



• SONY MUSIC ENTERTAINMENT MIDDLE EAST •

# WELCOME TO BRAND PARTNERSHIPS

DELIVERING CONNECTIONS THROUGH MUSIC



**MUSIC  
SPECIALISTS**

**AUDIENCE  
EXPERTS**

**WE ARE**

**MUSIC  
STRATEGISTS**

**YOUR  
NO.1 MUSIC  
PARTNER**

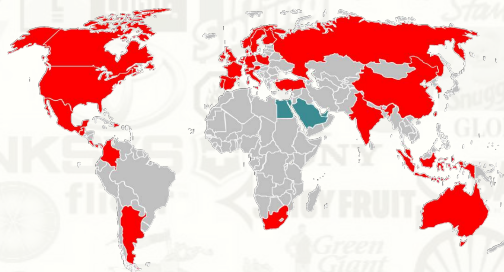
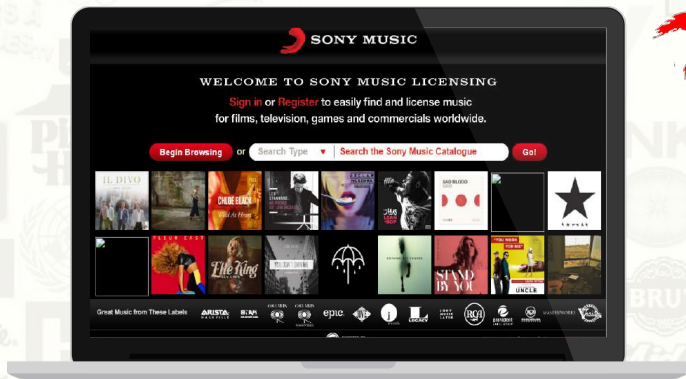
**WE CREATE**

**PARTNERSHIPS  
STRATEGY  
MUSIC**

**CONTENT  
SYNC  
EXCLUSIVES  
OPPORTUNITIES**

**PREMIERS  
MOMENTS  
MEMORIES**

# OPPORTUNITIES





# SEGMENTATION



**REGIONAL FIRST, FINALLY YOU WILL KNOW EVERYTHING ABOUT YOUR MUSIC CONSUMERS' MUSIC CHOICES, LIFESTYLE, MEDIA AND SPENDING,**

