

### Special-Services – upon request:

- Video Commissioner (Obtaining and assessment of story boards, briefing and monitoring of video shoots)
- Conception / script/ organisation of EPK shootings (= electronic press kit) a 5-8 minute video presentation of an artist on DVD (menu: interview, extras, live footage, video clips)

### CV Stephanie Pierre:

The Scout Promotion owner worked as a photographer, texter and graphics designer for advertising agencies before she started as a freelancer for various record labels. From 1995-1998 she was a radio & tv promotion manager for ZYX Music, and then tv promotion manager & video commissioner at SPV Records. In November 1999 Stephanie founded Scout Promotion. Until 2006 she was board member of MMF/Music Manager's Forum Germany. Her fluent English and eloquence is one reason she has been active as a speaker on music conventions (Popkomm 2005, Canadian Music Week Toronto 2004 & 2007). Also, Stephanie and 3 colleagues planned and organized Berlin Popkomm showcases for 4 years.  
(> [www.ecmusicgroup.com](http://www.ecmusicgroup.com))

### The Scout Promotion TEAM:



Stephanie Pierre & Angelika Cisek



### Scout Promotion Stephanie Pierre

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[www.scout-promotion.com](http://www.scout-promotion.com)  
**scout: taking the artist to TV !**

#### We offer you:

Artist branding  
EPK-/ video clip concepts  
Video footage: review &  
EPK compilation  
Video clip plugging  
Nationwide & regional TV promotion  
Promotion concepts  
Promotion coordination



**new ways in promotion –  
scout finds them**

**...even for newcomer artists!**

**Musicians, bands,  
writers or actors –  
we generate shows,  
reports and performances on TV  
successfully since 1999...**

## Nationwide Video/ TV promotion

Start: approx. 8-12 weeks prior to album release. TV promotion tools (video clip/EPK) should be supplied, or will be compiled by Scout Promotion upon client's request.

We find the 'unique selling point' of the respective artist, and – depending on the target group – check out potential TV platforms for the artist/musician/band.

## Scout's speciality:

**We get newcomers on TV – Even without ample marketing arguments!**

## References/ credits:

### musicians/bands:

gary moore | the pretenders | scab | haydamaky roger hodgson (supertramp) | laura imbruglia jeff healey band | dobacaracol | marillion | alice cooper | xavier cafeine | schandmaul | patrick bruel | soft cell | ezio | prinz pi | vivian | jimmy somerville | hanson | paddy milner | john watts chris field | vanvelzen | karmadeva u.v.m.

### authors/ writer:

johanna paungger-poppe | david safier | anne hertz | akif pirincci | egon olsen u.v.m.

## Examples TV Promotion:

### dvd/tv-promotion (adult/ pop):

**ROGER HODGSON** "take the long way home" =DVD release 12-sep-07): client: eagle rock UK, promo 2007/08; goal: nationwide tv shows only | our results:

- RTL „ultimative chartshow“ AZ (3 songs rec aug-26. aired oct-4 + 2 further episodes)
- ARD/ZDF "morgenmagazin" talk-+music guest live 3h
- ZDF „fernsehgarten“ 14.09.07 (3 songs live)
- HIT24 cooperation sep-07 via scout, incl. contest, trailer 3 weeks, soundcheck special
- dvd-/features/-tipps auf u.a. deluxe-tv, rbb, nrw.tv, sat.1, tv.berlin, uvm.

### video/tv-promotion (youth/ rock):

**SCAB** "our time" =album: no chartentry; kunde: modernnoise/cargo, promo june/july 08, environment: newcomer, low budget video, print & radio promotion, no airplay charts, tour, tv coops: none) | our results e.g.:

- Hit24: 8 weeks clip rotation (max. A-playlist)
- WDR „rockpalast clubshow“
- VIVA "live" talk (singer Gil Ofarim) + music guests (2x)
- VIVA: "neu" section: clip feature
- VIVAPlus: get the clip (voting playlist)
- Go.TV (Ö): clip playlist
- SAT.1 „blitz“ 3 min report
- RTL „punkt 12“ 0:50 min report
- ZDF „leute heute“ 3 min report
- Sat.1 Musicspecial: 0:30 min report
- Regional-TV: TV.München, FAB, NRW.TV, Hamburg1, TV.Berlin

