

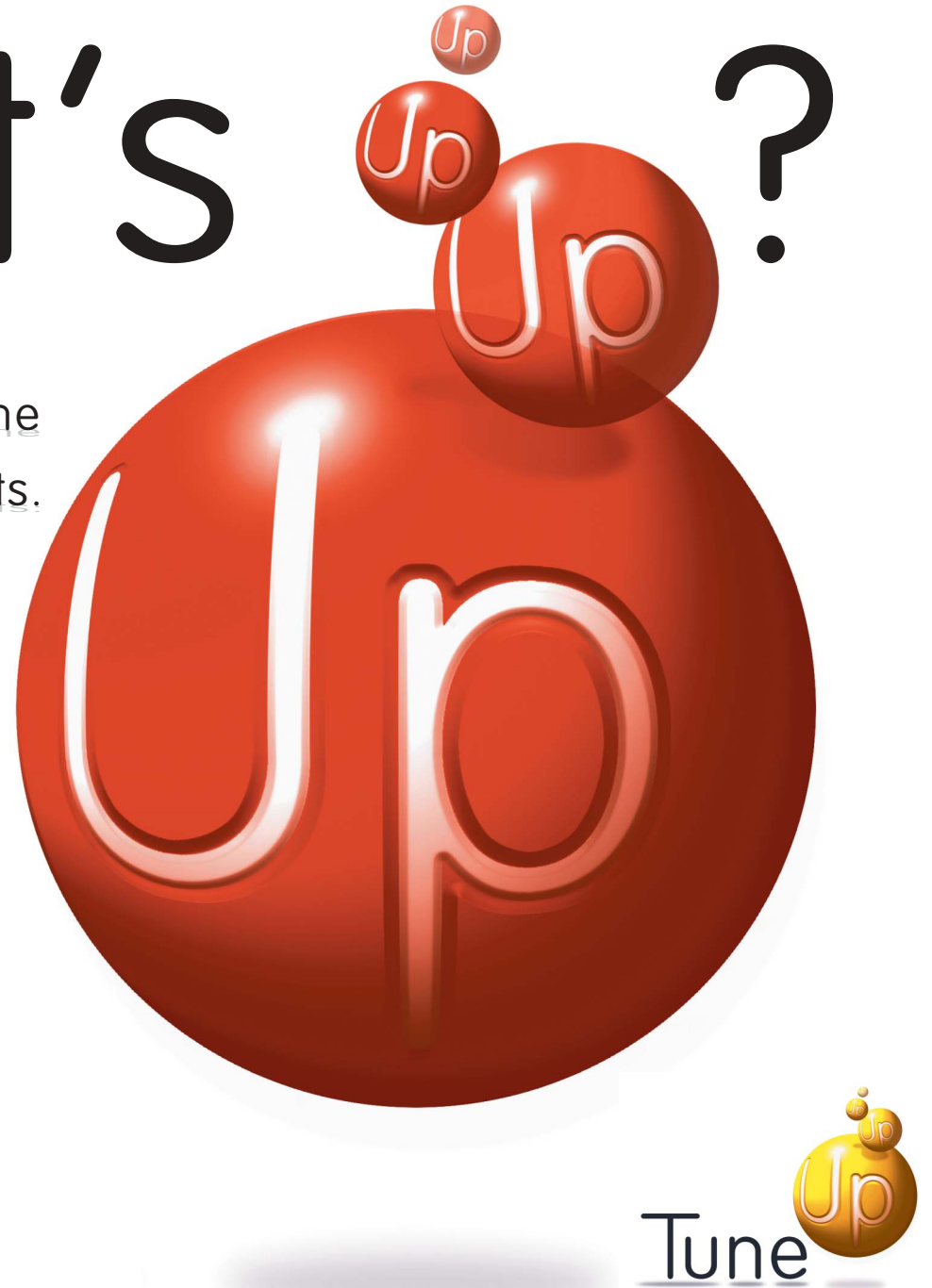
Introducing the high-powered music access system:



What's Up?