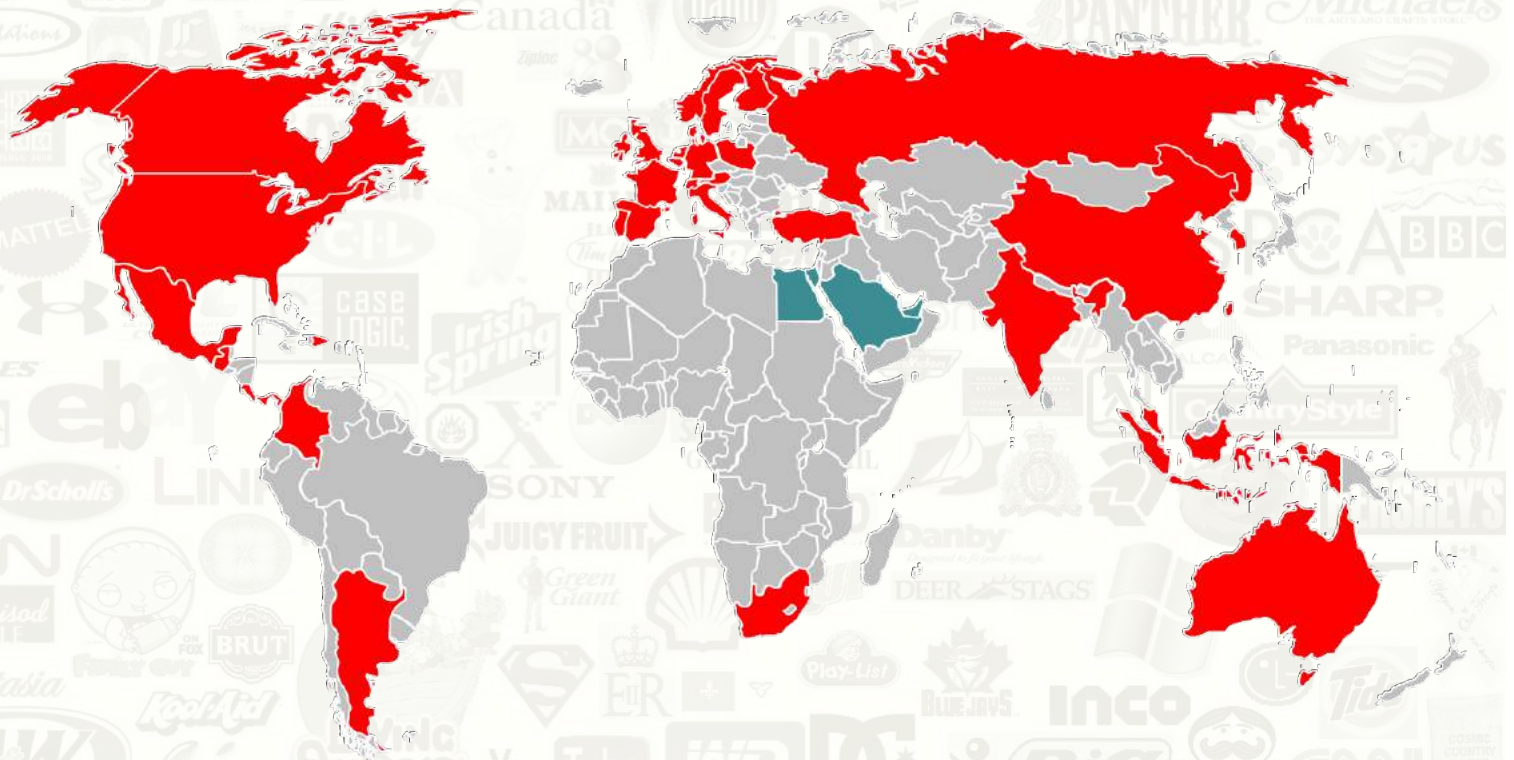


**BY UNDERSTANDING THE MUSIC TASTES AND PREFERENCES OF REGIONAL CONSUMERS IN EXHAUSTIVE DETAIL, SEGMENTATION ALLOWS YOU TO USE MUSIC TO MARKET MORE EFFECTIVELY AND CREDIBLY.**

**AUDIENCE SEGMENTATION IS UNIQUE TO SONY MUSIC,  
DEVELOPED OVER 10 YEARS AGO.**

**IT HAS BEEN USED IN OVER 40 COUNTRIES AND HAS ENABLED 1,000'S OF  
BRANDS AND PARTNERS TO BETTER UNDERSTAND MUSIC AS A MARKETING  
AND PROMOTIONAL TOOL**

