



[PIAS]UK

[PIAS] UK INTEGRAL **

[PIAS] UK's Integral service aims to provide dynamic, individually tailored campaigns in a fast-paced and changing marketplace.

The range of services available will bolt-on to and complement any existing label or management structure, allowing for the maximum exploitation of any campaign's potential and a sympathetic, artist-friendly approach to development and delivery to market. The following is a brief version of the services available. (Please note, a more detailed document outlining the Integral service is available upon request).

■ BESPOKE CAMPAIGN ARCHITECTURE

- Strategic overview of all elements of plot and team

■ CREATIVE INPUT

- Video commissioning
- Artwork
- Remixes

■ MANAGEMENT AND CO-ORDINATION OF ALL PROMOTIONAL ACTIVITY

- Radio, TV, digital, street

■ BUDGET ANALYSIS AND P&L RECONCILIATIONS

■ MEDIA & MARKETING PARTNERSHIPS

- Leveraging established key relationships (e.g. BBC, Box TV, Bauer, IPC etc)

■ ABOVE THE LINE (ATL) MARKETING STRATEGY AND IMPLEMENTATION

- Access to and purchase of media via PIAS Media Agency

■ D2C ACTIVITY

- Digital Marketing solutions
- Use of partner network to deliver multi format (physical, digital, ticket, merchandise etc) solutions

** PIAS Integral includes the Core and Plus services in addition to those listed. Also see dedicated sheets on Integral for more detailed information on the service.

SUMMARY

[PIAS] UK 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] UK provides a flexible professional solution that is unique in the market.

NEXT STEP

For further information, please contact info@piasuk.com or call +44 (0)20 7471 2700.

WWW.PIAS.COM

A MEMBER OF THE [PIAS] ENTERTAINMENT GROUP