TuneUp is a new service from one of the UK's most experienced licensing agents.

It has been created to provide you with a combination of music industry intelligence and enhanced bargaining power to secure the music you want to uphold the integrity of your creative solutions.



Up your freedom of choice



Up the creative scope

Up your buying power

Up effectiveness

Up awareness

Up opportunities





Up until very recently the music industry had been unwilling to embrace the creative needs of their most important and influential customers: YOU.

Today, with radio playlists narrowing and the cost of artist promotion rising beyond the reach of many record companies there is a new and welcome willingness to co-operate.

The opportunity now exists for you to exploit this change and leverage never-before-available access to music across the entire genre spectrum.





Up your awareness of the music that is now available to you - that's our mission.

We want you to have the complete freedom of choice required to deliver your creative vision without compromise or impediment.

With this increased creative scope at your disposal come a wide range of peripheral benefits and opportunities to broaden and/or deepen how your creative message is received by the target audience.





Up your buying power considerably.

Using TuneUp - the high-powered music access service means that you will be able to secure previously un-affordable tracks. Tracks from artists which will bring greater prestige and up the potential impact of your creative solutions.

By having the inside knowledge on the current needs of artists, their record companies, their promoters and their management you will be able to leverage far more for your budget.





Up the complications?

No. We don't believe so, however there is a need to bring forward the point at which music is considered in the creative process.

Give yourself the time to exercise your complete freedom of choice. Give your self time to enjoy the maximum creative scope. Give yourself the time to secure the most from your budget.





Up and coming music releases, events, promotions etc which are already on our record company notification system can then be matched to your profile and demographic requirements.

Simultaneously, we will also institute a custom search and request further submissions from all music repertoire owners and managers.

Once the information is collated you will be able to access the data as required and contact us. At any time you may continue to enhance your profile and search criteria with further details of the commercial as it progresses to production.





it's **Up** to you

How and when you use the system is entirely up to you.

We just want to make sure that if you need the information that it is there.



Face to the facts

Advertisers provide massive airtime exposure for a song.

Exposure can stimulate interest in a new artist.

Re-stimulate interest in back catalogue artists and tracks.

Provide additional “Below the Line” activity that could support the marketing activity of the record company.

Using TuneUp you will be able to use these benefits to enjoy greater buying power and secure high-g geared contra agreements with repertoire owners.



Add the implications

Exposure in television commercials is a hugely valuable boon to the music industry - worth an estimated £250million in sales each year.

However, because music is usually selected at the very last stage of production the advertising industry always puts itself in a very weak bargaining position.

There is an enormous opportunity to leverage these negotiations between agency and repertoire owners to the greater benefit of both and the brand which is being advertised.

TuneUp is the first and only system which is designed to allow this to happen.



Let's bone on the figures

Last year over £50million was spent in the United Kingdom on licence fees for music used in television commercials.

In total 122 commercials used music which had charted in the UK in the last 25years.

The airtime cost was £2.6 billion reaching a total viewing audience of 96 million people.

Of these 122 campaigns only a handful fully exploited the relationship.

Last year the music industry spent a total of just £65million on advertising artists.

Turn the volume of more than sales

Add extra impact and new dimensions to the Brand by being able to access higher profile music, from the full artist spectrum at advantageous rates.

Target and appeal directly to demographics of any age and gender
Increase and broaden media exposure.

Add credibility and widen cultural and emotional associations.

Create additional awareness of the brand by developing a relationship with the consumer to the music through radio play, TV appearances of the artist, press interviews, internet editorials, etc.



Starting

How do you start using TuneUp? It's simple and free. The process starts with the agency planning department. The first requirement of the system is to notify us of scheduled advertisements which will require music.

We don't need you disclose the product or the name of the client - all we do need to know is the demographic of the target audience, the proposed budget, the target production date and the media data.



Dial  and register today

www.tuneup.co.uk



