

CASE STUDY:

SONY MUSIC US LATIN

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

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

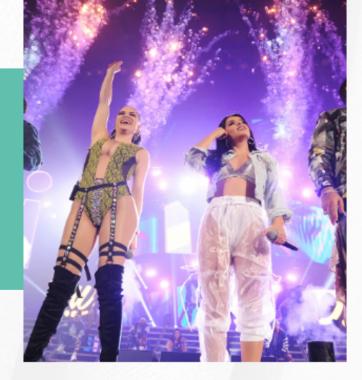
Filtr LIVE! significantly boosted the visibility and engagement of Sony's emerging artists among multicultural millennial audiences.

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 Luminacion

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