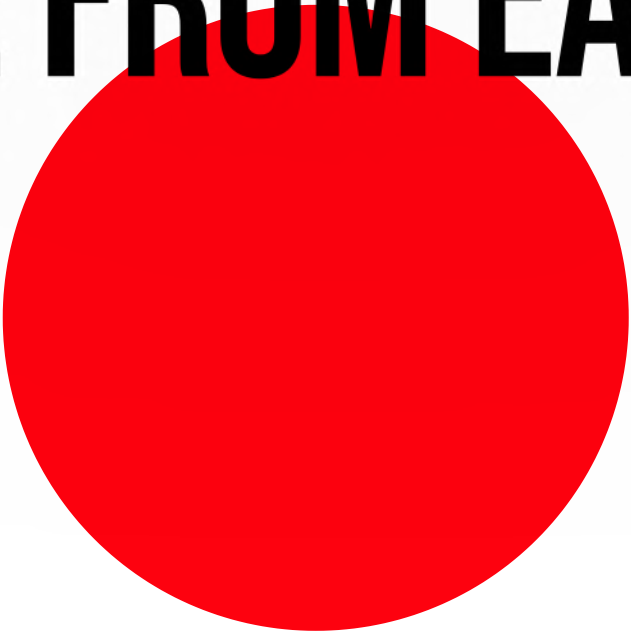
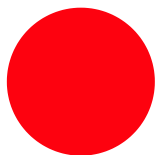


LIVE FROM EARTH



THIS MARKETING AND BRANDING DECK IS DESIGNED TO DISTIL THE ELEMENTS THAT BEST REPRESENT LIVE FROM EARTH AS ONE OF THE MOST PROGRESSIVE, FORWARD THINKING, AND COMPETITIVE MUSIC COMPANIES TODAY. THE IDEAS AND APPROACHES CONTAINED ARE DESIGNED TO EFFECTIVELY UNITE THE LFE PILLARS, FROM EVENTS TO RECORDS IN BEST SERVING THE LFE ROSTER AND IT'S FANS IN THE MOST SUSTAINABLE WAY.




OBJECTIVES


Unite Brand LFE: stronger together; the global events, releases from both brand new and established artists, the ongoing partnerships with LFE related management artists, external brand partnerships. All of these functions illustrate how relevant and exciting LFE is to fans; equally how compelling a proposition it is to signing artists to the label.

By identifying the strengths of each of these core pillars within LFE we can strategise on the best course of action to ensure they're all working in unison to amplify and elevate brand LFE.


- 01




Records: how do we get each track to it's first 500K or 1 million streams on the strength of the LFE brand? We want to deliver robust release and marketing plans that combine artist objectives that make LFE a great partner while meeting our own growth objectives.
- 02




Events: few labels can claim to have the respected live brand that LFE has built, not least of all globally. If Boiler Room had the foresight a decade ago to start a label with intent then they might be in a position to make this claim but right now, continuing to strategically unite the Events approach with LFE Records' artists is an undeniable opportunity.
- 03




Creative: a cornerstone of LFE, the one-off single releases with ATRIP and X CLUB. illustrate the artwork series as a way to periodically communicate LFE''s brand. The recent Nike collaboration exemplifies the top-end of LFE's creative scale. Having a consistent creative director lead across all areas feels imperative.
- 04




Partnerships: Nike, Soundcloud; these are hugely beneficial in creating new entry points for fans to discover LFE while reaffirming the brand to existing fans. Being able to extend these to LFE Management and Records artists will be a considerable competitive advantage in securing signings, reaching new audiences and turning them into fans.
- 05



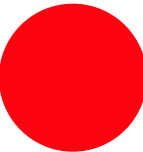
Merch & Product: establishing a consistent merch offering to grow as a standalone business (and increase potential brand partnerships) but also as a limited offering alongside LFE Records releases is an incentive to new signings as well as a way for fans to continue expressing their loyalty to LFE.
- 06



Socials & Visibility: both LFE's socials presence and a network of unbranded channels within our control to help support the LFE world and distribute priority content.
- 07



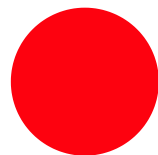
Community: the core of everything we do needs to revolve around fans and how we super-serve them across the entire LFE world. We will need to establish practices that allow us to both measure their participation across each area and ways in which to continue to elevate their status.



RECORDS

Rewinding 10-15 years ago record labels such as **XL, Warp, Tri-Angle, Young, LuckyMe, Hyperdub, Night Slugs**, and **Numbers** to name a few carved out strong and identifiable label brands. When an unknown or emerging artist signed with one of these labels they skipped a few places in the queue when it came to introducing these artists to media. Without too much thought these label associations were enough for the most influential media to support first and ask questions later.

While some labels continue to trade off the strength of their brands alone, arguably it's a multifaceted music brand like LFE which creates numerous entry points for new music discovery. We need to explore all of the options we have available in growing and strengthening the LFE brand to accelerate the discovery of our new releases.



STREAMING

How do we get LFE Records releases to 500K and then 1 million streams in the first month of release?

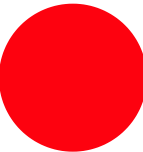
Naturally the artists we work with will dictate some of the ability to meet this objective but we want to establish and develop an infrastructure that contributes heavily towards these targets.

