

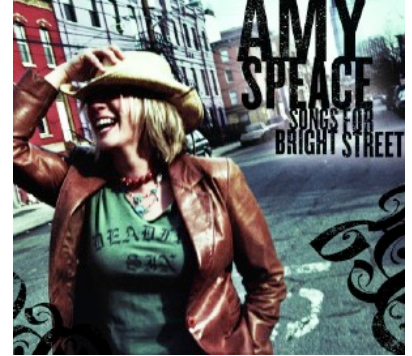


ONLINE ARTIST DEVELOPMENT CASE STUDY: AMY SPEACE

February 2007 - present

=> Brand Development & Marketing

- Feature Articles/Interviews: Amy Speace Steps Out of the Shade w/ Songs for Bright Street
- Press Releases
 - UK Press Falls For Amy Speace
 - Amy Speace Invited To Play Official v
 - CD Receives Summer, European-Wide Distribution
 - Amy Speace At Home On Amie Street
 - PBS Series 'Fast Focus' Features Amy Speace
 - Amy Speace Recognized By IAMA
 - Among 2007 Independent Music Award Winners
 - Nominated As 'Emerging Artist Of The Year'
- Web graphics, banners & flyers



=> Saturated Marketing

- Social Networking Sites: Myspace, Facebook, pure volume, Nextcat
- Communities: Soundclick, Indie-Music, UBL, Number One Music, Ourstage, Reverb Nation
- Artist Direct/UBL
 - #9 country top 25 w/e 11/17/07; featured country artist (8/31/07); Buzz Zone newsletter
- Video Sharing: YouTube, Metacafe, Motionbox, iFilm, Sharkle, eBaumsworld, Daily Motion, Blip TV, revver, Guba, Google Video, Yahoo! Video, AOL Uncut Video, Break, Live Video, Singing Fool, Vimeo, Jumpcut, VEOH, Clipshack, Zippy Videos, Stickham
- Radio: Airplay Direct, Last.fm
- Radio Crystal Blue Best Of 2007 List
- Online street teaming & syndicated distribution of press releases, features & news to hundreds of groups, forums, music sites, news aggregators, and blogs

=> Fan Building

- Setup mailing list/fan outreach on Fanbridge
- Campaign to increase mailing list subscribers through N1M
- 3 month campaign on Famecast to acquire new listeners and interact with current fanbase
 - FameCast Five! Status in season 2 country stage

=> Industry Outreach / Conferences

- Organized showcase at NewMusicWest featuring Amy Speace
- On-Site Promotion of Amy Speace NXNE '07 showcase
- Representation at CMW '07, Popkomm '07, SPOT 07, OCFE '07

=> Tour Support

- Press Release/Online Street Teaming
 - Amy Speace - Ian Hunter Acoustic UK Tour
 - Amy Speace Launches Fall European Tour
 - 2007 Folk Alliance Showcases

=> Music Release Support

- Launch & promotion of digital-only, "live on radio" album
- Set up on niche, online retailer Amie Street.
 - Featured in May 15 newsletter & Blog



VOTE FOR AMY SPEACE



IN SEASON 2 FAMECAST
TALENT COMPETITION