

**CASE
STUDIES
PRODUCT
PLACEMENT**



2017

BENEFITS

AUTHENTIC

CMS will only place products into videos that can be done so in an authentic manner
60% of viewers felt more positively about brands they recognize in a placement
45% said they would more likely to make a purchase

ACTIVELY SOUGHT AFTER CONTENT

Consumers fast forward or "skip" ads - 90% of people with DVRs skip TV Ads
but continuously seek content from their favorite artists

COOL FACTOR

Inclusion in music video creates a "cool" factor and implied endorsement for the product at a
fraction of the price of an official endorsement

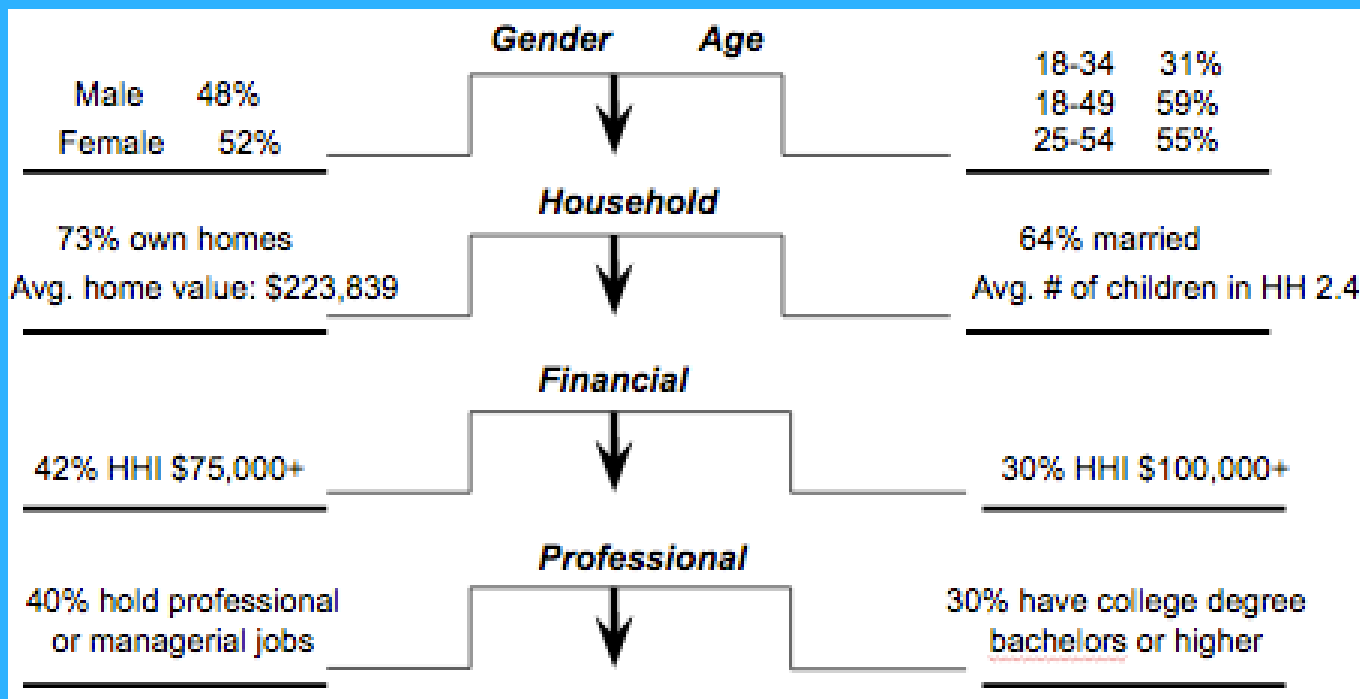
COST EFFECTIVE

Pay once, lives forever
One product placement lives in the video for all time
CPM starts low and perpetually diminishes over time

