



EXECUTIVE SUMMARY

URBAN MUSIC "FEDERAL KEYS" PROMOTIONAL TOUR

The "Federal Keys" campaign is an exciting six month urban music multi-media public relations campaign and North American concert tour. The campaign supports the upcoming *Federal* mixed tape, record/radio promotional initiative, Much Music reality television show and inevitable major label signing of the Torontonain urban-pop music star Luu Breeze. The corporate sponsored market development, media relations and event marketing initiative is a musical experience campaign which takes Luu Breeze, Sese, Danté, Haley Small and Linda Luztono on a cross continental promotional adventure across Canada and the United States to embrace their growing fan-bases. Whilst winning the keys to the hearts of their fans and possibly the keys to visited cities in this incredible drum and bass odyssey of searing talent and boundless energy, Luu Breeze and friends will be looking for the hottest upcoming musical key men (i.e. Music Producers & Artists) for both music recording and event marketing collaborations within the event venues, nightclubs and concert halls of the state/provincial cities they are touring.

Following the success of his 1PM Movement produced and Fontana North digitally distributed mixed tape titled *Topic of Discussion*, Luu Breeze seeks to harness the urban arts across the country through the national publicity his campaign tour will generate. Incorporating the urban music inspired visual, tangible, choreographic and spoken word arts of the talents he encounters across Canada into the tour's print, radio, television and online advertising, social media and media relations promotional tactics. These multi-cultural and artistically perceptive pieces of urban music will be publicized and showcased along the tour, on the album as well as through event marketing exposure opportunities throughout the campaign. The musically driven campaign which will produce derivative works such as a nationally eclectic artist and genre collaborative mixed tape, tour merchandising, product endorsement media and a DVD showcasing the concerts and the behind the scenes elements of the tour. Video footage from the tour will also be licensed to Much Music for Luu Breeze's nationally broadcasted and internationally syndicated reality television show which will ultimately support sales of the Christmas 2011 release of the DVD box set and the late Fall 2011 release of his major label album tentatively titled *Made*.

The *Made* album will feature selected keywords which listeners will be encouraged to listen for within the album. Fans who find the selected keywords indicated on Luu Breeze's campaign website will stand a chance to meet Luu Breeze, gain Luu Breeze merchandise and a trip for two to the Bahamas. Fans who find the bonus hints will compete for a \$5,000 cash prize in the "Who knows Breeze?" radio promotional skill testing quiz, asking fans intricate questions on-air about the stars musical career. Fans who have found the selected keywords will be asked to e-mail the name of the songs and the song lines in which the keywords were mentioned as well as their name, phone number and e-mail address. This contact information will assist the Flow 93.5FM radio personality in contacting the winner on-air as a result of the personality drawing the name of the winner from a basket of hopefuls who also submitted the correct answers through Luu Breeze's campaign website. The contact information will also benefit campaign planners and sponsors in electronically communicating the details of upcoming products and promotions to fans through the use of this data-capture exercise.

The Luu Breeze campaign website will showcase Luu Breeze's social media messages/video-blogs, behind the scenes commentary of his North American tour, photos, new music, conversations with his celebrity and industry insider affiliates as well as video footage from select performances and recording studio collaborations. The website will also provide advertising opportunities for corporate sponsors who are also receiving media relations mentions, logo placement on tour merchandise and event marketing exposure for participating in the North American tour. The sponsors' return on marketing investment (ROMI) examination will be easily conducted through the evaluation of the click-through rate their advertisements have received on the campaign website, as well as the online or in-store redemption of the brand's coupons placed on the website as well as on the ticket backs of the campaign's concert and nightclub events as well as calls received on branded radio promotional initiatives. Join Luu Breeze, Sese, Danté, Haley Small and Linda Luztono on this ambitious federal odyssey taking their music to their supporters, whilst gaining new fans through their adventurous cross continental journey of drive, determination, trials and triumph in their quest to live their respective musical purposes.

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