

# **TSUNAMI LG**

A Division of Tsunami Entertainment

A brand development and artist fulfillment company providing turnkey label services, marketing and all things necessary for the artist or rights holder to bring their products successfully to market.

## **Our mission:**

To build an artists' brand, audience reach, sales base, and long term career viability.

The entire media business, and in particular, the music industry, is experiencing a transition of seismic proportions. As sales for pre-recorded music in physical formats declines, traditional record labels and dedicated music retailers are retrenching, providing for new alliances in music. The current noise in the industry is now focused on self-funded and self-releasing models, giving rise to a number of new, outsourced service companies providing turnkey label services and management functions to independent artists and rights holders.

**Tsunami LG** is such a company, with a major difference – we have been supplying these services in this format for the past 6 years. While newcomers offer up theoretical models and moot scenarios, LG has perfected the myriad of logistical demands for self-releasing products and executing the artist vision; from navigating the world of production and distribution to multiple DC's, to uploading digital assets to service providers, to knowing which vendor provides the best customized service for any specific music genre or product, and managing 7-figure marketing spends within budget.

Proof of our expertise and dependability is demonstrated by our association with clients such as **Target Corporation (US), Tesco Stores (UK), Universal Music Group International (London)**, who entrust their exclusive products, budgets and assets with our experienced personnel and systems.

**Tsunami LG** functions as a proxy label and management support system in all respects, providing turnkey product management and marketing services, including;

- help shape the **creative assets** for the territory
- provide the **P&L and budget** outlines for each release
- oversee and advise on any needed **business affairs** functions
- build customized **marketing plans** for each project
- **execute and oversee** all elements of the product plan
- identify and **supervise all third party marketing** and promotional support teams and vendors
- **coordinate all sales activities** in concert with distribution
- provide **tour planning and tour marketing** services
- coordinate all **fan related and lifestyle marketing** activities, including websites, data collection, digital promotional partnerships, street teams, etc.
- oversee **international release strategies**, as appropriate

## Why is Tsunami LG a “virtual” label and not a conventional independent record label?

For a number of reasons;

- **We don’t “sign” artists** nor license repertoire. Our goal is to identify and partner with finished product from various sources, and connect them to the consumer.
- **We do not have a logo “point of view”** nor are we promoting our own brand identity to the consumer. The diversity of our clients, past and present, gives us the scope to identify artists or projects with long term potential, regardless of genre.
- **We become a partner with the repertoire owner** and promote the artist’s brand. We vest in the product from inception, and stay with the product as it moves through the system, from indie to major, underground to mainstream.

**For all of the above reasons, our services are a hybrid of the traditional label activities and management functions – so we call ourselves an artist development and fulfillment company.**

## Distribution

**Tsunami LG provides a variety of options for the distribution of repertoire;**

- Because we are not the repertoire owner, we are free to deal with artists or content owners with distribution relationships already in place. Our marketing systems are designed to interface into any distribution platform.
- As a first call marketing company for the Universal Music Group we have access to favorable distribution rates and manufacturing, when there are no pre-existing relationships.
- We have excellent relationships, and multi-platinum artist connections, with all the major music companies in both the U.S. and abroad, guaranteeing us access at the highest levels.
- We have international partnerships in place, especially in the UK/Europe, providing the structure for worldwide release strategies as necessary.

## Marketing and Promotion

Our in-house team has the expertise to customize a marketing plan for any genre of music. We outsource to a variety of qualified vendors with whom we have sustained and deep relationships;

- Radio quarterbacks and independents for every format of radio, including an independent regional promotions staff.
- An independent staff of regional sales and ADR marketing reps, as required.
- We have extensive high-level relationships with every major media outlet, from broadcast networks to online portals
- A comprehensive outreach program to all major music supervisors and agencies for TV and film.
- A variety of reputable lifestyle, video, online, street and viral marketing teams. We know both their strengths and weaknesses
- We work with booking agencies and promoters to maximize tour marketing and the live performances, to build audience and fuel product sales
- We focus on building social networks and database as a means to a sustained career

## Financial Model

**The suggested financial terms for the product partnership are as follows;**

- **While a record is in distribution, we receive two forms of income;**
  - a fixed marketing fee to cover expenses, which is reflected as a percentage of the agreed marketing fund.
  - a performance-based override built into the distribution fee paid directly by the distributor.
- **Should the project transition to a major, Tsunami LG receives a mutually agreed production override.**

## Background

Founded by former Capitol and EMI executive Bruce Kirkland, Tsunami Entertainment has been in business since 1999. **Tsunami's mission is to develop innovative, multi-media solutions for complex marketing and strategic issues in music and entertainment.** This translates to a variety of business functions; marketing and media consultation, artist and producer management, product management, strategic marketing and brand development.

Tsunami has worked with some of the biggest brands in music (Bon Jovi, Pearl Jam, Sarah Brightman, The Bee Gees, Peter Gabriel, Al Jarreau, The Beatles and Billy Corgan) and has served some of the biggest brands in corporate America (Target, Tesco, QVC, NBC, House of Blues, Sony, TV Guide, Fox, Universal Music and Ericsson).

Additionally, we have deep knowledge and expertise in the alternative marketplace, working with artists such as Moby, Goldfrapp, The Dandy Warhols, Von Bondies, Ozomatli, Richard Hawley, Los Abandoned, and a roster of producers embedded in the emerging music scene. As a result, we are in a privileged position to get an early take on developing artists and the trends that create the culture of tomorrow.

**Bruce Kirkland, President of Tsunami Entertainment;** former President/CEO of EMI - Capitol Entertainment Properties, the largest company in the EMI Music Group, and responsible for sales in excess of 250 million. Bruce served as EVP of Capitol Records and directed The Beatles Anthology project, the music industry's most successful marketing campaign. While at EMI has spearheaded marketing initiatives for numerous multi-platinum artists, including Frank Sinatra, the Beastie Boys, Garth Brooks, the Spice Girls, Radiohead, Bob Seger, Bonnie Raitt and The Beatles. Bruce also ran seminal indie labels, Stiff Records and Mute Records in the United States, and was instrumental in the success of artists such as Depeche Mode, Peter Gabriel and Erasure.

**Adam Katz, Label Group Head;** in addition to overseeing the Label Group, Adam, via the roster of producers he manages, works with many of the top names to emerge from independent labels, including Death Cab For Cutie, The White Stripes, The Shins, The Decemberists, Fall Out Boy and Hawthorne Heights. Prior to joining Tsunami, his management experience included work with self-reliant artists including Danzig and Zakk Wylde.

**TSUNAMI LG CLIENTS INCLUDE;** Pearl Jam, Collective Soul, Stereophonics, Rammstein, The Estate of Nick Drake, Ziggy Marley, Children of Bodom, Elisa, Salvador Santana, Josh Xantus, Spinefarm Records, Universal Music Group International, Target Corporation and Tesco Stores.

### **FOR MORE INFORMATION CONTACT:**

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