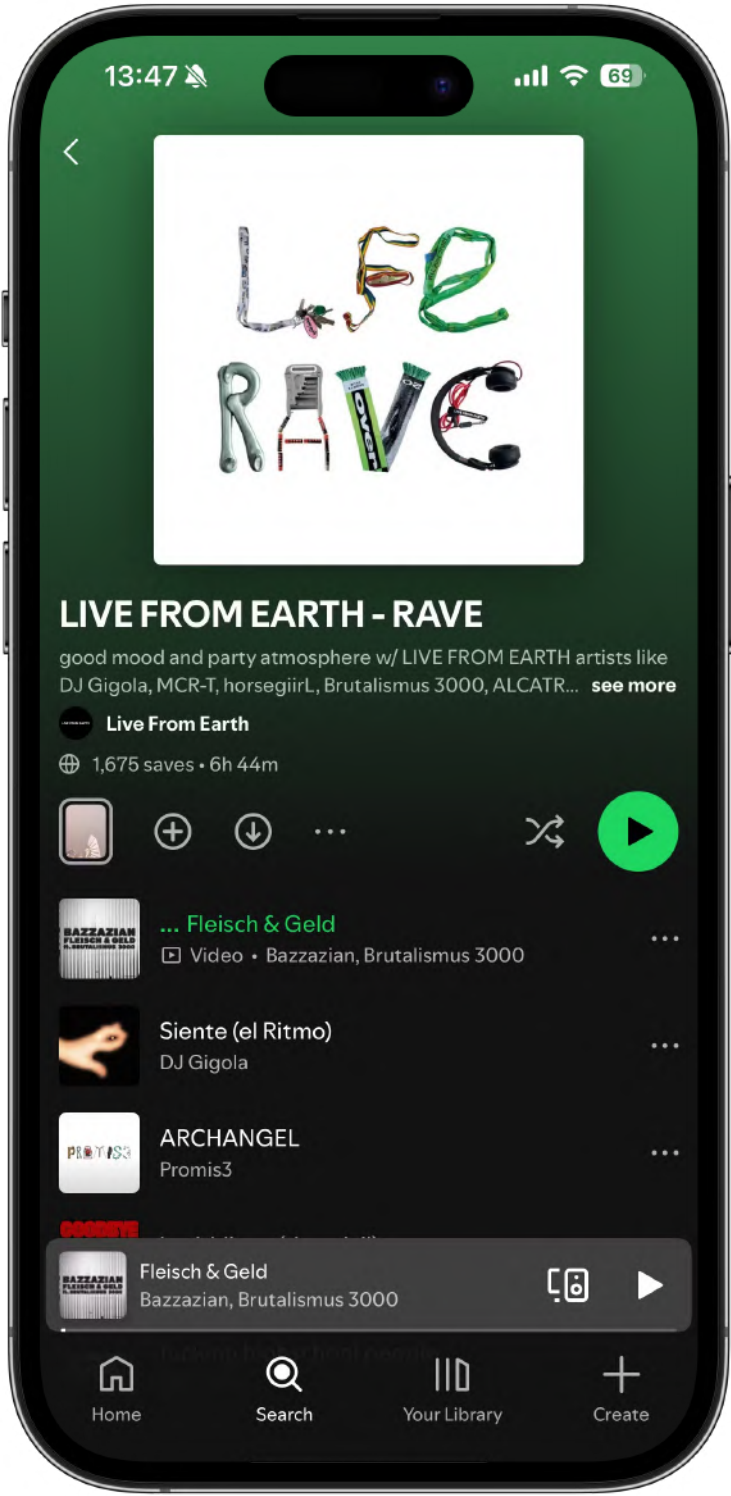
While editorial support across DSPs is still an important contribution to discovery and streams, the reliance upon on-platform algorithms is increasingly obvious. We want to drive fans into platforms to send a powerful signal and create a feedback loop of algorithmic support on these platforms.

We will achieve this with robust and visible pre-release awareness between LFE and artist campaigns.

