



FanDistro

/ Crosley

Case Study: Musicians & Turntables what else...

Grace Slick once said: "Through literacy you can begin to see the universe. Through music you can reach anybody." At FanDistro we could not agree more. Take a peek at how our technology harvested the power of music to lift a turntable manufacturer to a higher note.



CROSLEY

Crosley is one of the oldest home-audio businesses in America - now the turntable market leader for casual listeners.



RED JUMPSUIT APPARATUS

Red Jumpsuit Apparatus is an American emo-pop rock band from Middleburg, Florida.



FANDISTRO CAMPAIGN

LEVERAGE TARGETED DEMOGRAPHIC

FanDistro's technology enabled Crosley to target potential vinyl adopters through RJA's 1.4mm Facebook & Twitter fans in a non-spammy way. Crosley's name was mentioned in RJA's social posts and had an image of a turntable on RJA's FanDistro page.

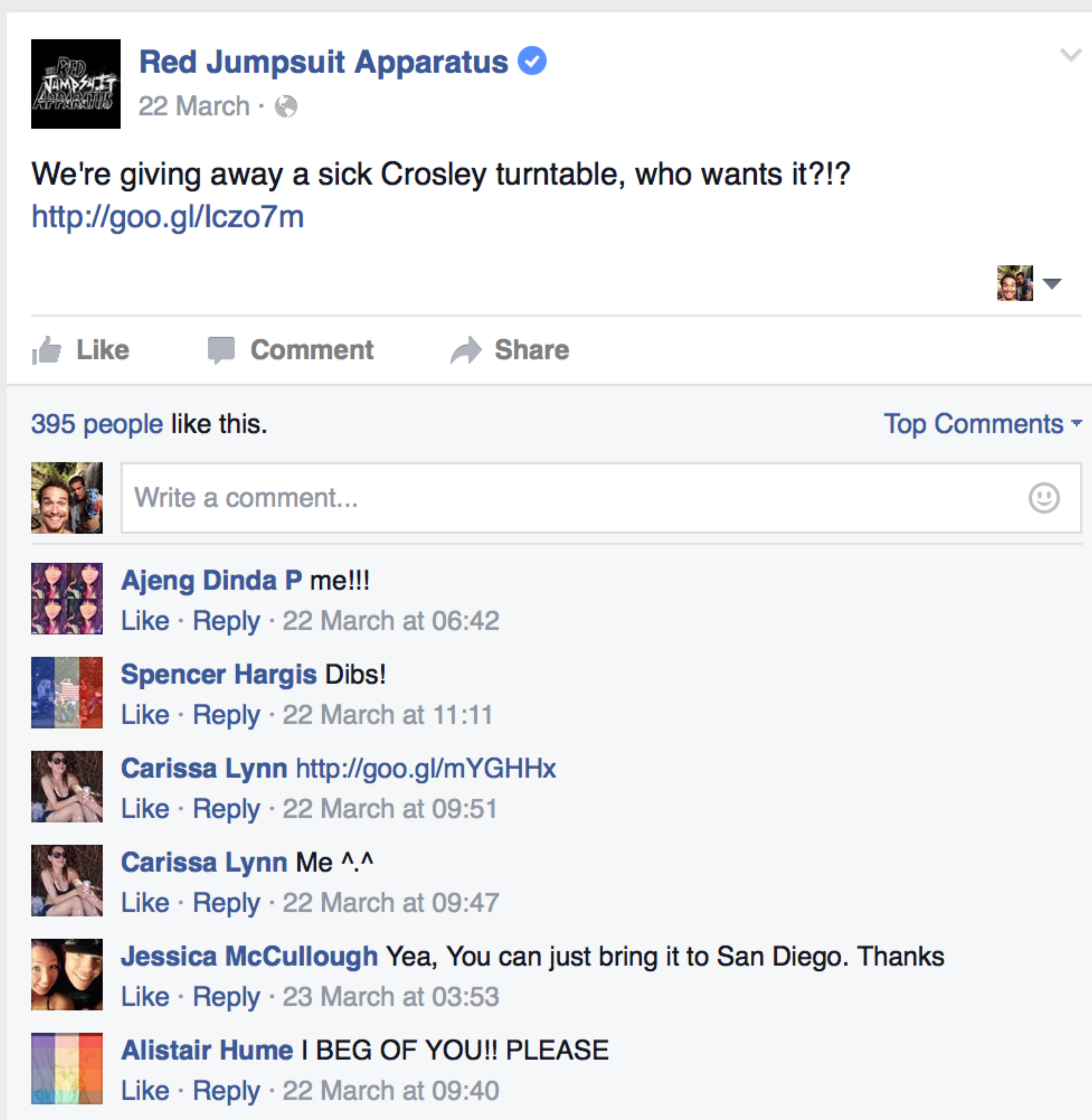
HIGH RETURN ON INVESTMENT

Our Product Placement program guarantees a positive ROI for brands. RJA agreed to deliver media value greater than the retail value of the cruiser turntable. The result: **\$200** of retail value from 2 posts landed Crosley **\$1,600** of media value with an implied endorsement from RJA.

