



A LIFESTYLE CONSULTING COMPANY  
CONNECTING BRANDS WITH MUSIC & ENTERTAINMENT

# WHO WE ARE

BSG is a full-service talent procurement, event production and management firm founded in 2010.

Our agency is defined by the creative solutions and execution that bring your brand's vision to reality.

Marketers today are challenged with the task of bringing their brand identity and messaging to life.

We create experiences designed to solve real marketing problems and leave lasting impressions that tell your brand story the way you want it to be told.

Our talent relationships are extensive, including direct relationships with management, agents, labels and key festival promoters.

We specialize in identifying and negotiating partnerships and the creation, development, and management of unique experiential marketing programs in entertainment.

BSG has produced over 600 events, and our executive team has a combined 80+ years experience across multiple fields of entertainment. Our constant drive for innovation and originality make BSG the chosen solution for brands like Klipsch, Nivea, Times Square Alliance, 808 Audio, Oakley, Celebrity Cruises, Beiersdorf, McIntosh, Starbucks, Friday's, New Era, Muscle Milk and McDonalds, amongst others.



# BRAND EXPERIENCE



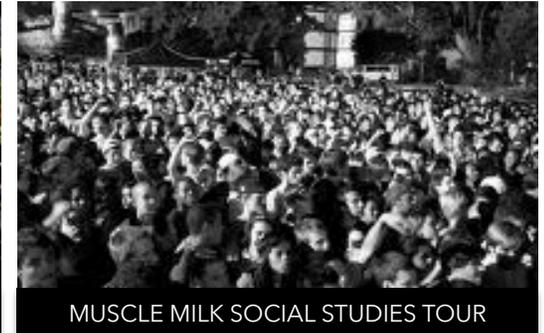
# SCOPE OF SERVICES

## EXPERIENTIAL MARKETING

- 360° campaigns from conception to execution
- Full-service event production
- Event sponsorships & partnerships
- Strategic partnerships & organic brand alignments
- History of successful campaigns
- Dedication to ROI



RIHANNA WORLD TOUR FOR NIVEA



MUSCLE MILK SOCIAL STUDIES TOUR

## ENTERTAINMENT MEDIA SERVICES

- Talent procurement & management
- Proprietary content creation & distribution
- PR & earned media campaigns
- Licensing opportunities
- Brand integration (TV/Film/Music)



TIMES SQUARE NYC  
NEW YEAR'S EVE



KLIPSCH AUDIO KINGS OF LEON  
MECHANICAL BULL TOUR

# MUSIC ACTIVATION CASE STUDIES



**Cal Jam 17**  
GLENN COLLEGE REGIONAL PARK, SAN BERNARDINO, CA  
SATURDAY, OCTOBER 7<sup>TH</sup>  
**FOO FIGHTERS**  
**QUEENS OF THE STONE AGE**  
CAGE THE ELEPHANT LIAM GALLAGHER  
THE KILLS ROYAL BLOOD JAPANESE  
WOLF ALICE BOB MOULD THE STRANGLERS  
CIRCA WAVES BABES IN TOYLAND ADA HOLE  
FIREBALL MINISTRY THE OBSESSED PINK  
STARCRAWLER WHITE REAPER  
FRIDAY, OCTOBER 6<sup>TH</sup> (SHOWS ONLY)  
BIG TONY & TROUBLE FUNK AND MORE  
Capital FM WWW.CALJAM17.COM  
GOOD TIMES CAL JAM

**Klipsch**  
AUDIO  
~ PRESENTS ~  
**KINGS OF LEON**  
2014 MECHANICAL BULL TOUR

# RIHANNA WORLD TOUR CASE STUDY

## OBJECTIVE

Align Nivea with superstar Rihanna for World Tour and brand ambassador campaign.

## CONSUMER ENGAGEMENTS

Leveraged Rihanna's social presence and celebrity to build Nivea's socials.

Ticket giveaways, meet and greets and other consumer contesting throughout the world.

Activated in over 18 countries.

Reached 61 cities and over 1 million fans - in person.

Nivea Facebook generated over 760,000 likes as a result of the program.

## PRODUCTION

- Strategy ideation
- Talent identification and procurement
- Talent contracting
- Music licensing
- Global tour branded activation
- Created sampling / consumer activations
- Venue clearances, including permitting
- Labor, electrical, security, drayage
- Design and build of parking lot activations
- Street team production
- Meet and greet production
- Tour management/staffing for world-wide activation
- Exclusive branded content with artist and behind-the-scenes footage
- Unique consumer engagements



# KLIPSCH AUDIO PRESENTS CASE STUDY

## OBJECTIVE

Forge a strategic partnership with an American heritage rock band, Kings of Leon.

