



[PIAS] SYNC & BRAND

SERVICE SUMMARY

[PIAS] Sync & Brand is the dedicated department, within the [PIAS] Entertainment Group, working towards a cross section of clients in advertising, brands, television, film, online, video games, and corporate media. Having built up a solid network of contacts in this area over the past few years, the department was officially launched in 2009, and is now operating out of our London and Brussels offices.

[PIAS] Sync & Brand has a substantial client base through which we look to secure the right opportunities for our artists and labels. In addition to traditional sync revenues, we also see the department as being able to generate significant added value for both our clients and sync partners by integrating with other [PIAS] services such as mobile, online, marketing, promotion and other initiatives. Working as a part of the bigger group we are able to provide both local and pan-European/global campaigns for our clients.

■ ACCESS TO MARKET

[PIAS] Sync & Brand has well-established relationships with key advertising and marketing agencies as well as film and television production companies. We have direct contacts with a range of game developers, music supervisors and major worldwide brands for a range of products and services including fashion, beverages, accessories, car manufacturing, cosmetics and domestic products.

■ SYNCHRONISATION SERVICES

Working closely with creative agencies, [PIAS] Sync & Brand provides music to fit creative briefs and reach bespoke target audiences for each project. Our team has a thorough knowledge of our diverse and expansive catalogue and we are always seeking out new business opportunities and revenue streams in future technologies, new campaigns and branding partnership opportunities.

[PIAS] Sync & Brand provides in-house licensing, invoicing and quick clearances. As part of our service we provide monthly newsletters, with recent [PIAS] activity, new tracks for streaming, exclusive access to new releases and sneak previews of brand new videos. [PIAS] Sync & Brand provides a bespoke service to meet clients' needs.

■ BRAND AFFINITY SERVICES

Our team adopts an innovative approach and uses a network of key contacts, experience and expertise to create exciting and engaging customer experiences for our brand clients. We build campaigns alongside international and local marketing teams to maximise the promotional potential for our artists in each campaign. Our services cover partnerships, sponsorship, endorsements, events and premium campaigns. We have created successful campaigns for major brands including McDonalds, Samsung, LG, Superbock, Kingston and Toshiba.

■ Kiosk/Covermounts

[PIAS] has built up an extensive network of publishers for newspapers and magazines throughout Europe, enabling us to provide much more extensive retail distribution compared with traditional methods. This means increased awareness and increased revenue generated from advertising.

■ Processes

Having longstanding relationships with high profile brands and content owners, we are well positioned to cater to the needs of all our clients and partners. [PIAS] are experts in the approval's process, logo usage restrictions, and branding requirements, and we can optimise marketing opportunities efficiently.

■ REPORTING

As with all [PIAS] services, reports will be provided in a timely manner and contain full transparency on the details specific to each usage or project we are engaged with.

Next Steps

The information above is a very brief insight into the services and potential for [PIAS] Digital services. For further information please visit

www.pias.com/sync or email pias.sync@piasuk.com

[PIAS] SYNC & BRAND

WWW.PIAS.COM

A MEMBER OF THE [PIAS] ENTERTAINMENT GROUP