 COMPLETED  
 IN PROGRESS





## **DID YOU KNOW?**

**72% OF SAUDI MALES UNDER 28 YRS OLD LISTEN TO WESTERN MUSIC**

**49% OF THE UAE POPULATION LISTENS TO BOLLYWOOD**

**56% OF MOROCCO LISTEN TO WESTERN POP**

# **MUSIC INFORMATION**

***Where and how  
do you discover  
music***

***Who are your  
favorite Arabic  
musicians***

***What are your  
favorite forms of  
Arabic music***

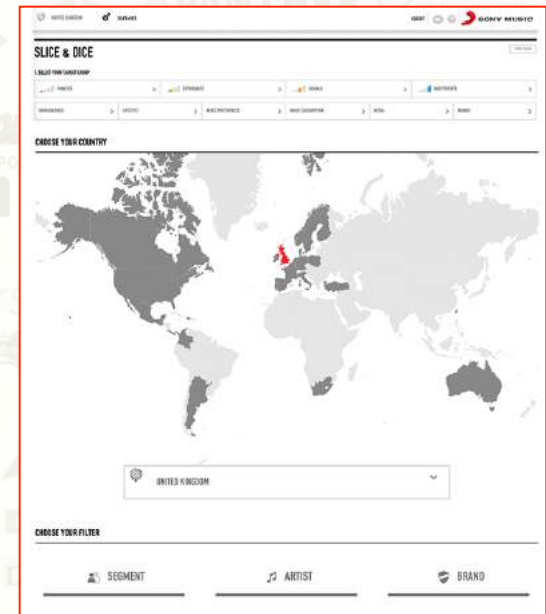
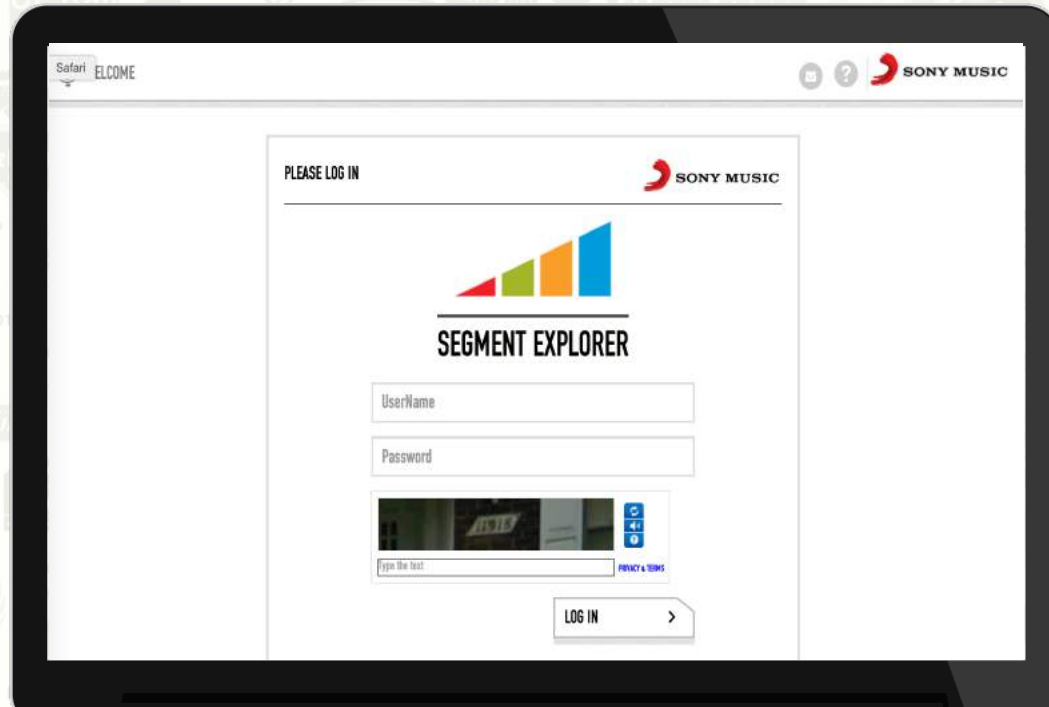
***Name your top  
10 media  
companies or  
outlets***

***Name your  
top 10  
International  
and Regional  
brands***

***What music  
marketing  
activities  
should brands  
focus on***

# SEGMENT EXPLORER

**SLICE AND DICE, SEARCH BY CATEGORY, REVIEW COMPETITORS -  
OUR WORLD CLASS ONLINE PORTAL ALLOWS YOU TO ANALYZE THOUSANDS OF PIECES  
OF DATA FROM KSA, EGYPT, LEBANON, UAE AND ACROSS THE REGION.**





# SEGMENT GUIDE

CONTAINING A FOUR PAGE OVERVIEW ON EACH SEGMENT WITH INSIGHTS FROM  
15000+ MUSIC LISTENERS ACROSS THE REGION  
FOCUSED ON EGYPT, LEBANON, SAUDI AND UAE.





# BENEFITS

**CALL US NOW FOR A FREE DEMONSTRATION  
OF AUDIENCE SEGMENTATION**

## **GAIN CONSUMER KNOWLEDGE**

Know what artists do they love, what genres do they love, how often do they listen to music, what brands do they respect and how can music help you reach them more effectively.

## **COMMUNICATE ARCOSS MARKETS**

The segmentation breaks down borders, acting as a communication tool with colleagues, and partners across the world.

## **WORK EFFICIENTLY**

Knowing the who, what, when, and where of your target audience helps avoid 'wasted' marketing activity.

## **THINK STRATEGICALLY**

The segmentation tools can help your brand add value to the decision making process and predict what future audiences will be into, to identify collaborative opportunities.