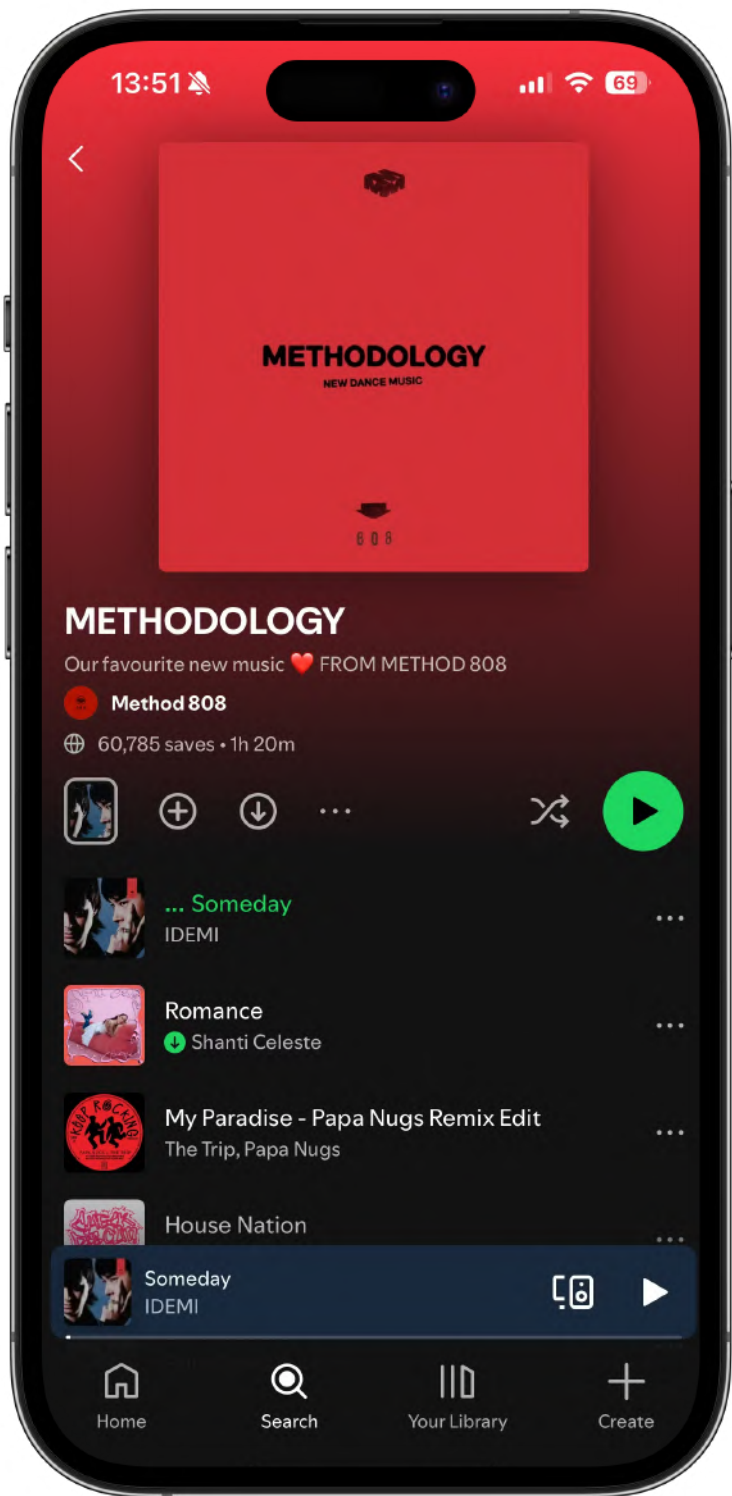
Responsibility: For the playlists approach, LFE team to contribute tracks on a weekly basis. Potentially the dedicated socials manager to update on the relevant platforms. MC3 to coordinate pre-release campaign ideas between LFE and artist.

- 01 **Playlists:** the LIVE FROM EARTH – RAVE playlist on Spotify hasn't been updated since October 2024. We should consider a multi-playlist strategy to represent LFE on all available platforms:
- A. **LFE Discography:** one song from every LFE Records release to date, ordered from most recent to oldest. The quickest entry point for audiences to discover LFE's sound. Updated as and when there's a new release
- B. **LFE Staff:** an 'On The Office Stereo' style playlist which can include LFE Records releases and other artists we wish to support, whether management, those playing LFE events or just friends. This works to encapsulate the wider LFE world. Updated every 1-2 weeks.
- C. **Guest Playlists:** a small but helpful offering to our LFE Records' artists, we update this as and when we get contributions from the artists who agree to participate.
- 02 **YouTube:** whether video or static audio uploads we should maintain a consistent update of new releases and consider mirroring the other playlist types discussed above.
- 03 **Pre-Release:** effective pre-release and announcement plan between artist and LFE. In the case of a new signing, strategies and content to introduce the artist to the LFE fanbase

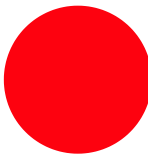




LFE: 1.6K saves, 97 songs, last updated October 2024



Method 808: 60.7K saves, 19 songs, last updated May 2025



SOCIALS

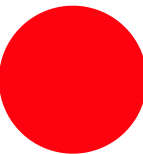
With an already well established socials presence on Instagram, we want to ensure a tight working relationship between LFE Records and the LFE socials team. The ability to work dynamically between release announcement posts and 'out now' posts is an important ownership artists like to see on behalf of LFE.

We will work closely on release dates and schedules to ensure there's sufficient space in posting schedules to support these announcements and release days in addition to other content ideas.

After release we should allow room to be reactive – a recent example is X CLUB. being added to the triple j radio playlist for their single Feel You and posted on Instagram by triple j. MC3 notified LFE and they posted on LFE's Instagram stories.

Responsibility: dedicated socials manager. We could explore a third party company given the breadth of the content across the LFE verticals. They would propose posting schedules and content ideas.

- 01 **Following:** A quick search reveals that the LFE Instagram isn't following 3 of it's most recent signings: Clara Kimera, ATRIP, X CLUB. Tighten the community by following new signings and introduce them to the LFE fanbase.
- 02 **Records:** announcements align with the artist, posted to LFE Instagram Stories. Out now release day posts could be collaborative with the artist or posted independently by LFE but should be posted to IG feed. TikTok requires a creative approach seeing as video content engages better but again, should not be overlooked.
- 03 **Shows:** video recap content across both Instagram and TikTok should be posted ideally within 24-48 hours after each LFE show. Again prioritising LFE Records and MGMT artists in edits where possible.
- 04 **Playlists:** periodic updates on IG Stories to drive fans into the playlist offerings from LFE "start your weekend with..."
- 05 **Merch:** when producing merch for artists we should endeavour to get photos of the artist wearing the merch to post. Alternatively we can use AI to swap have them 'modelling' the merch. See example on next slide.
- 06 **Editorial:** so it's not always promotional content we should establish ways for LFE Records artists to deliver personality pieces to the channel. These could be simple Top 5 lists such as "X CLUB.'s Top 5 Festivals" or "MCR-T's Top 5 South American Bars"
- 07 **Content:** generally speaking we want to amplify content from artist releases. Playlist support, tracks being added to key radio station playlists and more. First and foremost the LFE socials accounts should be following the artists they're working with.

