reviews, charts, magazine covers, video airplays related to the Artist during the whole month.

INFO | QUESTIONS | MORE DETAILS: info@neecееagency.com