



RECORD LABEL FOCUS

SUMMARY

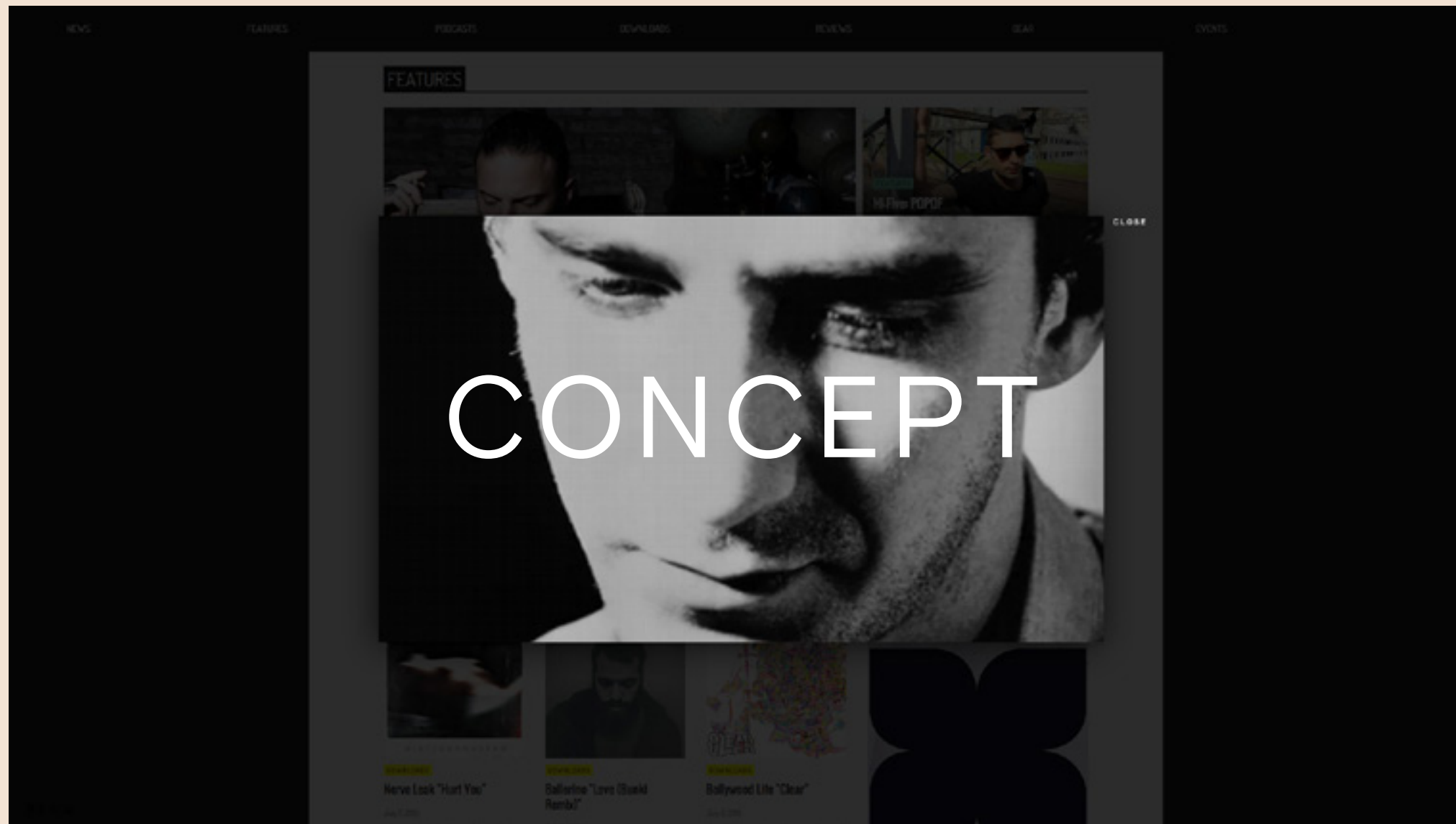
In partnership with Ableton we plan to develop a high quality video series exploring some of the worlds most influential and inspiring record labels.