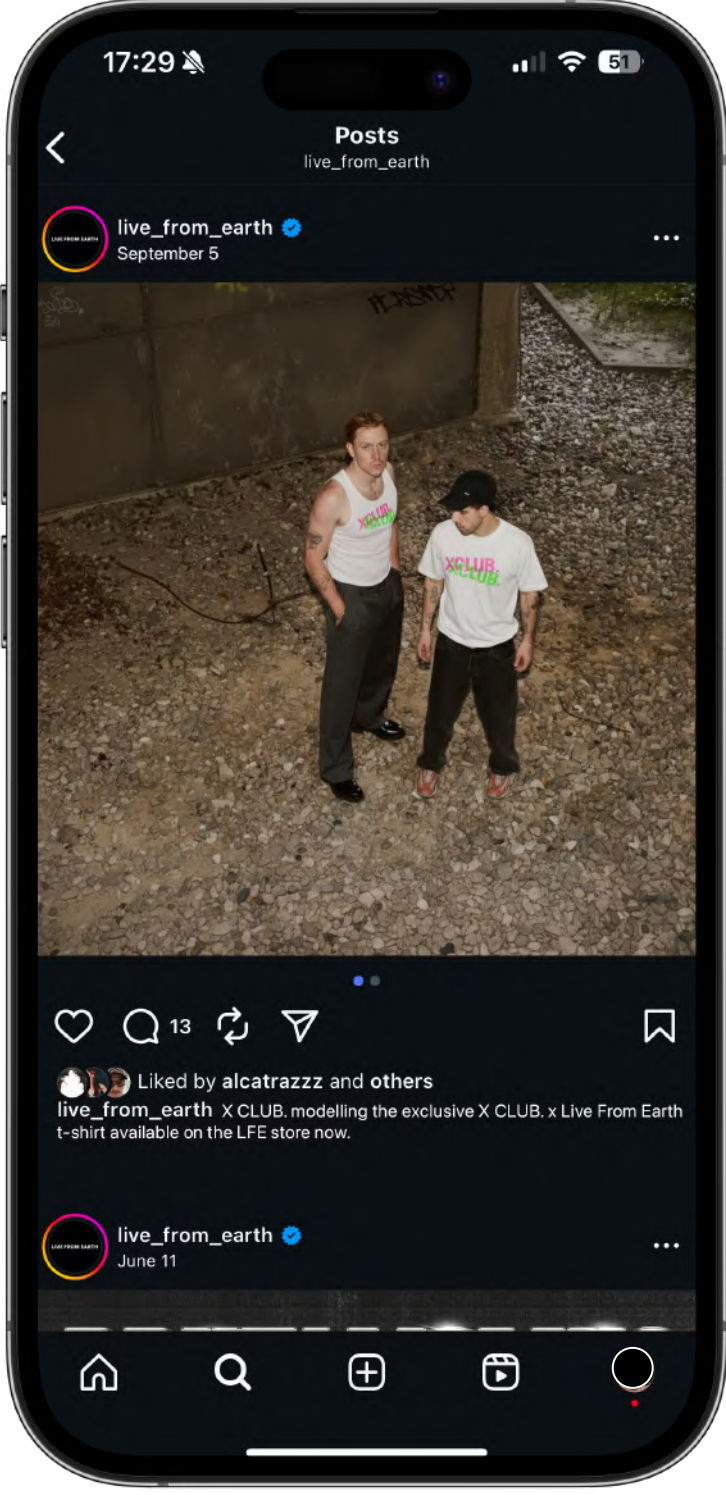




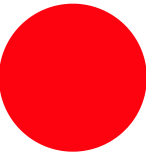
Editorial: Artist spotlight to introduce new artists

