

## [PIAS] IRELAND

### OVERVIEW

Based in Dublin, [PIAS] Ireland (established as Vital: Ireland in 1998) is the Irish arm of the [PIAS] Entertainment Group. Working particularly closely with the [PIAS] UK operation, we provide a comprehensive range of services to over 100 premiere repertoire owners. The services that we offer are designed to match the needs of the label or repertoire owner as well as the Irish marketplace. We also offer a unique service in the Republic of Ireland that gives us the ability to provide key projects with a more bespoke level of service, expertise and support. The service levels are broken down into Core and Plus. Each service is outlined in more detail below.

### [PIAS] IRELAND - CORE

[PIAS] Core service provides the foundation and backbone to the range of unique local solutions that [PIAS] Ireland can offer. The following elements apply:

#### ■ ROUTES TO MARKET

- Dublin-based sales operation covering all Irish physical & digital retail and wholesale operations
- Other key retail covered in conjunction with [PIAS] UK (e.g. Amazon, Play, iTunes).
- Management of local distribution utilizing stock on the ground in the Republic of Ireland via RMG

#### ■ LABEL MANAGEMENT SERVICES

- Label profile in Ireland - we act as the local representative for the labels and projects
- Ongoing dialogue and advice with the label including:
  - Management and co-ordination of sales, distribution & promotion functions
  - Release scheduling and timing
  - Euro pricing and campaign strategies
- Management of stock inventory and sales movements
- Access to weekly Irish IRMA chart reports and chart advice
- General advice re Irish market place

#### ■ SALES SERVICES

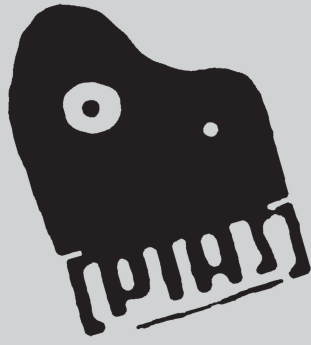
- Dublin-based sales operation, covering all relevant Irish physical & digital retailers
- Local sales support including supply of release schedules, updating of sales notes and activity updates tailored to the Irish market
- Mobile sales managed via Indie Mobile with support from [PIAS] Ireland label manager
- Advice, organization and implementation of local retail marketing activity
- Retail Catalogue and Campaign Management and implementation

#### ■ BASIC CORE PROMOTIONS SERVICE

- In house PR covering key Irish media across Press, TV, Radio & Online
- Updating key media partners of any live, promotional or other significant activity
- General advice re promotion and live opportunities

#### ■ ACCOUNTING & REPORTING

- Monthly accounting and reporting of Irish sales are supplied, in sterling, via [PIAS] UK's Finance department.



**[PIAS] IRELAND**

## **[PIAS] IRELAND PLUS\***

[PIAS] Ireland Plus is offered to clients, labels and projects that need access to a more dynamic and tailored level of service. This allows for the maximum exploitation of any campaign's potential and a sympathetic, artist-friendly approach to development and delivery to market. [PIAS] Ireland Plus builds upon the Core service by offering a bespoke solution for a particular label or artist project and includes the following elements:

### ■ LABEL MANAGEMENT PLUS

- Overall campaign advice, strategic project planning and budget management
- Sales and marketing analysis
- Management and co-ordination of Retail, TV, Radio, Press and Street marketing, including access to local media agencies and discounts
- Developing media and marketing partnerships and opportunities

### ■ PROMOTIONS SERVICE PLUS

- Management and coordination of promotion to Irish media, retail buyers, tastemakers and promoters in the Republic of Ireland
- Weekly targeted mail outs include radio, press, TV, online digital media, mobile, colleges, clubs, etc
- Access to ROI airplay charts and PPI income generated by local PR activity
- Liaise with local promoters for live opportunities and PR coordination around shows / tours / festivals
- Feedback and scans of key Irish press reviews, features, front covers and other local activity
- All PR expenses will be agreed in advance, organized locally and recharged to label

## **SUMMARY**

[PIAS] Ireland is proud to represent the quality of labels and repertoire owners that it works with. We see the service as a collaborative one that is designed to empower our clients to meet the demands of an ever changing market. The range of services we offer has evolved over recent years and we continue to react and listen to the needs of both the repertoire owners we work with and the routes to market that we service. One size doesn't fit all - the experience and structure of services offered by [PIAS] Ireland provides a flexible, professional solution that is unique in the Irish market.

### **NEXT STEP**

For further information, please contact [info@piasireland.com](mailto:info@piasireland.com) or call +353 (0) 1 677 9391

**WWW.PIAS.COM**

A MEMBER OF THE [PIAS] ENTERTAINMENT GROUP