Embrace Klipsch's American Heritage and Southern Roots. Foster the live music experience.

Embody the authenticity of Rock and Roll. Support the Klipsch motto, "Keepers of the Sound", through the importance of sound quality

## CONSUMER ENGAGEMENTS

Leveraged Kings of Leon assets, new album and upcoming tour to magnify product differentiation and influence consumer perception, consideration and purchase intent.

## RETAIL MARKETING

Built impactful customer marketing and retail display programming designed to drive incremental retail presence.

## PRODUCTION

- Venue clearances, including permitting
- Hired labor, electrical, security, logistics, venue receiving
- Design and build of Klipsch / KOL historical exhibit for FOH
- Routing and management of FOH activation
- Street team production
- Guest list coordination for Klipsch guests
- Production of meet and greets
- Guest hospitality
- Tour management/staffing for activation in US and Europe



# NEW YEAR'S EVE TIME SQUARE CASE STUDY

**NEW YEAR'S EVE NYC** A BSG client veteran (10+ years)

## OBJECTIVE

Work with Times Square Alliance to produce New Year's Eve, Times Square and the official sponsor party at the Hard Rock. Support the sponsors by creating magic moments in the activation that align with brand messaging and objectives.

## CONSUMER ENGAGEMENTS

Created the "First Kiss" moment as the ball dropped.

## PRODUCTION

Vet musicians/bands that would embrace the "pop culture" spirit of NYE  
Engage artists such as OAR, Jessie J, Train and American Authors to be the musical acts of the night  
Coordinate talent needs, riders, backline, etc.  
Hire host(s) and hire/manage audience wranglers  
Work with Times Square Alliance on all aspects of talent relations, security, travel, hospitality, management, set list and ticketing/credentials  
Execute sponsor activations



# OAKLEY LEARN TO RIDE CASE STUDY

LEARN TO RIDE EVENTS 3-5 events annually since 2007



## OBJECTIVE

Create an organic experiential marketing program that provides once-in-a-lifetime athletic experiences by transforming pros into teachers and celebrities into students.

## HIGHLIGHTS

Launched at Sundance in 2007 and has grown into a global marketing initiative for the brand.  
Premium brand alignments and partners.  
Unprecedented number of total impressions and impact.

## CHARITY

↳ provides experiences to children suffering from chronic and/or life threatening illnesses.  
↳ experiences provided for auction.



DINGO TEACHES CHANEL IMAN TO RIDE!



OK! CATCHES KELLAN LUTZ AT LTR



PEOPLE CATCHES NICOLE SCHERZINGER



RITTER AND SCHERZINGER AT LTR SURF

# PWE GRAMMY PARTY CASE STUDY



PWE ANNUAL GRAMMY PARTY 13 Years

## OBJECTIVE

Create a memorable music industry event celebrating the Grammy's and Primary Wave Entertainment's 10<sup>th</sup> anniversary.

Leverage the celebrity and press from the PWE event for King to use as the US launch of the Candy Crush Jelly Crush game.

## HIGHLIGHTS

A 20x20 interactive dance floor that played the Jelly Crush as guests danced on top. Ciara hosted the dance floor and mc'd the dance teams while CeeLo Green DJed.

Candy bar hosted by Haribo, jelly shot display in the shape of the game's Jelly Queen.

Guest list included Ciara, One Direction, Gina Rodriguez, CeeLo Green, Melissa Etheridge and over 600 industry professionals and celebrities.

Garnered 714+ million media impressions.

