

## CASE STUDY:

### SONY MUSIC US LATIN

Startups and Fortune 1000: Tech, Media, Entertainment, Retail, CPG, E & V-Commerce

[www.luminacionlc.com](http://www.luminacionlc.com)

## OBJECTIVES

Acting as CMO, develop innovative business platforms to extend the reach of Sony's artists and create scalable brand sponsorship opportunities.

## SOLUTION

- Launched the \$20M (evergreen) Emerging Artist Platform, Filtr LIVE!, to connect artists with multicultural millennial audiences.
- Utilized a 360° scalable platform integrating mobile, digital, social, TV, radio, and touring components.
- Developed and secured brand sponsorships to support the platform, enhancing the visibility and reach of emerging artists.
- Facilitated partnerships that provided new promotional avenues and revenue streams for both artists and brands.

## BENEFITS

### 1. Increased Artist Exposure

Filtr LIVE! significantly boosted the visibility and engagement of Sony's emerging artists among multicultural millennial audiences.

### 2. Revenue Generation

The platform generated substantial revenue through brand sponsorships and new business opportunities.

### 3. Market Impact

Successfully created a model for scalable and integrated brand activation, setting a new standard for the industry.



## AT A GLANCE

### CHALLENGES

- Develop new business platforms that cater to multicultural millennial audiences.
- Integrate various media channels to amplify brand activation and artist engagement.
- Generate significant revenue through new business initiatives.



## CYNTHIA NELSON

CEO Luminación

"For over 20 years I've been delivering strategy and execution that transform businesses worldwide."