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## COMPANY PROFILE

Established in 2003, Frontside Promotions Group has become Canada's preeminent music promotion firm. With a head office in Vancouver, Canadian satellite offices in Toronto and Montreal, and a U.S. operation based out of New York City, we offer a wide variety of services from our team of diverse professionals. With divisions handling commercial radio, press & publicity, street and lifestyle marketing, college radio promotion, DJ/club promotion, merchandise, and artist management we provide a full spectrum of creative concepts under one roof. While well respected in the Music industry we also have successfully led and delivered promotional campaigns for a wide variety of sectors from film and television, retail, product launches, video games, and variety festivals just to name a few. Built on a solid reputation of know how and integrity, Frontside Promotions Group does it all.

## COMMERCIAL RADIO PROMOTION

Frontside's radio promotions team collectively has over twenty years of experience. Gary McDonald has had a unique career working both at radio stations as well as on the label side, promoting music back to radio. Having worked both sides he is in tune with the needs of radio programmers and is in turn able to represent our clients to greater effect. We've worked numerous #1 records including Sum 41 (including the single "Pieces," which went #1 in three formats) and The Raconteurs, and have seen more records in the top ten than can easily be remembered. Examples include Motley Crue, Matthew Good, Raine Maida, the White Stripes, Sixx: AM, Sloan, State of Shock, and Swollen Members. Formats include Rock, CHR, Hot A/C, and A/C in Canada, as well as Triple A and Modern Rock Specialty in the USA.

While, we primarily serve the music industry we have a direct link to radio sales professionals across North America and are active media buying specialists at all levels. With an extensive client base in North America Frontside provides each client with fully produced ad campaigns that pinpoint your audience, define sponsorship opportunities, determine appropriate frequency and produce effective entertaining ads.

## PRESS & PUBLICITY

Frontside knows that media publicity is a cornerstone of any successful promotions campaign. We have a strong media presence in both Canada and the United States, and a long track record of success. Frontside Publicity specializes in album launch and tour press, covering both Canada and the United States, from the most targeted regional campaigns to full-scale national media coverage. We've secured, special features, interviews, TV appearances, listings in music, entertainment, and pop culture publications throughout North America. We work with everyone from big city daily newspapers to the smallest rural publications, local magazines to the most popular blogs. Our list of features in print media and on TV is too long to get into here – but if you're interested in the nitty-gritty, an extensive press pack is available at your request. We also utilize and have accounts with BNM, Canada Newswire, and other resources to aid in the execution of any campaign.



## **STREET & LIFESTYLE MARKETING**

Street marketing was invented by the music industry – and then appropriated by the rest of the corporate world because it worked so well. The Frontside team, one of the largest in Canada, with over 50 experienced, organized and motivated representatives has a proven track record of success. From Justin Timberlake to Napoleon Dynamite, Incubus to Apple iTunes, Modest Mouse and DJ Tiesto to Body Worlds, Outkast to Cirque du Soleil – Frontside's consistently gotten the word on the street.

Frontside's street team isn't a crew of disorganized volunteer thirteen year olds armed with torn posters, scotch tape, and no plan – our reps are paid well, organized and experienced. Our understanding of major and secondary markets within Canada and the United States has allowed us to execute countless successful street campaigns. We deliver your promotional materials directly into the hands of a relevant audience who actually cares – for a fraction of the cost of other less effective forms of advertising.

Services include:  
event handouts  
street postering  
lifestyle shop servicing  
retail support  
merchandise

Frontside's street team will find your target audience wherever they are – concerts, clubs, special events, or the local shopping mall – to make sure they get your promotional material. By utilizing our solid relationships with key retail outlets, media partners etc... We're able to provide you with a thorough campaign that serves your needs. We provide consistent follow-up throughout your campaign including regular updates, final wrap reports that include pictures and feedback from your demographic and reporting from our team members on the street.

Please check out our street team's Flickr account for photos of past campaigns.

<http://www.flickr.com/photos/frontsidestreetmarketing/sets>

## **MERCHANDISE**

Aside from manufacturing of shirts and clothing we also handle other merchandise such as posters, stickers, flyers, belt buckles, magnets, buttons and just about anything else! We work with providers and suppliers on both sides of the country so that we can minimize shipping costs and turnaround time, which can be of vast importance.

Frontside offers an easy and affordable way to manufacture and distribute merch for our clients while minimizing shipping and duty costs.



## ONLINE MARKETING

Frontside was founded in the spirit of working with rather than against the changes in the industry brought about by technology and, more specifically, that thing called the internet. Online marketing has risen quickly in the ranks of promotion, and we've seen our clients on the front page of YouTube, featured on Myspace, befriended by the masses on Facebook, reviewed on Pitchfork, and written about across the blogosphere.

Frontside isn't posting spam on irrelevant message boards or copy-pasting the same poorly-written, fake-enthusiastic review as a comment on every blog we can find. Instead, our staff is made up of young but experienced hipster-geek/tech-super-nerd hybrids who grew up using the internet and actually, like, understand how it works, who uses it, and how to reach them. We work with clients to make sure that quality, interesting content is available across the internet for fans, potential customers and bloggers to find. We can tailor an online promotions campaign for your particular needs, audit, refresh, and expand your current online presence, infect the internet with your viral video, pitch for blog coverage, or all of the above. Several of our online clients have secured US deals or partnerships based on online coverage that we have obtained for them. Find out what we can do for you.

