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MARKETING | PUBLICITY | STREET PROMOTION

CONSULTANCY | DEVELOPMENT | TOURING



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PUBLICITY

At AAA Entertainment, we are known for our genuine excitement for new and live music and we would be thrilled to be part of your team and feel confident that AAA Entertainment will be instrumental in supporting and expanding your artists' profile with the national media, tastemakers and record buyers.

We operate with a high level of passion and integrity and exclusively choose clients we believe in and we limit our roster to provide the highest level of personal service for those we represent.

Our strategy is simple: whether it's a release, tour, local show, festival, or other newsworthy event, we develop campaigns targeting the client's assets and provide numerous opportunities for impact. Possessing a strong list of national contacts built upon mutual respect, we specifically target media who cater to what we are sending, therefore encouraging coverage. We strive to provide the level of artist development that's necessary to succeed in the music industry today.

Our publicists' collective experience in working with hugely influential and respected artists like:

Eskimo Joe * Evermore * Short Stack * Guns N Roses * The Angels * Angus & Julia Stone * Urthboy * The Herd, Kisschasy * Jimmy Barnes * Noiseworks * David Campbell * Diesel * Wendy Matthews * Altiyan Childs * Darkest Hour * Emmerly * Stick To Your Guns * Avalon Drive * Another Day Down * Repeat Offender * The Bloodpoets * The Lazys * Chemical Transport * Resist The Thought * Recoil, Town Hall Steps * The Dead Love * Brittle * Sienna Skies * Sounds Of Spring Festival * On The Pulse Festival and many more.

All of our campaigns are tailored specifically for each artist, and we're known throughout the media for our genuine excitement, attention to detail and level of placement and success for each of our clients in addition to providing dedication and commitment in introducing press to the best of new music.

We strive to bring our artists to as wide an audience as possible conducting a broad media campaign which encompasses national print media and online promotion.

To jump start your campaign we will work with you to create a media kit which will include a pitch letter, press release/biography, digital link to the single release or EP/Album, and a 1 sheet of any other related information that will strengthen your campaign. We then customise a list of media targets and service an initial press release to generate anticipation. From here our primary focus will be to begin securing coverage pitching editorial placements, interviews, giveaways and review opportunities focusing the demographic of publications (media, lifestyle, technical, etc) that best fits the band's sound and image.

You will be provided with your own login details to access the artist area on the www.aaaentertainment.com.au website which will allow you to view your campaign reports in real time 24 hours a day, 7 days a week. Press reports will be categorized by CONFIRMED, PENDING and PAST. This will supply the team with a thorough update of what is happening and why. It will provide feedback of what people are saying within the industry and give you the information to see where the campaign stands at all times. We will also provide press clips where possible with links at the conclusion of your campaign.



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OUR SERVICES

PRESS KIT DEVELOPMENT BEGIN WITH THE BASICS

Not ready for a full publicity campaign but you are ready to get your name out there? We will help you convey your image to increase media exposure:

- Write or edit your biography with distinct story representative of the artist
- Format one-sheet in radio preferred format
- Select appropriate press clips in media preferred format
- Give feedback on publicity photo and connect with photographer if necessary (photographer fees not included)
- Write one standard press release

FEE: \$550.00 (inc GST)

CONSULTING

If you don't have the budget to invest in a campaign or just need a little advice to do it on your own, let us consult you on the best way to handle your campaign. We provide one hour sessions advising based on the client's personal needs. The client also receives notes from the discussion along with action steps for their individual campaign.

FEE: \$220.00 P/H (inc GST)

THE QUICK FIX FOR ARTISTS ON A BUDGET

On a limited budget, but want to make sure your music gets in the hands of key influential media like national music Street Press publications including Time Off Magazine, Drum Media, Brag, Beat Magazine, Rip It Up, Inpress, Rave Magazine, Scene Magazine, Xpress Magazine, dB Magazine and magazines such as Blunt Magazine and Girlfriend?

- We'll target the top 25 media contacts in your genre that could be influential in furthering your career.
- Packages will be sent with the AAA Entertainment return address so that you can be assured that package will be opened and heard.
- A press release will be issued to these outlets electronically (if appropriate)
- One follow-up email will also be sent to ensure your music doesn't get lost in the shuffle!

FEE: \$880.00 (inc GST)



OUR SERVICES

NATIONAL PRINT & ONLINE CAMPAIGN GIVING IT OUR ALL!

2 month lead time required for glossy magazines such as Blunt Magazine or Girlfriend. 4-5 week lead time required for street press and daily/weekly newspapers. 2 week lead time for online.

We will strategise and implement a creative publicity campaign for our client. We will secure targeted media coverage during all phases of the project focusing in heightening the artist's profile. We would help expand their fan base through strategic placement of profile pieces in print and online, whilst constantly working to introduce them to a broader audience and create a larger buzz than they have established on their own in Australia.

- Create a media kit that includes: writing or editing your biography with distinct story representative of the artist, format a one-sheet, select appropriate press clips in media preferred format, give feedback on publicity photo and connect with photographer if necessary (photographer fees not included) and write one standard press release.
- Send press release and press kits to targeted media list based on artist's specific genre. Targeted media includes weekly newspapers, daily newspapers, national glossies, blogs and ezines.
- Solicit media for reviews and features.
- Pitch reviews, interviews, editorial inclusion in columns etc.
- Solicit coverage around local shows and newsworthy items.
- Provide constant feedback and results report to our client.

FEE: \$1,200.00 (inc GST)

***six week campaign**

add \$440.00 (inc GST) to send your release to US press & online

***only available to select clients**

ONGOING PUBLICITY RETAINERS

The perfect solution for active bands with a limited monthly budget OR record labels. Three month minimum required.

- Continually Locate opportunities around tour dates, record release and newsworthy items
- Devise new angles, where possible, to discuss with the press
- Retarget media outlets that may not have immediately confirmed coverage
- Continue to create/write additional press releases where required and service to national media

FEE: \$990.00 (inc GST)

***per month**

TESTIMONIALS



“I don't think our record label and the Artists on it would be half as well known around Australia if it wasn't for the hard work and quality media campaigns that we have received working with AAA Entertainment over the last year. ”

- **New Justice Records**

“ Impressive results! Great work! ”

FINABAH

“ Working with Marc Mancini's team at AAA has been an absolute pleasure. Along with providing an extremely easy, and friendly working atmosphere, he constantly delivers results. Our last PR campaign with AAA exceeded all expectations of exposure and saw us achieve more appearances in press and online than ever before. AAA delivers extremely in-depth reports on your progress and ensures you are constantly up to date with the campaign, so you feel like you are expanding your team, rather than simply outsourcing your work. Moving forward in our career, AAA is still our first stop for all PR work and we are never disappointed with what they achieve. ”