## PRODUCTION

Secured venue

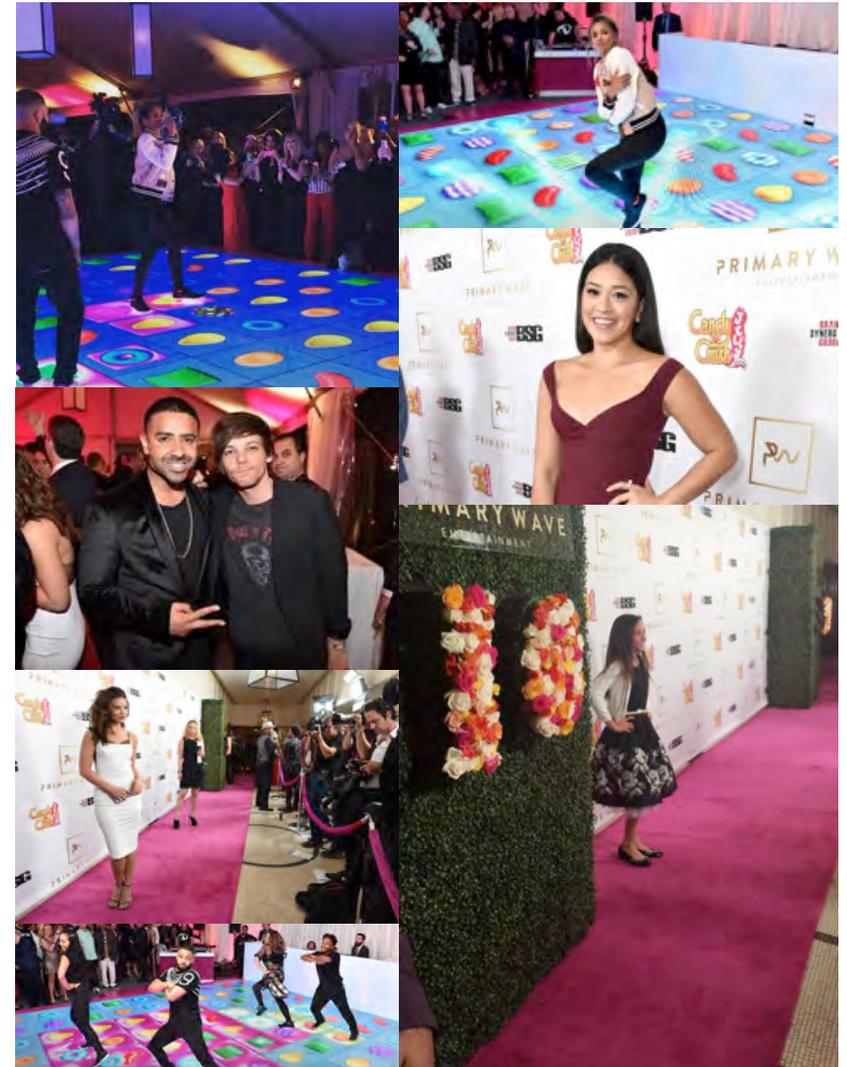
Designed/produced the interactive dance floor

Designed event lighting

Sourced, secured, and managed all labor, suppliers (furniture, floral, food and beverage)

Designed, produced the carpet, managed security and all credentials

Oversaw all media, house photographers and videographers and final edit of packages



# STARBUCKS CASE STUDY

#STIRTHINGSUP CAMPAIGN June 2013



EVAN STONE REPRESENTS  
#STIRTHINGSUP



EVAN STONE PERFORMS AT  
#STIRTHINGSUP

## OBJECTIVE

Launch the #STIRTHINGSUP campaign to promote Starbucks Via Ready Brew Instant Coffee with a concert at Pioneer Court in Chicago.

## HIGHLIGHTS

- Evan Stone live performance.
- WXRT Radio Media Partnership.
- Street teams & productsampling.



READY TO STIR IN  
PIONEER COURT, CHICAGO



EVAN STONE #STIRTHINGSUP  
IN CHITOWN

## PRODUCTION

- Secured venue, permitted event space
- Designed all aspects of production, sourced vendors
- Built production: stage, sound, lights, tenting and sampling

# MUSCLE MILK CASE STUDY

SOCIAL STUDIES TOUR June - September 2011



MIKE POSNER AT UNIVERSITY OF COLORADO



KELLEY JAMES AT UNIVERSITY OF COLORADO

## OBJECTIVE

Create a concert series & promotional tour to promote the launch of Muscle Milk's NCAA collegiate bottle program.

## HIGHLIGHTS

- Concerts at University of Arizona, University of Colorado & Georgia Tech.
- Artist selection tailored by market.
- Street teams & product sampling.

## PRODUCTION

- Identified markets with MM
- Pitched school boards and contracted colleges
- Designed the event spaces for each school
- Secured and installed all aspects of the production
- Staffed sound engineer, lighting designer, stage manager, security, and sampling team



U OF A CHEERS ON MUSCLE MILK



SOCIAL STUDIES TOUR AT GEORGIA TECH



SHWAYZE AT UNIVERSITY OF ARIZONA

# M3 FESTIVAL CASE STUDY

80s ROCK FESTIVAL June 2013



## OBJECTIVE

NewBreed created an 80s rock festival in Maryland with annual attendance of 15,000 people and counting.

## HIGHLIGHTS

Expanding to Las Vegas, Australia, & Europe in 2019-2020.

Broadcast partnerships with Sirius & AXSTV.

Sustainable growth & strong profits.

15,000 people per day per show in attendance.