THE COUNTRY MUSIC CONSUMER

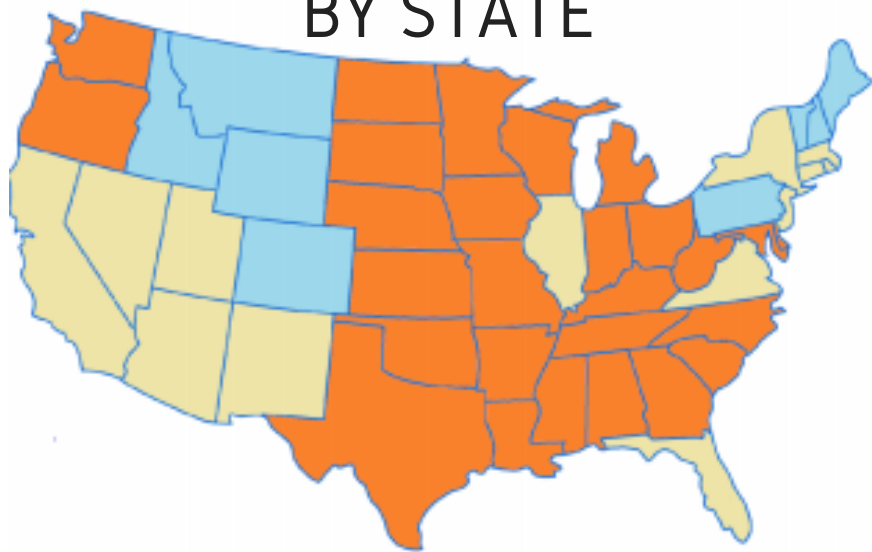
107 MILLION

Americans - approximately 42.5% of the population - consider themselves country music fans.



THE COUNTRY MUSIC CONSUMER

COUNTRY MUSIC CONSUMER BY STATE



■ National Average Share
■ Above National Average Share
■ Below National Average Share

Average level - 42%
Minimum level for any one state - 26%

- VIDEO STREAMING MAKES UP 46.1% OF ALL ON-DEMAND STREAMING. APPROXIMATELY 95,822,505,000 VIDEOS WERE STREAMED BETWEEN JAN-MAY 2016, A 22% INCREASE FROM THE SAME TIME FROM IN 2015.
- 43% OF ADULTS WHO IDENTIFY THEMSELVES AS BRAND LOYAL ARE COUNTRY MUSIC FANS, MORE THAN ANY OTHER GENRE

CASE STUDIES

CARRIE UNDERWOOD AND MIRANDA LAMBERT

"SOMETHING BAD"

Bell Helicopters, Indian Motorcycles

- Music Video Placement
- Won CMT Award for Collaborative Video of the Year
- Digital Impressions: 65 Million
- Carrie tweeted a picture of herself with Indian Motorcycle to 3.5 Million Followers. The photo was picked up by over 100 industry blogs + digital media nationally
- Total Estimated Impressions (as of January 2017): 350 Million and growing...



BILLY CURRINGTON - "PEOPLE ARE CRAZY"

Kalik Beer

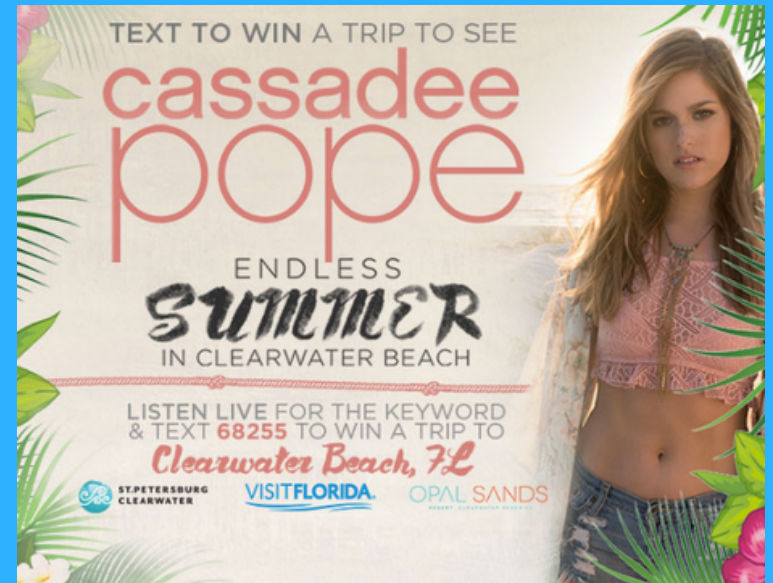
- Music Video Placement
- Both the single and music video went # 1
- Digital Impressions (as of January 2017): 50 Million
- After 8 years, video is still getting approximately 30,000 views per day
- Total Estimated Impressions (as of January 2017): 300 Million and growing...



CASE STUDIES

PLACEMENTS THAT TURNED INTO SOMETHING BIGGER...

- CASSADEE POPE "SUMMER" - Visit St. Petersburg Clearwater, Visit Florida, Opal Sands Resrts
 - Music Video Placement + Radio Sweepstakes Flyaway for Private Performance
 - Music Video gained over 8 Million impressions in first 6 months.
 - Radio Sweepstakes targeted 20 markets was picked up by 100+ markets nationally.
 - Total Estimated Impressions (as of January 2017): 25.3 Million and growing



- DAN + SHAY "19 YOU + ME" - Visit Myrtle Beach
 - Music Video Placement + Radio Sweepstakes Flyaway for Private Performance.
 - Greeting Liners for Myrtle Beach Airport
 - Music Video Digital Impressions: 8 Million
 - Social Media Impressions for Getaway: 21 Million
 - Total Media returned 200% ROI
 - Total Estimated Impressions (as of January 2017): 50 Million and growing



*Inquire for full case study.