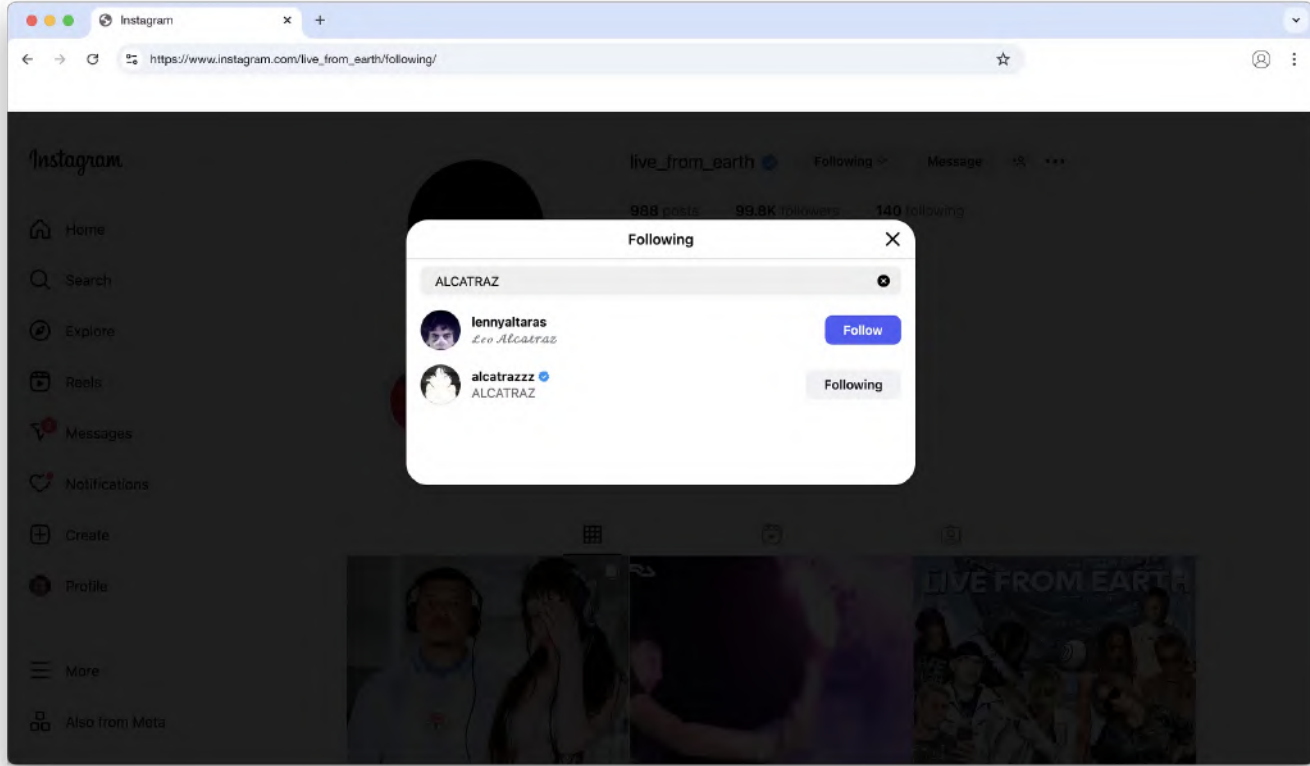
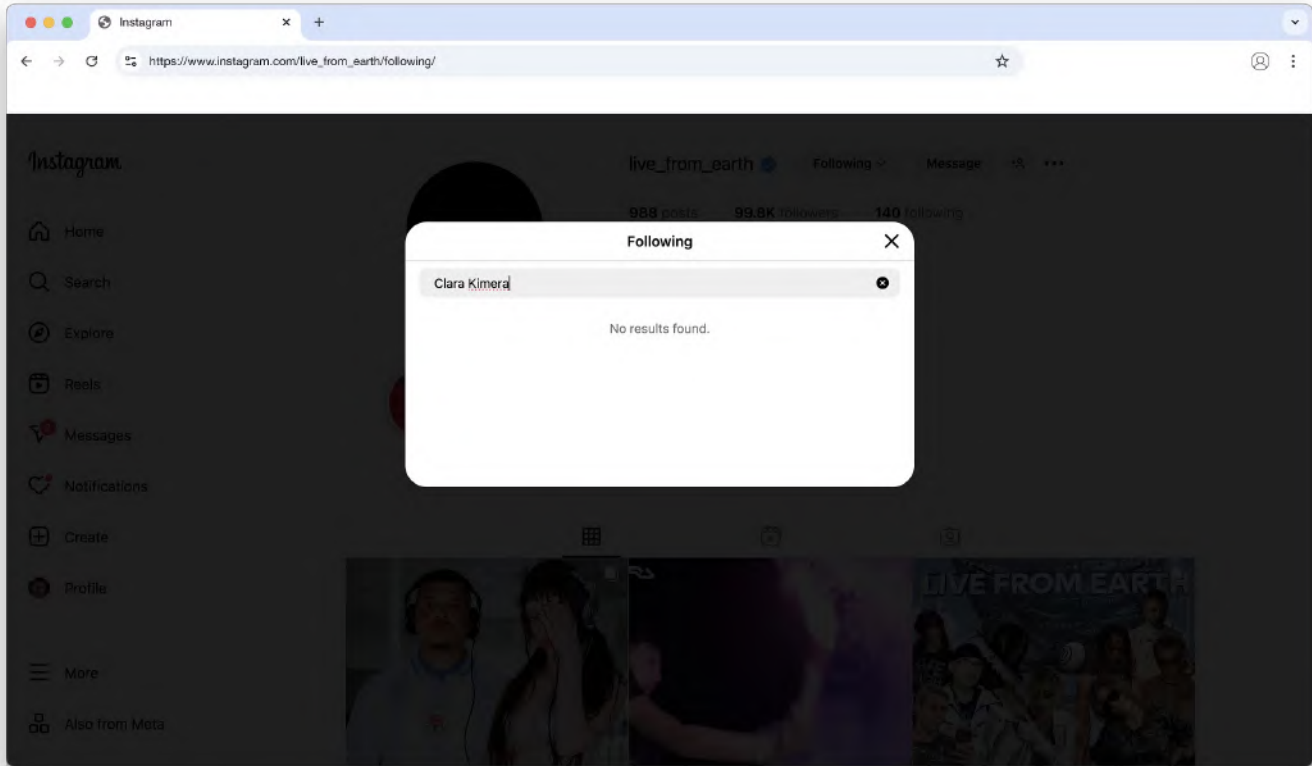