Going behind the scenes, we will discover the inner workings and creative cultures that exist within these companies who have acted as incubators for some of the worlds most talented and exciting artists in electronic music.

With a strong emphasis on artistic cinematography and engaging narrative we will present a unique artistic vision that places Ableton firmly in the spotlight as an integral part of this passionate and rapidly evolving creative community.

— GOALS —

- To showcase Ableton not just as a software and hardware manufacturer, but as a brand that is an important part of a global community of forward-thinking recording artists and labels.
- To bring a new-era, cinematic featurette experience to an audience who are desperate to be visually challenged and inspired.
- To allow audiences access to a seldom seen, yet crucially important component of the music industry.
- To present Ableton in an extremely organic way, embedded within the content.
- To reach a highly influential audience of multi-disciplinary creatives through targeted media and social media channels.



A featurette length (5-10 minute) video series shot across three culturally and musically diverse cities (London, Berlin, Los Angeles).

Exploring five of the worlds most influential electronic music labels we will take audiences behind the scenes, to a rarely accessed world which acts as a catalyst for some of the globes most inspiring musical talents. Conducting video interviews with key company figures and artists we will showcase the profound importance of these labels and the amazing impact they have had in shaping the landscape of modern electronic music.

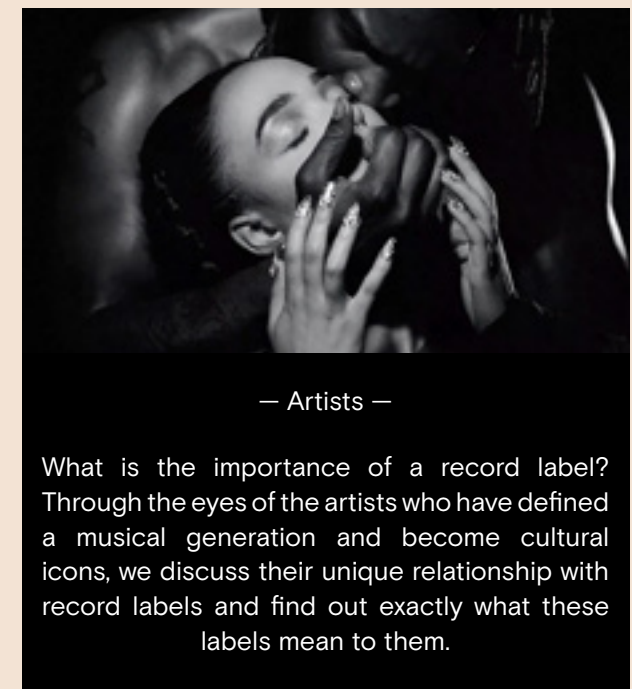
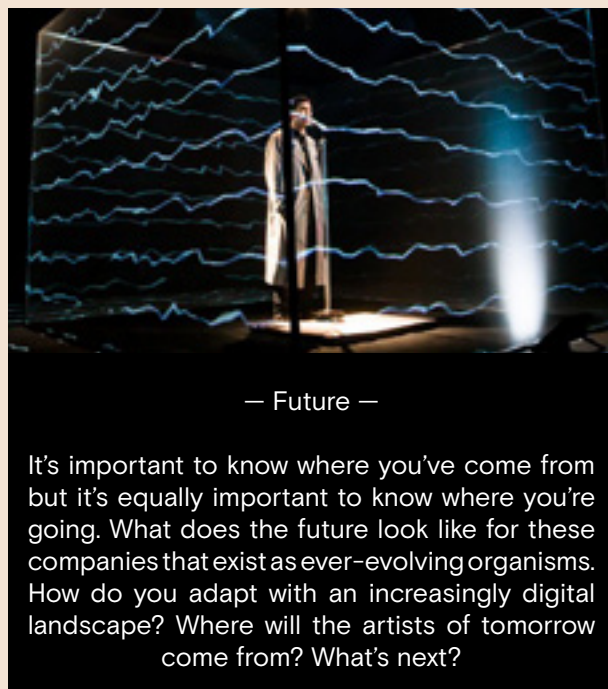
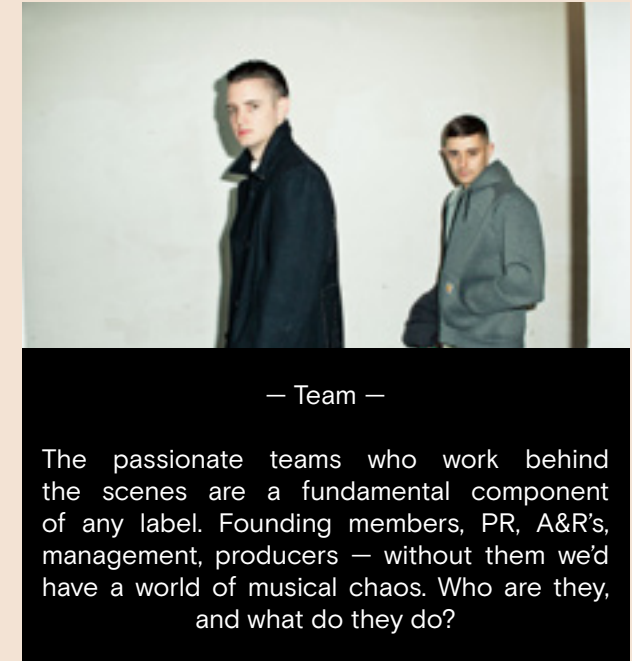
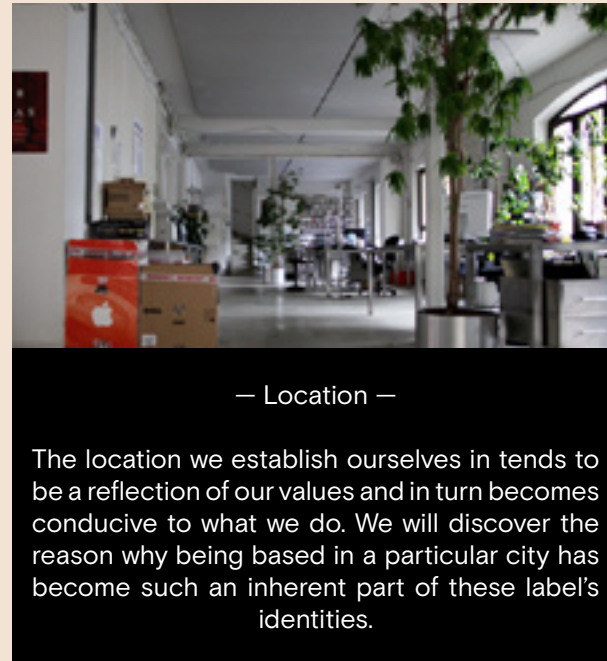


