

FOR IMMEDIATE RELEASE
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New case study indicates up to 92% waste in music marketing and promotion efforts due to lack of information-driven targeting and proper business planning.

June 20th 2005 – New York, NY – A case study released by [Focus Marketing](#), a leader in the application of information analysis and information-driven marketing to music promotion, clearly demonstrates how the lack of focus and proven direction can kill any music promotions.

For this case study, Focus Marketing leveraged the experience of one of its clients.

This client released a new album for a new artist in 2004, used professional-traditional supports for radio promotion, PR and distribution (which ended up costing more \$100,000) but the overall promotion generated only a few thousands \$ in sales, leading to a 6 digits financial lose.

The initial reaction was to say that this is the music business...Sometimes, you win...Sometimes, you loose.

Focus Marketing analyzed the results of the campaign and applied its unique methodology to define the actual top fans target, top radios target and top markets by integrating music purchasers databases, radio airplay databases and the US census bureau data.

A stunning discovery was made: Up to 92% of the promotional effort was off mark.

. **Radio promotion:** Across all the top radios markets that were the focus of the 2004 radio promotion, 4 were part of the list of actual top markets based on the Focus Marketing analysis or 23% only, potentially meaning that 77% of the radio promotion effort was off mark.

. **PR effort:** Across the markets that were the top focus for the PR effort, 3 were part of the list of top markets from the Focus Marketing analysis or 37.5%, potentially meaning that 62.5% of the effort was off mark.

. **Distribution:** Across the markets where distribution was engaged, only 4 were part of the list of top markets from the Focus Marketing analysis or 30% and only 1 was part of the list of top DMAs, potentially meaning that 70% to 92% of the distribution effort was off mark.

. **Touring:** For the shows that were engaged for the album promotion support, only 5 were in the top markets from the Focus Marketing analysis or 36%, potentially meaning that 64% of the touring effort was off mark

Furthermore, the marketing budget directly aimed at supporting the album promotion and therefore generating business traction represented only 34% of total budget behind the album.

“This is a clear example of how the lack of proper information analysis and business planning can kill any music promotions” said Jean Marc Rejaud – President of Focus Marketing US LLC *“This is particularly frustrating when you know that information is available to make better decisions. We have developed unique services and solutions that can help an artist, an artist manager or a label avoid those types of disappointments”*

To know more about this new services offering, go to:

<http://www.focusmarketing.us/music>

About Focus Marketing:

Focus Marketing provides **unique music marketing & promotion planning services** (*top fans-radios targets analysis solutions based on the 80/20 rule, hit song analysis, music business focus assessment analysis, information-driven marketing and business plan development, music business simulations*), **music marketing campaigns management/execution services** and **implementation support.**

[.http://www.focusmarketing.us/music](http://www.focusmarketing.us/music)

Contact: Jean Marc Rejaud at jmrejaud@focusmarketing.us / Phone: (718) 715 4026