ARTIST-GENERATED EXPERIENCES AROUND BRAND

Besides the turntable, the artist offered experiences and other rewards for fans to earn by driving additional traffic to their branded FanDistro page. Experience and rewards such as a Skype chat with the band, an exclusive personal video from the band and more.

A quick view of how it works

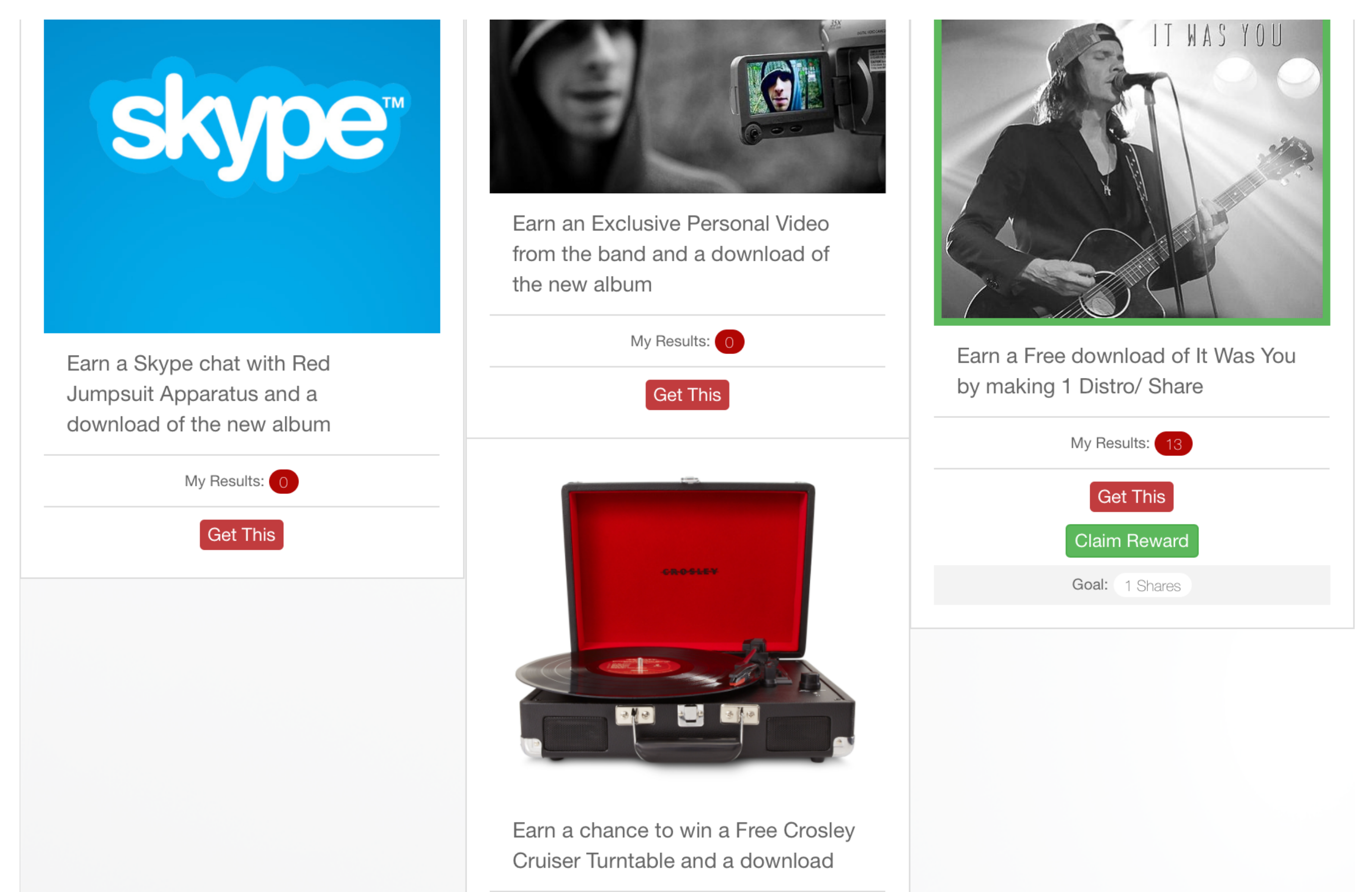


AMPLIFY YOUR BRANDS CONVERSATION

Music brings people together.

Musicians have the power to lift, shape and influence conversations.

By creating a direct call-to-action through social media whilst providing incentives-to-share in the forms of artist experiences - FanDistro brings influencer marketing, music partnerships, and crowdsourced promotion to a new chapter.



HAPPY FANS

At FanDistro, we are all musicians and music fans. That is why the heart of FanDistro resides in artist-generated experiences and rewards.

Who wouldn't like to earn a Skype chat from their favorite band by promoting their next record...

Why FanDistro?

- **We have +4000 artist on our ever-expanding roster with access to almost any other artist out there**
- **All sizes and genres of artists are available**
- **Able to partner with multiple artists at once**
- **We accommodate campaigns of every budget (\$1K-1M)**

Questions ?

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SOCIAL CAMPAIGNS. AMPLIFIED WITH MUSIC