## CAMPAIGN DEVELOPMENT

We know that you probably have a Website, Myspace etc.. but the internet is a lot bigger than that. Online marketing isn't just about having a default Myspace account or a Facebook page, but providing your audience with fresh content at the most genre-targeted sites as well as the largest social networks, from the most established websites to the most rapidly developing new ones. Frontside's online marketing team understands the full scope of how the internet works, and will develop a strong, cohesive, and unique online presence, optimizing your search engine results and reaching audiences around the world. We've crafted and executed successful campaigns for everyone from our music clients through to companies like Shaftebury Brewing and cultural events like the Canadian Blast music export initiative.

## ONLINE MAINTENANCE

Many firms and individuals amp up their online presence prior to a product release etc., only to let it wane. Consumers, however, are using the internet constantly. In order to utilize the internet to its full potential, it's important to keep attention and maintain traffic. Aside from new campaign development, Frontside understands the importance of monitoring and maintaining existing online presence – as we've done for many of our clients.



## **COLLEGE RADIO**

Our college radio promotions department has relationships with all of the campus radio programmers in Canada and has had continued success with getting artists added and charted. We brought close to 20 albums on to the National Chart top 50 in both 2007 and 2008. We've had 5 albums at #1 on both the Canadian Earshot and National Charts, and 4 albums at #1 on both the Canadian Earshot and National Electronic Charts.

Our clients have included some of the finest indie artists in the world including Tiga, Metric, Death From Above 1979, The New Pornographers, Crystal Castles, Dandi Wind, Chromeo, MSTRKRFT and many more.

## **MIX SHOWS & DJ POOLS**

For electronic, dance, and hip-hop artists, we know that you need your music to be in the clubs. We service records to radio mix shows, record pools and high profile DJ based blogs to make sure that your music is in the hands of the DJ's who can break your record – as we've done with Chromeo, Boys Noize, Tiesto, Shitdisco, Tiga, Debbie Harry, Goldfrapp, Paul Van Dyk, Moby, and more.



## CLIENTS

Though by no means a complete list this is a cross section of some of our clients.

Sony/BMG  
Capitol EMI  
Apple iTunes  
V2 Music  
Last Gang Records  
Paper Bag Records  
Fierce Panda Canada  
The Donald K Donald Group  
10th st Management / Eleven Seven Music  
S.L. Feldman & Associates  
CIRPA  
Netzwerk Music Group  
Remedy Music  
Panache Music  
Equator Music

Curve Music  
Battleaxe Records  
Winedark Records  
Mute Records  
Virgin Music  
The Government of Canada  
Body Worlds Touring Science Exhibit  
Shaftebury Brewing  
Cirque du Soleil  
Atari Gaming  
Spectre Promotions  
Motorola  
Fox Searchlight  
Universal Music Group  
Motown Records

## Via the work with our clients we have had the pleasure of working with the following talented artists

Justin Timberlake  
Outkast  
Duran Duran  
3 Days Grace  
Franz Ferdinand  
The Raconteurs  
Sum 41  
The White Stripes  
State of Shock  
The Cat Empire  
Sixx AM  
Deborah Harry  
Drowning Pool  
Shit Disco  
Raine Maida  
The Operation MD  
Toykyo Police Club  
MSTRKRFT  
Tiga  
Brand New  
Editors  
Islands

Jeremy Fisher  
Low Level Flight  
Death From Above 1979  
Danko Jones  
Motley Crue  
The Raconteurs  
Metric  
Trapt  
MC Lars  
Ray Davies  
The Midway State  
Stabilo  
Drowning Pool  
Moka Only  
Swollen Members  
Sixx:A.M.  
Wide Mouth Mason  
Sevendust  
Delerium  
The Tragically Hip



## MANAGING PARTNERS PROFILE

Frontside was started in 2003 by Geoff Goddard and Gary McDonald who had previously worked together at noted label/management firm Nettwerk.

Geoff started in the business promoting all ages concerts in his teens and took employ at Nettwerk at the age of eighteen working in their mail order department. His career at Nettwerk saw him rise through the ranks and over his eight years there he ran first the Production and then Distribution departments for both the label's Canadian and US operations. He eventually segued into A&R and worked with many of the label's finest artists.

While working at CFOX in Vancouver Gary worked with Geoff on several promotional campaigns. When the Head Of Promotion position became available at Nettwerk in 2000 Geoff convinced Gary to come join the label and work from the other side of the phone. Geoff and Gary worked together at Nettwerk for several years and became responsible for a significant amount of the label's marketing. Sharing a similar vision the two handled many of Nettwerk's most successful projects.

At the beginning of 2003 Gary and Geoff decided to take a leap of faith and start their own firm focusing on Commercial Radio Promotion. With the blessing of Nettwerk the two formed Frontside out of a loft space in Vancouver's Yaletown area. Within a year the company had hired original team members Jennifer Fritz and Mark Kesten to handle Publicity and Artist Management respectively. As the client base grew, so did the services. Frontside ensured that the growth was organic but reacted to changes in the industry and was soon operating a staff that was larger than many independent labels.

The company had essentially become a label staff for hire and with that in mind Frontside trained it's vision on the US market. Many independent records were released by indie labels in the US that did not have staff in Canada. Oftentimes these records would die on the vine in Canada without anyone being responsible for the release in this territory. In March of 2006 Frontside moved Gary to New York in order to open an American office. This essentially opened a conduit for either Canadian or American artists looking to release, tour and promote within both markets.

Frontside America has built many strategic partnerships within the US to aid Canadian artists who are working within America. At the same time the office operates as a resource for American labels who have a project that they wish to promote in Canada, The US office has grown to three people and shows no signs of slowing down.

With the recent addition of Erin Kinghorn as a Product Manager Frontside also now has a representative in Toronto.



## STAFF

### **Gary McDonald**

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