# BRANDED DIGITAL SOLUTIONS

# MUSIC 24/7

GIVE YOUR CUSTOMERS FREE  
ACCESS TO OVER  
**1MILION SONY SONGS**  
FOR LESS THAN A FULL PAGE  
NEWSPAPER AD

Use Sony Music to  
**drive loyalty and  
reward** using our  
cost effective  
branded apps and  
platforms



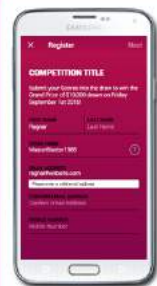
**APPS**



**WEB-PLATFORMS**



**HARDWARE**



Competition Registration



All My Recordings



Select my Recording to  
Enter Comp



Keep an eye on where you are on  
the Leaderboard to win





# SONY MUSIC LICENSING



TV



CINEMA



YOUTUBE



RADIO

TALK TO OUR LICENSING TEAM TO  
SOURCE GREAT MUSIC AT  
AFFORDABLE PRICES FOR YOUR  
MARKETING CAMPAIGNS AND  
ACTIVITIES

*Great Music*  
OVER A BILLION OF TRACKS  
TO CHOOSE FROM





THE5

# FIRST EVER PAN-ARAB BOYBAND

AHMED HASSAN (EGYPT)  
SAID KARMOUZ & BMD (ALGERIA)  
KAZEM CHAMAS (LEBANON)  
ADIL ECHBIY (MOROCCO)

LISTEN NOW



*Brand Ambassador*

*Content Creation*

*Product Placement*

*Live & Fan Events*

*Merchandise*

*Social*

OVER 3.5MILLION  
ON SOCIAL

719,107 FACEBOOK FOLLOWERS  
 394,100 TWITTER FOLLOWERS  
 2,362,000 INSTA FOLLOWERS



# NATHALIE SABA

INTERNATIONAL URBAN MELODIES WITH CONTEMPORARY ARABIC SOUNDS



EP RELEASE MAY 2016

TOP 10 CHART POSITIONS

*Brand Ambassador*

*Content Creation*

*Product Placement*

*Live & Fan Events*

*Merchandise*

*Social*

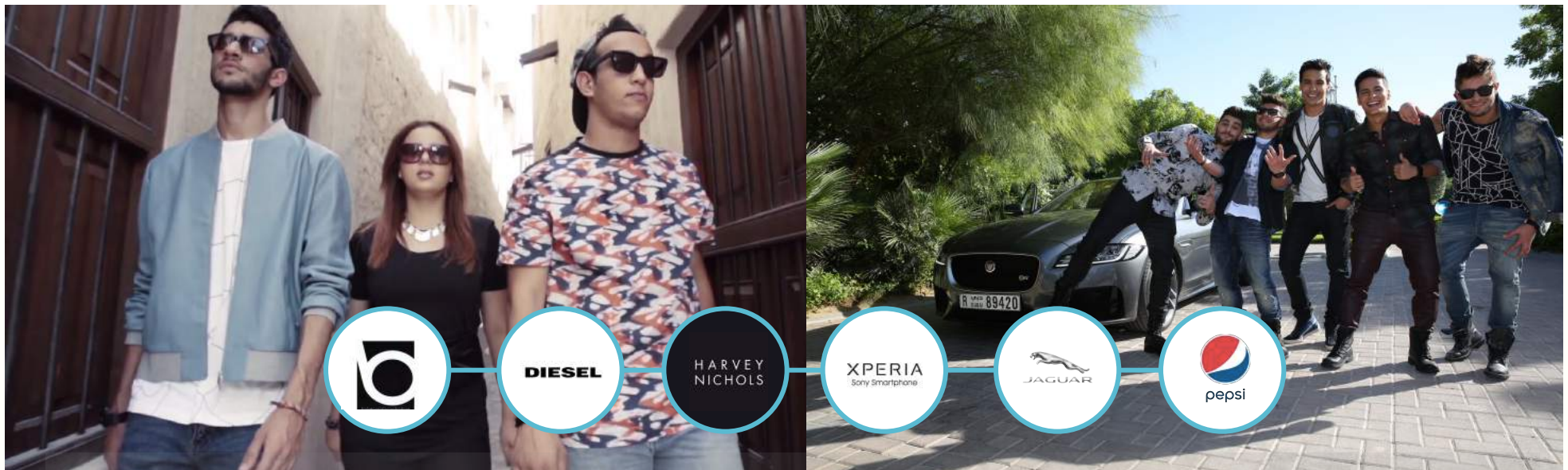
NATHALIE SABA

RIISING

INTERNATIONAL  
**STAR**

FROM EGYPT





## PRODUCT PLACEMENT & BRAND INTEGRATION

From an appearance in a music video to full integration we can  
**GIVE YOUR BRAND ITS BIG SCREEN MOMENT**  
in a natural and credible way.