## PRODUCTION

Created and designed all aspects of production

Worked with police/EMT on security and safety plans

Managed staff of 50 with two stages

Coordinated sound, lights, artists backline and timing of shows



BRET MICHAELS ROCKS IT OUT AT M3



NIGHT RANGER GOES HARD CORE AT M3



M3 ROCK FESTIVAL IS READY TO ROCK



**2. THAT METAL SHOW** Take a stage dive into all things hard-rock with host Eddie Trunk, as he entertains musicians such as Dave Mustaine and Sebastian Bach on his talk show devoted to the very best of headbanging. (VH1 Classic, Saturdays, 11 p.m.)

THAT METAL SHOW TALKS ABOUT M3



KIX HITS THE STAGE AT M3 ROCK

# AMAZONIA WATER CASE STUDY

## OBJECTIVE

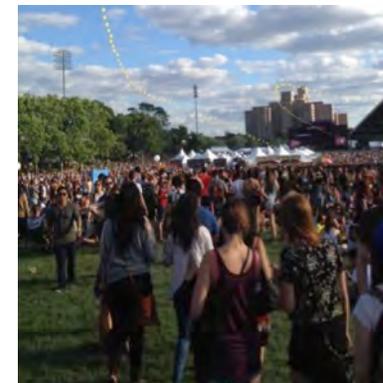
- Create a 90-day product sampling program in Manhattan and Brooklyn.
- Support retail distribution through in-store sampling.
- Street sample to build brand awareness.
- Identify 2 larger consumer events to sample product.
- Create branded experience within the music space.

## HIGHLIGHTS

- 90-day street sampling program.
- Press day with brand spokesperson, Adriana Lima.
- Sampling during World Cup street and after club events.
- Festival sampling and concession sales at Governor's Ball.
- Sponsorship activation in artist's tent at Governor's Ball.

## PRODUCTION

- Sourced and contracted a permitted food truck (to work around NYC's costly sampling and permitting issues)
- Secured and managed street team over 90 days
- Coordinated with retailers
- Negotiated Governor's Ball terms/contracts
- Designed and built custom fixtures
- Designed Amazon jungle FOH sampling tent
- Designed and produced FOH and artist activations at Governor's Ball



# NIVEA PDA DAY CASE STUDY

## OBJECTIVE

The Nivea brand aligned on a concept called "PDA Day" but lacked a tangible execution of this concept. BSG was tasked with gestating the first annual "PDA Day" structure with consideration to key Nivea objectives including: Celebrating PDA Day coast to coast through a national 11 market PDA experience.

## HIGHLIGHTS

11-market PDA experience kicked off in NYC over breakfast, spread through the afternoon in 10 secondary amplification markets and closed the day in Los Angeles over dessert.

## PRODUCTION

- Elaborate PDA experiential set-up at Herald Square NYC & The Grove LA
- Identify / Secured talent
- Production of Ne-Yo performance
- Product sampling
- Mobilized Nivea street teams with branded vehicles dispersed through four markets creating buzz and sampling product. Amplified message through local radio buy
- Roving foot patrol teams distributed samples
- Guerilla marketing in high-traffic locations of these five markets

BSG produced entire event from permitting and stage production to management of street teams and media buys



# 808 @ ULTRA CASE STUDY

## OBJECTIVE

Create brand awareness for 808 Audio – speakers and headphones, through sponsorship and activation at Miami Music Week.

Engage artists in the EDM space.

Grow social channels.

## HIGHLIGHTS

Connected A-list and notable artists in the EDM space with the product / brand.

Content creation.

Branding in key areas around festival.

Co-branded lounge with Sirius XM station and talent.

Digital channel growth from 10,000 to over 1 million in 12 months.

## PRODUCTION

FOH branding around and on stage

Created backstage artist gifting lounge for 808 product

Built content creation area where key artists interacted and endorsed product



# CULT OF INDIVIDUALITY CASE STUDY

## OBJECTIVE

Introduce Cult of Individuality to the festival audience of 60,000.  
Brand interaction with artists on lineup including Foo Fighters, Queens of the Stone Age, Cage the Elephant, Liam Gallagher, Royal Blood and more.

## HIGHLIGHTS

Negotiated very low entrance fee for a retail presence.  
Integrated brand into front of house, as well as artist compound, a private living area for the artists on the lineup.  
Seeded product to artists, both performing and attending.  
Content creation and social media growth.  
Resulted in multiple artist relationships for brand.

## PRODUCTION

FOH tent with custom furniture and die cut metal logos  
Artist compound Airstream, "Foos-ball" table, media lounge sponsored bar





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