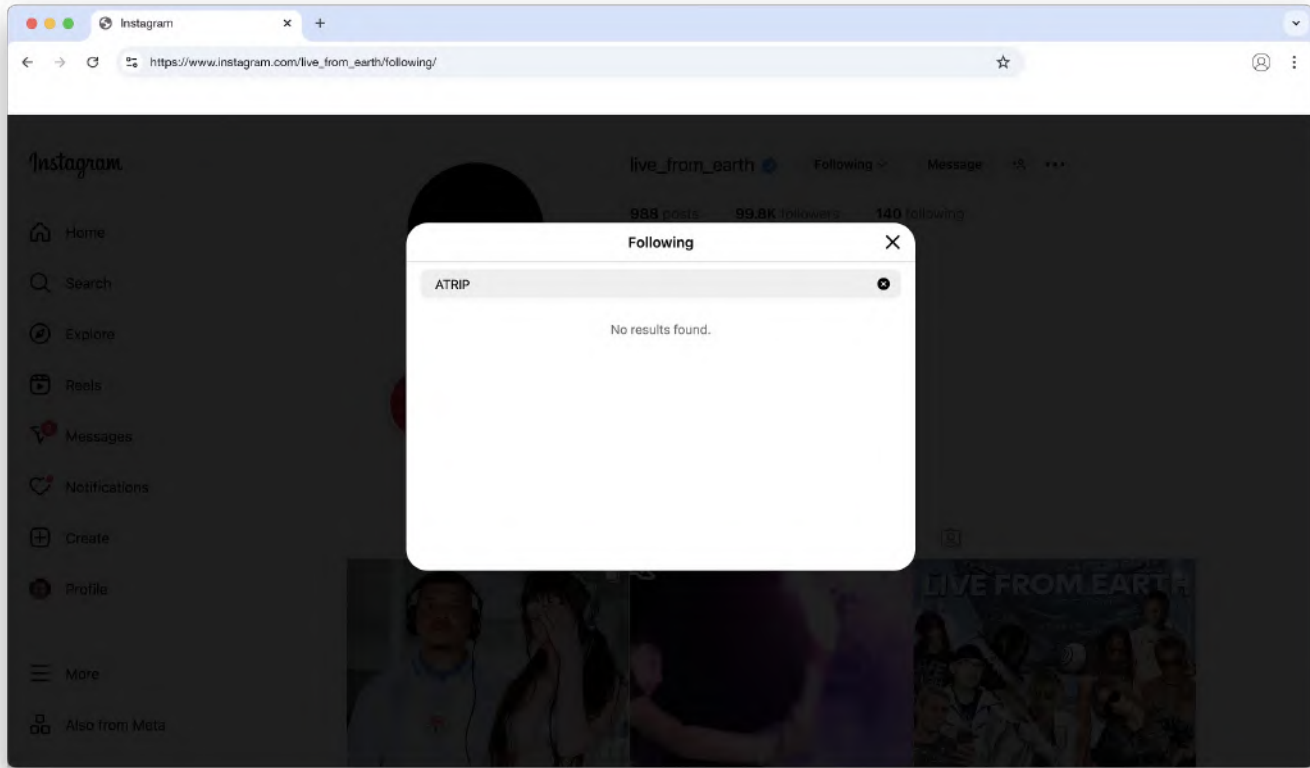
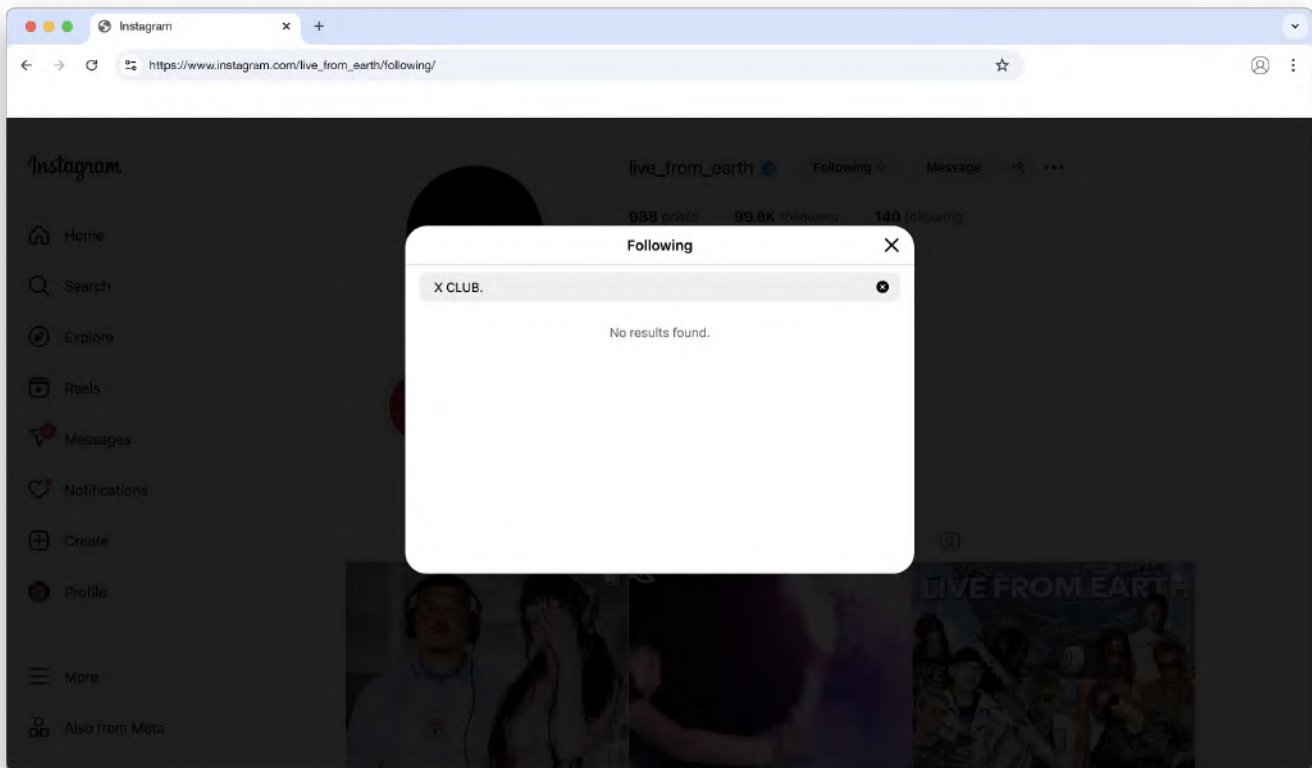