***VIDEO***

***MUSIC***

***EVENTS***

***SOCIAL***

***CONTENT  
CREATION***



# LIVE

BRINGING ENTERTAINMENT, EXCITEMENT  
AND A-LIST ARTISTS TO YOUR FAN BASE!

PRODUCT | LIVE

BOOK

INTERNATIONAL  
& REGIONAL

ARTISTS

WE CAN HELP  
**BOOK OUR ARTISTS,  
SECURE PROMOTIONS  
AND MEDIA**

ACROSS THE REGION TO HELP MAKE  
YOUR EVENT A SUCCESS.

THINK ABOUT  
**MORE THAN JUST A  
PERFORMANCE,**  
SPEAK TO US WE CAN DEVELOP  
CREATIVE PARTNERSHIPS FOR YOUR  
BRAND.



# REDROX

IN-STORE AUDIO & VIDEO... MADE EASY

30 Audio Channels

Over 5000 Music Videos

High quality digital sound with normalized volume

Remote Content Delivery

Regular New Release Content

Overnight Scheduled Downloads



*Proven, Secure &  
Reliable*

*World Class  
Content Creation*

*Fully Managed  
Solution*

*Easy Interactive  
Digital Signage*

*Flexible*

*Commercial Audio  
And Video*

**SOME OF OUR PROUDEST WORK TO DATE...**





# LAND ROVER MENA

HOW CAN LAND ROVER **BUILD BRAND PREFERENCE AMONGST A YOUNGER MALE AUDIENCE** WHILE STILL SUPPORTING THEIR REGIONAL HERITAGE CREDENTIALS?

## My Land MY MUSIC

- ▶ A strategic platform that marks the musical extension of Land Rover's **MYLAND** platform.
- ▶ **My Land My Music** is an initiative that captures the signature sounds of the region to honour the land, its people and the culture.
- ▶ Led by Sony Music, two of the regions leading producers **Jean Marie Riachi & KSA EDM DJ Omar Basaad** embarked on a musical journey discovering and documenting the musicians and sounds of the regions varied communities and landscapes.

**STREAM NOW**



The result, an enduring song

### 'SAHARA AL ARAB'

a sound track composed of words, music and ambient notes from five countries across the Middle East & North Africa region.

In a youthful twist **DJ Omar Basaad** created the official EDM remix for **'Sahara Al Arab'** introducing Land Rover to a younger Arab audience.

**WATCH MUSIC VIDEO**



## RESULTS

**1M+**  
YOUTUBE VIEWS

**1M+**  
IMPRESSIONS  
ON LAND ROVER'S  
FACEBOOK

**SAHARA AL ARAB**  
**NO.1**  
ON CHARTS ACROSS  
THE REGION

**LAUNCHED &  
ATTENDED BY**  
**60+**  
MEDIA

**OVER**  
**800K USD**  
WORTH OF  
COVERAGE

**PRODUCT | AUTOMOBILE**

**UNPARALLELED RELATIONSHIPS  
WITH ARTIST & TALENT ALLOWS  
US TO PRODUCE & DEVELOP**

**GROUND BREAKING  
CONTENT**

**THAT TRAVELS & ENGAGES**



# DAMAN

HOW CAN HEALTHCARE CREATE A RELEVANT AND EXCITING MUSIC FITNESS CAMPAIGN THAT WOULD ENGAGE AND ACTIVATE UAE YOUTH?

## FIRST BRANDED MUSIC & FITNESS APP

with Arabic & International music and your own personal trainer.

Active Beats allows you to select different levels of fitness programs from beginner to advance with the

## WORLD'S BEST MUSIC & DJS

to craft mixes and playlists that keep you motivated!

Money can't buy prizes,

## FREE MUSIC & FITNESS REWARDS

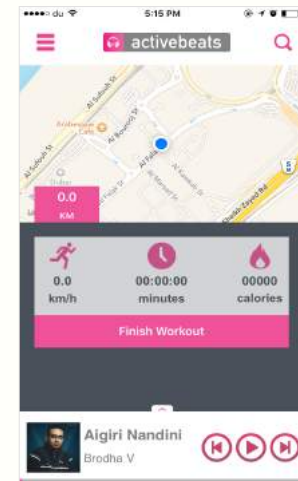
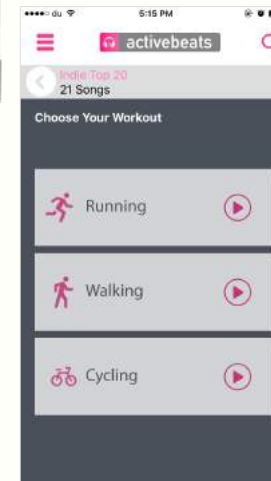
redeemable with points collected by completing Active Beats fitness challenges.