### video/tv-promotion (youth/ pop):

**LUNIK** "little bit" =single (+album ,preparing to leave'): no chart entry; client: silversonic/h'art, promo april-sept. 2006, environment: newcomer, low budget video, no airplay top 150 charts, no tour, tv coops: VIVA-Buzz) | our results e.g.:

- Hit24: 12 weeks clip rotation (max. power play)
- ZDF "fernsehgarten" live performance
- ZDF "IFA-show" live performance
- SAT.1 „backstage/ frühstücksfernsehen" CD-review
- Deluxe TV: 8 weeks clip rotation
- VIVAPlus: get the clip (voting playlist)
- iMusic1: 6 weeks clip rotation, trailer
- Giga Musikbox: clip playlist max. 3-4 ppw
- Regional-TV: FAB, NRW.TV, Hamburg1, TV.Berlin

### video/tv-promotion (adult/ jazzsoul):

**TOK TOK TOK** "from soul to soul" =album: jazz-charts, no album-chart entry; client: artist/bhm/zyx, promo jul-nov 2006, environment: niche-artist, epk, no airplay charts, tour, tv coops: none) | our results e.g.:

- WDR „zimmer frei“ 26-nov (guest: Tokunbo Akinro, voc.)
- ZDF „volle kanne“ (report 0:30)
- ZDF „mittagsmagazin“ (report 0:30)
- ZDF „morgenmagazin“ (report 0:30)
- SAT.1 „backstage/ frühstücksfernsehen" CD-review
- SWR „nachtkultur“ (report 3 min.)
- Deluxe TV: „Bump“ playlist; song from live-DVD
- Sat.1 „Musicspecial“: (report 0:30/ tour tipp)
- Regional-TV: NRW.TV, FAB, Hamburg1 – reports: K3-Fernsehen, RNF Live, Sat.1 17:30,...

### video/tv-promotion (adult/ pop):

**GREGORY DARLING** "shell" =album: no chartentry; client: fod records/alive!, promo: juli+aug 07, environment: newcomer, 3 low budget video clips, print & radio promotion, no airplay charts, tv coops: none) | our results e.g.:

- NDR/RB/HR '3nach9 Talkshow' 22-Feb-08 22:00
- TV.NRW 'Kai3' 14-Aug-07 14:00 talk-/ music guest
- 3sat „kulturzeit“ 21-Aug 19:20 CD-review
- GIGA TV 'Beach-Event' 25-Aug music guest (2 songs)
- TV.München 'Mikss' 30-Aug talk-/ music guest
- TV.Berlin 'yagaloo' 17-Sep 23:00 clip-/CD-review
- FAB 'Hallo Berlin' 21-Sep 19:00 talk-/ music guest
- HIT24 „soundcheck“ 05-Oct 19:00 clip-/CD-review
- HIT24-ROTATION (max: A-rotation, 14ppw)
- KING CHANNEL HOT-rotation (since 28.08-nov.)
- DELUXE-ROTATION (7ppw since august)

Various clip plays on TV: GIGA 'Spam Deluxe, TV.NRW 'Kai3', TV.München 'Mikss'

Other features & playlists IP-TV stations: feature start-/+music page YAHOO 21.09. , Streetclip.TV, Bunch.TV, Get.TV

## Promotion packages:

### TV-, print- & Radio- Promotion

Upon request radio and press media can be targeted by cooperating agencies of Scout Promotion: Radio/Online/Club: e.g. Die4Ma, Pacak Musikpromotion and for print: e.g. Margherita Sow, Longwood Promotion or Brooke-Lynne Promotion.

## Promotion tour & coordination:

Perfect organisation, good timing and a smart routing are key for a low-stress, low-cost and high-output promotion tour. Setting priorities and a steady flow of information with artist management and media partners about schedules and content of interviews, reports or shootings are also important. If the communication is proper, even a tight schedule with a "difficult" artist can be accomplished successfully.