



QUANTUM COLLECTIVE Presents...
The Future of Awareness for Artists and Brands

Mission: To Brand Across Platforms

- **The Quantum Collective** is a multi-platform movement comprised of innovative entertainment, new media and consumer companies that aim to expand awareness for artists and brands through their collaborative efforts.
- The Quantum Collective has extensive experience in artist and content development, social media marketing, event production and cross-branding exposure.
- The Quantum Collective will land at major festivals and conferences, launching with an invasion of SXSW 2012: www.SouthwestInvasion.com

History of Innovative Players

Music and Media Creatives

- *CBS Interactive Music Group* is a leading media platform whose holdings include Last.fm, MP3.com, Radio.com and Live on Letterman. www.cbsimg.com
- *International Creative Management (ICM)* is a global talent agency that represents leading and emerging artists. www.icmtalent.com
- *"The Jimmy Lloyd Songwriter Showcase"* is a nationally syndicated show airing on NBC affiliates. The presentation based program features talented composers and bands who showcase their talent with performances from the Gibson Guitar showroom in New York, Highline Ballroom and other venues. www.JimmyLloyd.com
- *Planet LA Records* is an indie label and event organizer, representing emerging bands and global artists. In collaboration with brands, charities and media partners events are held at leading venues, including the Palms Casino, Troubadour, Gibson Guitar showrooms, SXSW and other festivals,. www.planetlarecords.com
- *The Playlist Generation* creates sonic identities for a variety of leading retailers, restaurants and programs including Louis Vuitton, Cosmopolitan Hotel Vegas, Coffee Bean & Tea Leaf and several television programs. www.ThePlaylistGeneration.com

- *Riptide Music* is a leading publisher with placements in major feature films, network shows, commercials and video games. www.RiptideMusic.com

Brands and Tech Partners

- *O.N.E. Coconut Water* is a single ingredient, all-natural isotonic beverage committed to conscious capitalism, health and environmental awareness. www.onedrinks.com
- *Rev7 gum* is made of a revolutionary biodegradable polymer with a long-lasting flavor that removes easily from surfaces and the environment. www.Rev7gum.com
- *iBand.me* is an interactive platform for music fans that features live streaming of emerging artists, events, and other video and social content.
- *Loudie* is a location-based check-in App that allows music fans to communicate about their favorite artists and concerts. www.Loudie.com
- *Rec.fm* is an online platform for users to recommend products they love in order to help causes they care about. Rec.fm donates revenue from sales on Amazon, iTunes and Shopping.com to charity partners chosen by consumers. URL?
- *Section 101* is a New York based interactive company that develops new ways for musicians to market, promote and monetize their brand. Section 101 has successfully launched websites for artists including Diane Birch, Duran Duran, Kina Grannis, Slipknot's Corey Taylor and Junip. www.section101.com
- Thrillcall.com is an intelligent venue and artist promotion site that makes it simple to track artists and concerts with ticketing links and reviews. www.thrillcall.com
- *Viddy* is a simple way for anyone to capture, produce and share beautiful 15-second videos through a social media App. Viddy has nearly one million downloads and was featured as an iTunes App of the week in 2011. www.viddy.com

Marketing and Social Pioneers

- *Manic Monkee MGMT and Marketing* has clients including Jakprints, Stageit, Lyricfind, Beatport, The Rachael Ray Feedback parties and others. The company manages bands as well as work with companies to produce and execute their events.
- *Fitfluentia* is a fast-growing network of fitness bloggers ("ambassadors") and the fans/brands that love them, including GNC, Chevy and health foods (can you give an example?). Fitfluentia ambassadors have over 4 million monthly YouTube views. www.fitfluentia.com
- *Rebel Industries* plans and activates grassroots marketing strategies using social media, experiential and guerilla tactics. www.rebelindustries.com

- *Urgent Content* is a digital media company powered by user-generated media that has supported clients including Tom's Shoes, Nokia and others. www.urgentcontent.com

Future of Brand Alignment

As a collective movement, we can position your brand as part of a holistic and emotional experience in the context of entertainment platforms such as public events, private parties, physical and online media.

The Quantum Collective draws upon our extensive backgrounds, cultural tastes and technologies to provide innovative solutions that add value to your brand's reach and stays within the realm of your budget. From product donations and sampling, hyper-local and viral marketing, music placement and brand alignment, event sponsorship and charity support... we can quickly tailor a sensible and effective campaign.

You can choose to align with our efforts leading up to and during festivals and conferences including, but not limited to:

GRAMMY® Week private party in Los Angeles, CA: February 9, 2012

SXSW® Interactive, Film and Music in Austin, TX: March 9-18, 2012

Coachella Valley Music and Arts Festival in Southern California: April 13-22, 2012

Comic-Con national conventions: Summer 2012 and beyond

During SXSW 2012, we will hold artist showcases and events to coincide with the Interactive, Film and Music festivals. Events confirmed thus far include a concert on the rooftop plaza of the Whole Foods global headquarters store in downtown Austin, on Friday and Saturday evenings [March 16-17, 2012], as well as targeted industry gatherings at a private home in Austin from March 13-18, 2012, and events planned at several other downtown Austin venues.

Many of our brand and technology partners will launch new platforms, products and services during SXSW and other main entertainment based events in order to encourage synergies among artists, brands and media partners.

Visit: www.SouthwestInvasion.com for more details.

Join the movement and contact us at: Info [at] QuantumCollective.org

www.quantumcollective.org

www.facebook.com/quantumcollective

www.twitter.com/quantamcollect

www.youtube.com/quantumcollective