## RESULTS

Application Goes Live  
**JULY 2016**

ACCESS TO THE ENTIRE  
SONY MUSIC CATALOGUE

## Active BEATS



PRODUCT | HEALTHCARE

THE REGION UNITING

# POWER OF MUSIC

AND FITNESS

# ONE AND ONLY RESORTS

SONY MUSIC A&R TEAM DEEP DIVE INTO A BRAND'S IDENTITY.

GLOBAL BRAND SONG

WE CREATE

**HIT  
SINGLES**

NOT JINGLES

CREATING A PIECE OF MUSIC  
*Inspired By The Brand*  
TO BE USED AS A  
*Global Marketing Tool*

LISTEN HERE



*Music*

TRAVELS

STARTS  
CONVERSATIONS

EMOTIONALLY  
TOUCHES  
PEOPLE

CREATES  
FANS

TIMELESS



# PEPSI ARABIA BOOTCAMP

HOW CAN PEPSI ARABIA PLAY A KEY ROLE IN **SUPPORTING THE CAREERS OF THREE ARTISTS** FROM THE FIRST SEASON OF X FACTOR ARABIA THAT GOES WAY BEYOND THE TRADITIONAL ENDORSEMENT?

PRODUCT | FMCG

## BACKSTAGE PASS

TO THE MUSIC  
INDUSTRY COURTESY  
PEPSI

THE CONTESTANTS EMBARKED ON A  
**SONY MUSIC**  
CUSTOMIZED MUSIC EDUCATION PROGRAM

The once-in-a-lifetime opportunity included **training, mentorship and interaction** with present-day **hitmakers, label executives, songwriters, image consultants and music producers** through exciting boot camp sessions and studio visits.

Oh and let's not forget a

✈ **VIP TRIP TO BRIT AWARDS 2014**

and a **meet & greet with One Direction!**



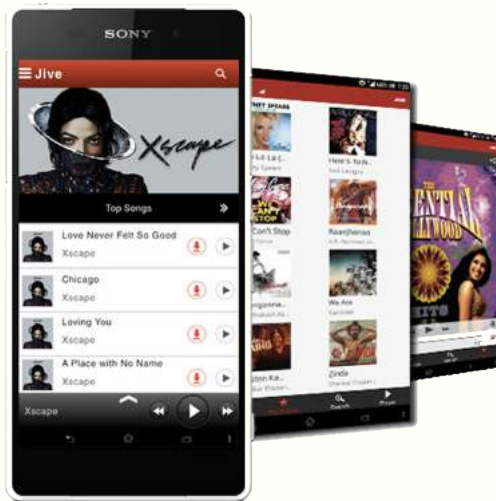
*Bespoke Content*  
**WITH A CLEVER STORY**

THAT INTEGRATES YOUR PRODUCT OR BRAND MESSAGE  
IS A GREAT WAY TO REACH YOUR AUDIENCE



# SONY JIVE

HOW CAN SONY MOBILE CREATE A **STAND-OUT PRODUCT FEATURE FOR SONY XPERIAS Z2 HANDSET** BUILT AROUND UNLIMITED MUSIC ACCESS?



**WATCH PROMO**



## RESULTS

**3M+**  
STREAMS TO  
DATE

**90%**  
ACTIVATION RATE  
TO DATE

**100.000+**  
USERS

**UNIQUE**  
PROMO FEATURE TO  
MARKET IN RETAIL

ALLOW CONSUMERS TO EXPERIENCE OVER

 **1 MILLION SONGS**

FROM EVERY GENRE OVER THE LAST  
CENTURY FOR FREE!

We built **Sony Music Jive** a service exclusive  
to Z2 handsets allowing consumers to **stream music for  
free** from Sony Music's catalogue.