Event Recaps: Quick turnaround posted 24-48 hours



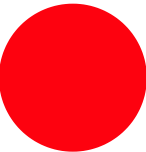
Merch: AI image of X CLUB. wearing LFE merch





LFE Instagram not following recent LFE Records' releases: X CLUB., ATRIP, Clara Kimera

LFE Instagram following ALCATRAZ



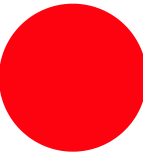
CHANNELS

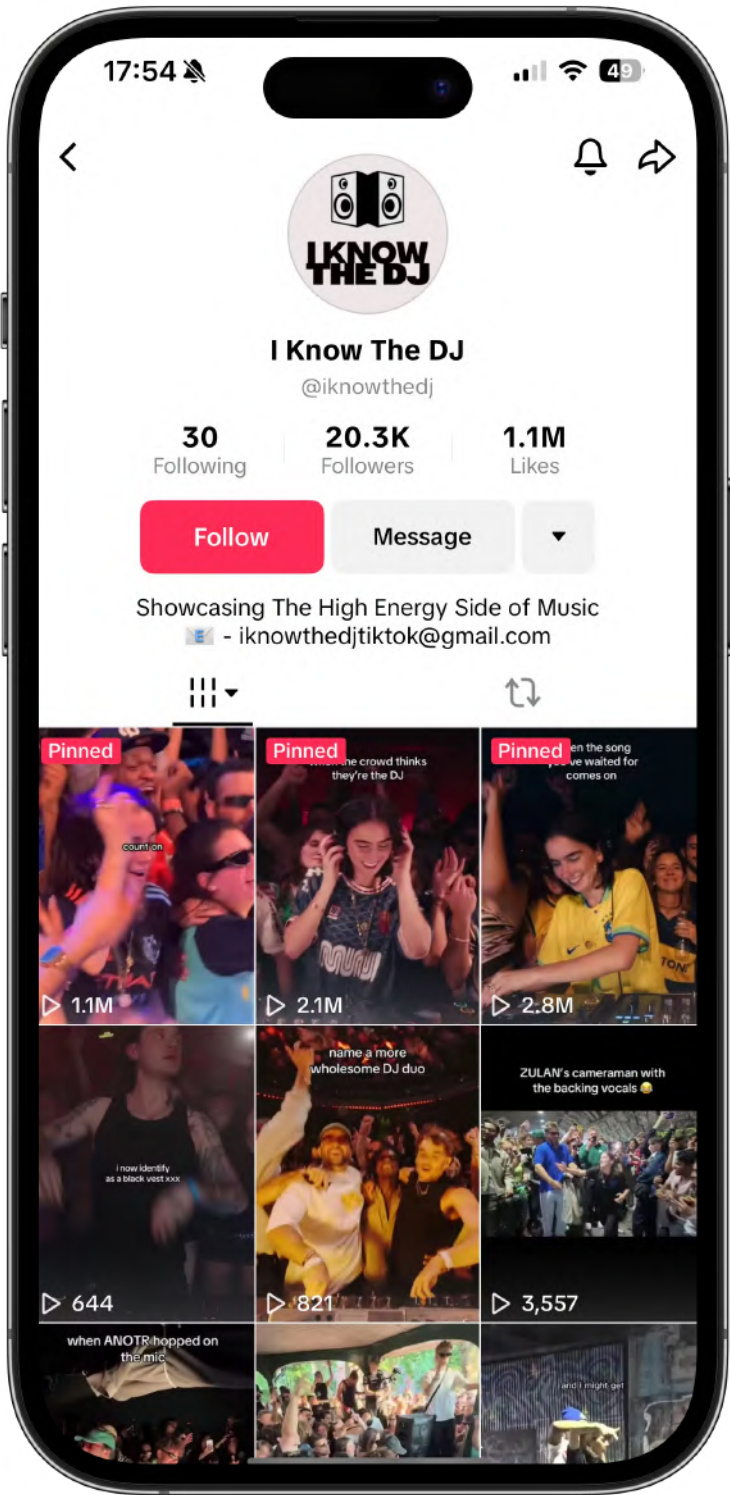
The ability to have two (or more) unbranded channels on Instagram and / or TikTok in which to support the LFE ecosystem of artists and events will help maintain an always-on visibility in addition to the more curated and measured approach to LFE's own branded social channels.

Consulting fan-channel management teams, the posting frequency can range between 30-40 posts a month. We would work closely with them on content types and narrative to ensure quality and consistency.

Responsibility: engage a third party company to run the channels, coordinate the content and post. Important for LFE to engage on the content to ensure the right cultural approach to reflect the LFE artists and wider scene.

- 01 **Channel 1:** content centred around the harder end of LFE's sound, artists here would include B3K, DJ Gigola, MCR-T, VTSS, HoresgiirL. I Hate Models, Snow Strippers.
- 02 **Channel 2:** to accommodate the more alternative of LFE's sound, artists here would include ATRIP, X CLUB., The Femcels, ALCATRAZ, IceMorph.
- 03 **Business:** as is the nature of these channels, there's potential that these could be standalone business that pay for themselves as other artist teams get in touch in which to secure posts for a fee as the channels grow.
- 04 **Content Seeding:** in addition to LFE running their own channels we should explore a strategy of content seeding to other genre channels following LFE events. This could potentially be coordinated internally but to begin with we can discuss with an agency pending budget.

