



INTRODUCTION

Ocean Flame Communications has prepared this communications strategy document to provide **Jag Creative Group in association with Rozz Entertainment & G.Q. Henderson Events** with a campaign outline for the two week "5 Vices of Mr. Vegas" ("5 Vixens of Mr. Vegas" – American/International) print, radio and online marketing public relations campaign. **Ocean Flame Communications (OFC)** will do unit publicity/publicity for the event as it goes into production this November, the public appearance of Mr. Vegas and other featured artists upon arrival in Toronto, and all aspects of the production, leading up to the actual event, on November 27th, 2010.

Ocean Flame Communications will provide recommendations, techniques and solutions to publicize the artists, the event and the event's website and associated social media tools.

Our recommendations focus on three key areas:

- Media Relations
- Print, Television, Radio and Online communications
- Multi-media marketing communications campaign.

The strategy is conceptualized into two distinct stages:

- **1st Stage:** The preparation of a media kit for Mr. Vegas. This kit includes his Biography, News Release and Fact Sheet for the campaign. This stage may require a brief phone interview with the artist.
- **2nd Stage:** Stage two will build upon the momentum generated by stage one, publicizing the campaign through submitting the news releases to various print media houses. Each news release is specially tailored to appeal to the entertainment or cultural journalist from each of the targeted Caribbean newspapers, Canadian Free-daily newspapers and Canadian subscription newspapers.

B-Roll high-definition footage will be captured of the Jamaican Sing-jay upon arrival at the airport. The camera will accompany the artist to rehearsals and promotional interviews with television, radio and print media journalists. These interviews with both Caribbean-Canadian and Canadian print, radio and television mediums will be arranged by OFC.

The behind the scenes footage will be edited and uploaded to YouTube to be used as a *marketing tool* to be sent to television stations who could not send cameras to cover the event. The footage may also be exploited by the Promoters through social mediums Twitter, MySpace and Facebook to enhance the hype and excitement around the upcoming event. The footage is also a *vitals sales tool* in selling the show onto other promoters from other territories/provinces in order to create a small tour of the successful event and solicit further income on their initial investment of taking the artist(s) to Canada.

- **3rd Stage:**

Following stage one which will commence on November 11th in which Mr. Vegas media kit was created allowing OFC to garner what his five musical and personal vices are and create an effective positioning strategy for him to present in the campaign. Stage two which commences on November 17th is when OFC will begin pitching articles to print media and sending news releases and fact sheets to radio on-air personalities for phone interviews with Mr. Vegas as well as radio skill testing competition questions about Mr. Vegas career with listeners. Radio listeners will be encouraged to post their thoughts about Mr. Vegas latest tracks on the campaign website or on the Promoter's Facebook or MySpace page designed to promote the event.

Print media readers will be encouraged to write short blogs below articles about Mr. Vegas on the websites of the print medium in which they read the article.

Upon Mr. Vegas arrival in Toronto on November 25th he will be asked to correspond with the participating fans through 'YouTube Live' as the fans which posted the most compelling blogs and comments will be given the opportunity to correspond with Mr. Vegas directly. They will all be given the opportunity to guess Mr. Vegas five vices, which were all included in the print and radio publicity pieces which spearheaded the campaign (proving that the publicity was successful in reaching audiences).

Mr. Vegas fans who have been monitoring the campaign through the print and radio publicity will be asked call in to the Jus Red's Trauma Unit on Flow 93.5FM on November 26th to answer skill testing question on the five vices of Mr. Vegas. Questions will be prepared requesting information highlighting various point in Mr. Vegas career which only a true fan would know, this will assist in the filtering process of getting down to the final lucky five winners. The five ladies who answer the questions correctly are automatically chosen to be one of the five vixens Mr. Vegas will be looking for to award with a backstage pass to his upcoming show along with a copy of his latest album and the opportunity to have dinner with him at Sassafras in Yorkville, Toronto.

Key Message for Media: "Mr. Vegas seeks five vixens to list his five vices for backstage passes and an evening with him"

Key Message for Mr. Vegas: "All the foxy ladies, Vegas is looking for Love in Toronto."

The objective of stage one is to generate “buzz” for both the upcoming show and the public relations campaign.

Key Activities

- Create all necessary press materials to be disseminated to media, including the press releases, media alerts, synopsis, company profiles, biographies, promotional interviews, on-set publicity photos and gallery shots, etc.
- Disseminate press materials to media across Toronto; following up with personal pitch letters and telephone calls.
- Arrange on-set media tours and behind-the-scenes media coverage during production.
- Handle all media inquiries and arrange all interviews and photo opportunities through to completion.
- Follow-up with pitch letters and telephone calls, coordinating print, television, radio and on-line spots (as appropriate), targeting daily newspapers, community papers, weeklies, radio stations, news casts, talk shows, mainstream online publications, blogs, etc.
- Cross promote the upcoming Mr. Vegas show with key events, charities and celebrity personalities, as opportunities come up.
- Help facilitate any sponsorship opportunities, media partnerships and event planning initiatives, if applicable.

Dissemination of all press releases and media announcements will be strategic and sequenced to ensure maximum affect.

YOUR COMMUNICATIONS TEAM

Constantine Batchelor, Chief Creative Director of Ocean Flame Communications will manage the day-to-day communications program. He will be supported by Dien Tran Social Media Director, Corporate Communications; and Videographer Sean Samuels (Road 2 Direction Inc.) and Photographer Himalay Chanda (Diabolique Studio Inc.).

Constantine Batchelor

Creative Director, Ocean Flame Communications

BUDGET ESTIMATE

This budget has been developed for a two-week communications program, beginning upon signing the contract. Over the course of this program, **OFC** proposes to act as the chief media/public relations representative of **Jag Creative Group** and their event promotion affiliates.

Key Activities

- Unit publicity/public relations for *Mr. Vegas Show*: press kit/press material development and dissemination, including follow-up calls.
- Ongoing promotion of event up until completion and follow-up with sending footage to television media and potential tour promotion prospects across Canada and the United States of America.
- Organization and execution of all media mail outs, phone calls and other communications, including all media interface on behalf of **Jag Creative Group**.
- Securing key media interviews and spots in culture-specific and mainstream print, radio, TV and on-line media.
- Cross promotional activities as they become available.

COMPENSATION

Standard Fee (with video & still camera footage): **\$6,000.00 CDN (+HST)**

Standard Fee (without video & still camera footage): **\$2,000 CDN (+HST)**

OVERVIEW

This document is intended to provide a detailed overview of a communications and media relations program to publicize *The Mr. Vegas Concert Event* - unit publicity/public relations for the event, the public appearance of Mr. Vegas upon arrival in Toronto, doing interviews and features at various parties and Jamaican community functions leading up to the event on November 27th, 2010.

Our program is also intended to generate and sustain media, public and stakeholder interest, to help solidify the success of the event, the website and the prospect of selling the show to other promoters in attempts to engineer tour and sponsorship opportunities.

We look forward to working with you to make this happen!

OCEAN FLAMESM
C O M M U N I C A T I O N S

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