

The Voice of Cool



'To listen is to become a fan'

Jack Burton

"We have had many great singers over the years, and Jack is truly the nearest to yesteryear's 40/50s crooner magic. In a world of tributes' Jack is an original creating a long overdue fresh take on big band entertainment." al

<https://jackburtonvoc.com/voice-of-cool>

The Experience

Jack Burton offers a unique entertainment avenue to engage with the middle to upper income demographics. Currentlyⁱ 30% (2.3B) of global population is between 20 and 39yrs, with 35% (2B) between 40 and 79yrs. Financial demographics estimate some 250+M people are in the middle to upper class income in the USA & EU. Research shows that Baby Boomers, Gen X and Gen Y are seeking stylish, more personal, and intimate entertainment in dinner venues.

Since the eighties people have drifted to loud and karaoke style cover/tribute acts that do no-more than replace a DJ. Much of today's entertainment are cover/tribute acts, that seek to copy past icons. Electronic sounds that pulse and drive frenzy audiences in large venues that have replaced dinner and stylish entertainment.

Stylish entertainment audiences have been forgotten with venues across US/EU repurposed. COVID highlighted the market chasm, with brands awaking to the forgotten consumer market and how to reengage. Sports, clothing and lifestyle brands are seeking a fresh channel to communicate brand differentials. Evening entertainment venues are rethinking their offerings with venues converting to boutique dinner clubs that offer fresh, style and original entertainment.

**Audiences are encouraged to
Dress to Impress to Enjoy a
Relaxed, Stylish and Elegant
Evening of Music That Creates
New-Old Memories**

relaxing evenings that create new-old memories.

Demographics

Target Population Age 40 plus

USA: = 120 +million pop (Middle - Upper Class)

EU: = 140 +million pop (Middle - Upper Class)

**The older generation is the source of spending growth
over the next 10 + years in entertainment according to
McKinsey report.**

**The 'Retailer Sweethearts' are the group age of 50 +that
controls 70% of disposable income in the U.S.**

Jack offers a unique experience by bringing together a personal and intimate style with audience engagement through connecting and charming his audiences with performances reminiscent of past entertainment stars. Jack is the perfect brand of stylish lifestyle, chic and

Target Market

- Worldwide Networkⁱⁱ of Private Clubs
- Supper Clubs
- Concert Halls 13000 USA, 200,000 + World Wide

The focus is to target venues that middle to upper income audiences patronize, offering stylish sophisticated entertainment in the comfort of their select environment. This creates a win-win for the clubs, sponsors and audiences by bringing a luxury experience within known venue.

Voice of Cool – Credentials

Jack has some 30 plus years of vocal craft and a reputation of stunning performances, hence the quote by a London critic “to listen is to be a fan” and hence the name, The Voice of Cool.

Jack was brought up in Wales, in the same village as Sir Tom Jones, where singing was as common as talking. Hence Jack started early as a choir boy and has never stopped, moved to London, honing his vocal skills to critical excellence.

Jack was charmed by Warner and Sony but declined because of his fears that they

Who is Jack

*A farm boy from Wales, whose father
ploughed with horses, drew water from
a well, got light from candles and
worked hard to put food on the table, I
am here today because of him. The
world has changed; my values haven't.*

wanted to create another Sinatra type, a tribute or cover artist. Jack is Jack, he believes artists from the past should be admired but not copied. Let's do fresh, wow' there's a new idea.

Jack has built up quite a reputation, in the UK/EU and was praised for his

vocal talent, phrasing and emotional intelligence in lyric delivery, Mr. Gordon Lorenz on behalf of Warner cut a few demo numbers and remarked 'Jack is an exceptional talent, he exceeds Sinatra's phrasing and delivery skills'.

'Creating New Old Memories'

Jack is a down to earth, real and normal person who dislikes the world of 'Celebrity'. Jack's emotional intelligence and vocal delivery that wow's audiences has won critical acclaim by many. Jack connects with audiences to create moments that become new, old memories and fans.

JB Values (Down to Earth)

*Authenticity, Style, Elegance, Honesty,
Humility, Equality, Wholesome*

Jack has built up an impressive range of arrangements for piano/voice, jazz quartet, big band and orchestra with conductor sheets. Jack's arrangements team and Music Director <https://www.scottarcangel.com> take songs and make them their own, a new, fresh feel. Jack's approach is getting recognition with respected music directors seeking to work with Jack. With a new single, and album being planned, and a Theater show 'Boy from

JB Purpose (To Touch Your Soul)

*To create a original listening
experience through new arrangements
of well-known songs that provide the
audience with a fresh emotional
connection and listening enjoyment.*

Nowhere' being developed, "JB", as a Grammy winning producer recently stated, "is back in style".

Jack's focus is on Theater and supper club audiences. Research has shown that Jack appeals to 40yr's plus and a growing group of millennials who are looking for something 'fresh & new' and more relaxing than stadium events.

Jack Burton, 'The Voice of Cool' brand offers a truly unique and synergistic opportunity to brands who wish to demonstrate virtues that enhance timeless style in the 21st century.

Jack is unique because he brings lyrics to life, he touches souls and warm hearts in a manner of yesteryear artistry. From swing to love songs, it about the lyrics and touching memories or making new ones. Jack states "I don't just sing to get attention; I sing because I love the song and feel the meaning, I want the listener to feel what I feel"

JB Position (Affordable Luxury)

*Jack Burton (Voice of Cool)
replaces tribute and cover
entertainment with originality and
freshness with a blend of
yesteryear style and old-fashioned
charm with a modern perspective.*

'Creating New Old Memories'

Jack is an understated, well-bred gentleman with old fashion manners and style. Unlike any other artist he is the quintessential, down-to-earth non-celebrity, who personal connects and gains old fashion star credibility with his audience. Jack is pioneering a 21st century big band sound and style, connecting the 40 plus consumer to music generations before adored.

Original	Stylish	Personal
"Jack is Jack, he is not seeking to be an impersonator or tribute to another artist. Jack uses the original song and shapes his take on the lyrics and arrangement"	"There are many well-known songs, made popular by talented artists whom the audience adored, they have their own charm and style and that's what Jack has"	"His phasing, timing and personal touch adds a fresh aspect for the listener, like opera, the story has been told many times, it needs to feel fresh, that's Jack, a personal big band entertainer"

Jack Burton

Jack is looking for partnerships that underwrite his passion for timeless style, understated elegance and the best human qualities.

1. Timeless style – **Distinctive**
2. Unique individual cool – **Irreplaceable**
3. Matchless personal memories – **Exclusive**

Concerts

Jack has designed 5 concert options,

1. Supper Club
2. Moments
3. All That Jazz
4. Life's Journey
5. Love & Romance

The above concerts can be with a quartet, big band and orchestra according to the venue. The supper club is specifically designed for smaller club venues. Each concert is designed for 90 + minutes with Interval.

ⁱ <https://www.visualcapitalist.com/the-worlds-population-2020-by-age/>

ⁱⁱ https://platinumclubnet.com/assets/pdf/Platinum_Clubs_Listing_2022.pdf