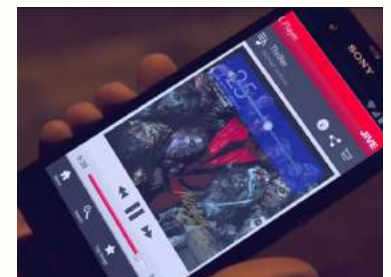
Sony Music Jive gives consumers access to artists such  
as **Bruce Springsteen, Beyonce, Michael Jackson,  
Julio Iglesias** and more.

The service is **free for the first six months** from date of  
purchase and consumers can opt to subscribe to it after  
the initial free period.

PRODUCT | AUTOMOBILE

CHANGING THE MOBILE MUSIC  
& ENTERTAINMENT LANDSCAPE  
BY OFFERING A

**GREAT MUSICAL  
EXPERIENCE**



# NEW LOOK MIDDLE EAST

HOW CAN FASHION RETAILERS USE MUSIC TO DRIVE FOOTFALL & SALES?



Using our artists to **drive brand loyalty, emotional connections and purchase preference** amongst their target customers in fun engaging unique ways.

We ran this promotion twice with

## ONE DIRECTION AND OLLY MURS

using geo-targeted posts from the artists social to promote the campaign.



Artist imagery was used in-store and online and one **golden ticket was hid inside 10,000 albums.**



Shoppers who spent the promotion amount received the full album and a **chance to find the 'Golden Ticket'**



The lucky winner received an **all inclusive trip to London** to **watch the artists live at the O2 arena.**



## RESULTS

**20,000**  
ALBUMS DISTRIBUTED

**5,000+**  
IMPRESSIONS ON ARTIST  
SOCIAL POSTS

BRAND  
ASSOCIATION WITH  
**A-LIST**  
ARTISTS

**8**  
VERY HAPPY  
GOLDEN TICKET  
WINNERS

## PRODUCT | RETAIL

WORKING WITH AN ARTIST WITH

# HUGE PR OPPORTUNITY

AND SOCIAL FOLLOWING CAN HELP  
TAKE YOUR BRAND TO PEOPLE WHO  
NEED TO HEAR ABOUT IT





# SONY MENA

HOW CAN MUSIC INCENTIVIZE CUSTOMERS TO CHOOSE SONY HI RES AUDIO PRODUCTS ABOVE OTHERS?

PRODUCT | SONY HI RES AUDIO PRODUCTS

## GREAT TRACKS

LIKE YOU'VE  
NEVER HEARD THEM  
BEFORE

*The First*  
**HIGH RES AUDIO  
MUSIC PLATFORM**  
IN THE MIDDLE EAST  
FREE WITH EVERY PRODUCT

Music lovers can **conveniently access and enjoy digital music** they love with the best play back quality.

Platform is **exclusive to Sony Hi Res Audio products** and consumers are gifted with 20 free tracks with every product purchase.

## RESULTS

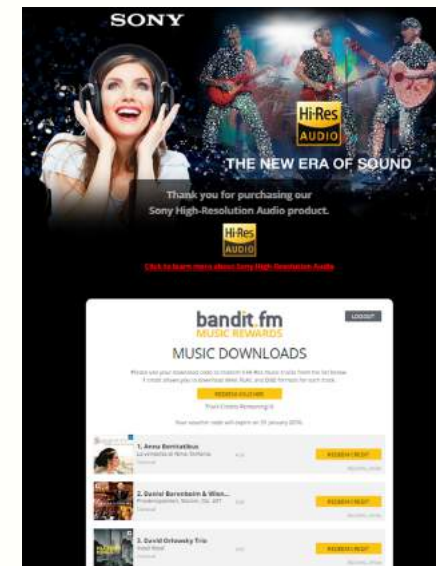
**FIRST**  
HI-RES AUDIO  
MUSIC PLATFORM IN  
MIDDLE EAST

LAUNCH EVENT  
ATTENDED BY  
**60+**  
MEDIA

AVERAGE CONSUMER  
DOWNLOADING  
**10+**  
TRACKS

**UNIQUE**  
SITE VISITS  
EXCEED  
EXPECTATIONS

PROMOTION  
RAN ACROSS ALL  
**UAE**  
RETAILERS



**VISIT OUR WEBSITE** ►

CHECK OUT THE LATEST MUSIC NEWS

## GET IN TOUCH

**Mike Fairburn**  
**General Manager**  
mike.fairburn@sonymusic.com

**Anna George**  
**Brand Partnerships Manager**  
anna.george@sonymusic.com

**Main Reception**  
0971 04 230 725