THE RIGHT BRAND WITH THE RIGHT SONG

OLD DOMINION

"SNAPBACK" - New Era Caps

"SONG FOR ANOTHER TIME" - Virginia Is For Lovers

TYLER FARR - "BETTER IN BOOTS" - Bear Archery, Bad Boy Buggies

LOCASH - "I KNOW SOMEBODY" - Chattanooga Tourism, Checker's

BRAD PAISLEY - "COUNTRY NATION" - Jet's Pizza, Mapco, Milo's Tea, Safelight Auto, Service King

LEE BRICE - "DRINKING CLASS" - American Born Moonshine



DISTRIBUTION CHANNELS

Once filmed, music videos are serviced to the music's most popular television, digital, and video streaming platforms...

**DELIVERING AN
ESTIMATED AVERAGE
OF 30 MILLION
IMPRESSIONS IN FIRST
YEAR.**

You **Tube**

vimeo

vevo

hitsmeup

CMT

CMT MUSIC

GAC

Rolling Stone

CURRENT

OPPORTUNITY

Music Video: Kane Brown ft. Lauren Alaina - "What Ifs"

Benefits

- Product Placement in the music video (at least one clear and identifiable shot of brand logo or product)
- Exclusive BTS video piece featuring your brand
- Potential: KB Social Media post mentioning your brand
- Estimated impressions within the first year: 50 Million

Brand Investment: \$40,000.00

- Location only:
 - Hotel rooms including 2 suites for the artists (minimum 75x room nights; 25 rooms x 3 nights)
 - Assistance scouting locations for filming
 - All related permits and/or location fees

Target Shoot Dates: March 12-14, 2017



"AN ARTIST TO PAY ATTENTION TO" - **Rolling Stone COUNTRY**

"BREAKING COUNTRY'S RULES" - **Billboard**

"... ONE OF COUNTRY'S RISING STARS" - **The Washington Post**

"ON THE CUSP OF COUNTRY MUSIC STARDOM" - **CHICAGO SUN-TIMES**

"HIS VOICE IS VISCIOUS AND RICH, LOW AND WIDE LIKE A BARGE" - **The New York Times**

#1 BILLBOARD COUNTRY ALBUMS CHART & COUNTRY'S BEST NEW ARTIST ALBUM DEBUT SINCE 2014

ALL-GENRES' #4 BEST NEW ARTIST ALBUM DEBUT IN 2016 (preceeded by Zayn, Jordan Smith and Charlie Puth!)

TOP 10 on the Billboard 200 all-genre chart. Just eight months prior, his debut EP Chapter 1 became the **HIGHEST-DEBUTING COUNTRY EP** in the Nielsen SoundScan era by entering the Billboard Top Country Albums chart at #3 and the Billboard 200 chart at #9

Currently headlining Monster Energy's "Ain't No Stopping Us Now" 30-date tour, Kane launched his debut solo tour in early 2016 and **HEADLINED OVER 80 SHOWS**, and, upon announcement, were sold out within 24 hours

Macy's selected Kane as an **INFLUENCER FOR THE BRAND'S** new American Rag "Own The Moment Campaign"

Recently selected for Ticketmaster's **FIRST EVER NEW MUSIC FAVORITES** series

Kane teamed up with acclaimed producer **DANN HUFF** for this debut project

Kane independently built a robust, devoted fan base of **OVER 3 MILLION** subscribers on his social platforms through releasing songs directly to fans on his personal channels

Kane's debut single "Used To Love You Sober" is **GOLD CERTIFIED** with over **39 MILLION AUDIO** and Video On Demand Streams

Joined **FLORIDA GEORGIA LINE** On their cross-country Dig Your Roots Tour this summer along with **COLE SWINDELL** and **THE CADILLAC THREE**

All of Kane's releases in 2016 - singles, EP and album - reached **#1 ON THE ITUNES COUNTRY CHART**

Recently appeared on **ellen** and **TODAY** Additional national TV soon to be announced

KANE  **BROWN**

 /kanebrown_music **OVER 560K FOLLOWERS**

 @kanebrown **OVER 135K FOLLOWERS**

 /kaneallenbrown **OVER 2M FOLLOWERS**

 /kanebrown_music **560K FOLLOWERS**



For more information or additional placement opportunities, contact:

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