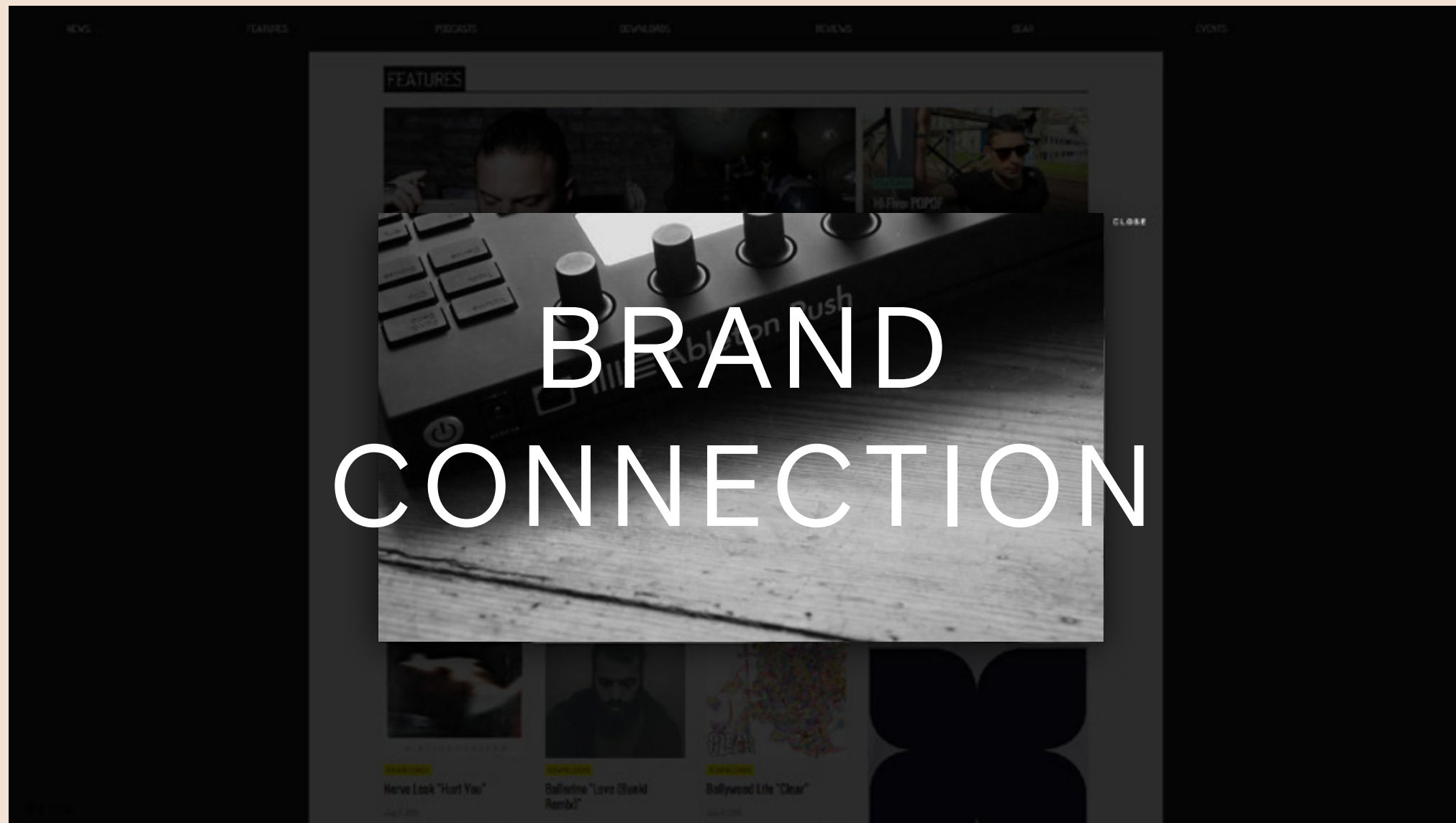
The onus lies on developing a cinematic experience that captivates audiences and presents the world of music through a forward-thinking artistic lens.

With the explosion of online video content recently (it is expected that by 2017 video will account for over 70% of consumer internet traffic) there is a huge demand for aesthetically driven film series'. It has become our generations storytelling medium. A medium that offers more depth, more engagement and more time with an audience that is thirsty for compelling, intelligent content.

We want to break new ground with the medium, giving documentary featurettes the visual treatment they have been lacking for so long. Working with three highly influential film makers whose works seamlessly blends the worlds of fashion, art, design and music we will create a series that is like no other.

NARRATIVE





In a world of pop-up ads, banners, sponsored Facebook posts and blatant brand promotion it's important to connect with audiences on a humanistic level. Our generation isn't interested in having branding and sponsorship rammed down our throats, we seek an authentic connection with ***brands who share our values.***

Subtlety is key. By organically placing the brand within a series of visually arresting footage and a collection of personal interviews we will exhibit what an intrinsic role Ableton has played in shaping the futures of labels and artists alike.

We want to capture Ableton products in a natural setting. Blending footage of interview subjects and interior locations with B-roll cuts of Ableton products being utilised or placed in frame we will indirectly infer the value of the brand within the music industry. We will also speak directly with label artists who utilise Ableton in incredible ways as part of their live set-up or production. Flying Lotus, Jon Hopkins, Clark, Four Tet, Knxwledge and so many others.

MEDIA DELIVERY



It is important to connect with influencers and trend setters. In order to do this, it is vital we develop a comprehensive media strategy targeting some of the worlds most powerful media outlets who speak directly to a loyal following of passionate and engaged readers. Combined with a strong social media activation the label focus series will propagate virally and reach hundreds of thousands of unique users per month.

INDICATIVE BUDGET

Project: Ableton x Drop Record Label Focus
Format: 5 Video Featurettes
Length: 5-10 min
Location(s): London, Berlin, Los Angeles
Development / Prep: 50 hours
Shoot: 6 days (1 Day B-roll)
Post: 30 days

Description	Rate (€)	w/ Markup	Quantity	Unit	Total Cost
PRE-PRODUCTION / RESEARCH					
Concept Development	90	90 (0%)	40	Hour	3600
Budget Development / Logistics	90	90 (0%)	10	Hour	900
SUBTOTAL PRE-PRODUCTION / RESEARCH					5400

PRODUCTION					
Producer / 1st Assistant Director	2000	2000 (0%)	5	Day	10,000
Director / Director of Photography	4000	5200 (30%)	5	Day	26,000
Producer + DOP (B-roll days)	1200	1200 (0%)	5	Day	6000
1st AC / Focus Puller	400	520 (30%)	5	Day	2600
Sound Recordist	600	780 (30%)	5	Day	3900
Assistant / Runner / Boom Operator	250	325 (30%)	5	Day	1625
Lights / Camera / Accessories	2000	2600 (30%)	5	Allow	13,000
Sound Equipment	1000	1300 (30%)	5	Allow	6500
SUBTOTAL PRODUCTION					69,625

POST-PRODUCTION					
Editing	600	780 (30%)	30	Day	23,400
Sound	600	780 (30%)	5	Day	3900
Music rights	1000	1300 (30%)	15	Allow	19,500
SUBTOTAL POST-PRODUCTION					46,800

TRAVEL & ACCOMMODATION					
Flights					
— Producer (MEL to LDN, BER, LA)	5123	5635 (10%)	1	Multi-city	5635
Accommodation					
— Producer (London)	420	462 (10%)	6	Night	2772
— Producer (Berlin)	310	341 (10%)	2	Night	682
— Producer (Los Angeles)	310	341 (10%)	4	Night	1364
SUBTOTAL TRAVEL & ACCOMMODATION					10,453

LOCAL EXPENSES					
Transfers / Ubers / Taxis	100	100 (0%)	10	Day	1000
Per Diem (Includes Travel Days)					
— Producer	50	50 (0%)	10	Days	500
Meals					
— Producer, Director, AC, SR, Assistant	75	82.50 (10%)	5	Days	412
SUBTOTAL LOCAL EXPENSES					1912

INSURANCE					
Liability	(charged at 1%)	0%	1	Allow	1287
Equipment	(charged at 1%)	0%	1	Allow	1287
Workers comp	(charged at 1%)	0%	1	Allow	1287
SUBTOTAL INSURANCE					3861

GRAND TOTAL					132,651
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