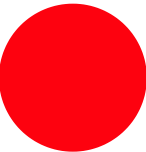




I KNOW THE DJ

This channel was setup and maintained by Zulan's management. While presented as an impartial dance music channel, the 3 pinned videos are of Zulan. Of the 68 total videos posted (as of writing), 48 videos feature Zulan. Other artists featured include Kettama, Disclosure, Fred... again, and ANOTR.

The breadth of artists LFE works with across Events, Records, and Management, not to mention the number of adjacent artists within the wider respective scenes will provide plenty of opportunity to document and grow the channels while maintaining an agenda that benefits LFE's own output.



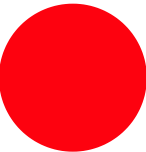
CREATIVE

As we have recently experienced with the release of X CLUB.'s 'Feel You' single, the band wanted to have LFE take as much ownership over the release as possible. One of these areas was the creative with the band's management expressing specifically that artwork, video and creative direction input come from LFE's in-house team.

The thematic artwork across Feel You, ATRIP's 'Sinai Ray', and DJ Gigola's 'La Batteria' are a great example of consistent brand building in addition to all of the other highly visual event posters and artworks.

In regards to artist projects we should establish very quickly whether the artist has a creative team and approach in mind for the release with LFE. Should they want LFE's art direction we should brief the appropriate art director as early as possible on producing what is required – artwork, photos, visualiser.

Responsibility: internal at LFE – Carlo to be on an early call with the artist team so he can then report back to the creative and art directors at LFE about the best approach.



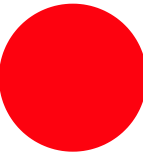
PARTNERSHIPS

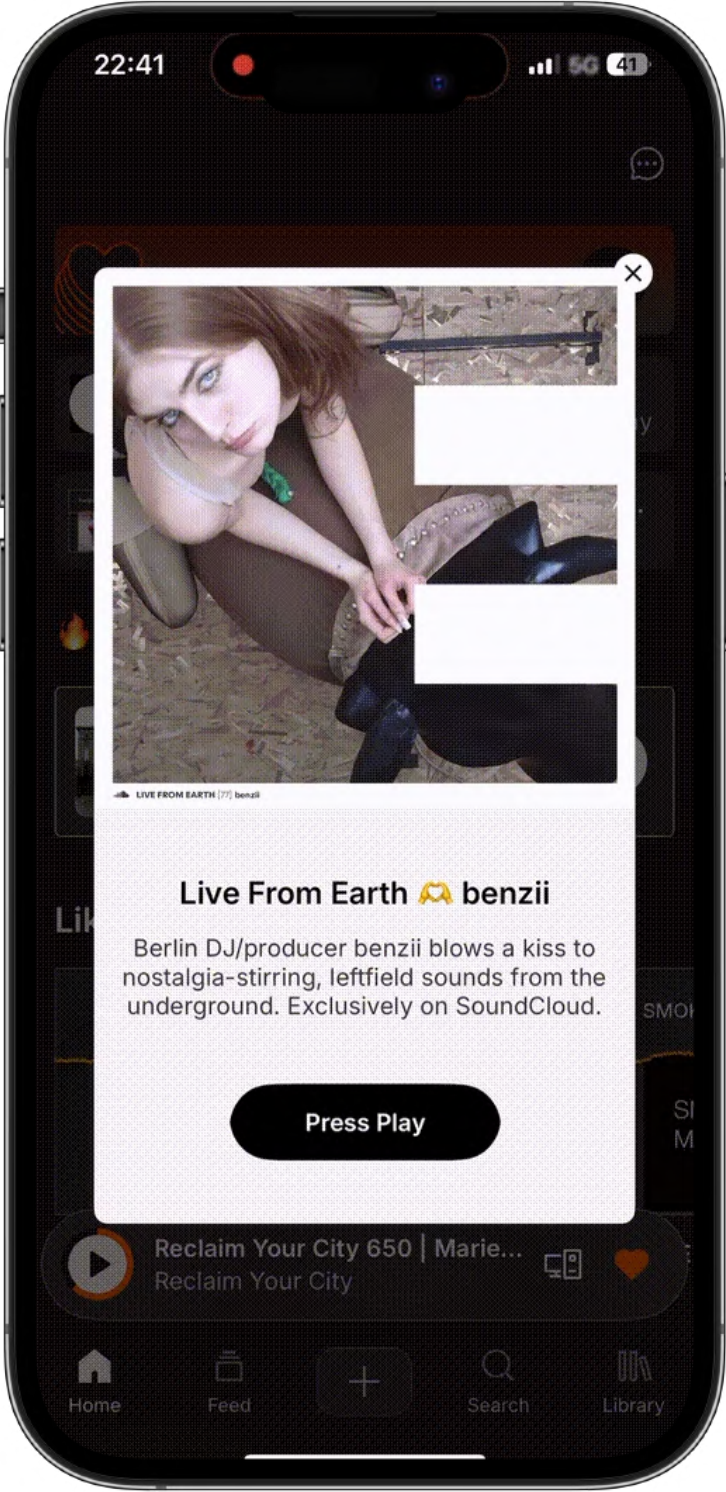
Ranging between top-end brands like the recent Nike T90 collaboration and then media partnerships like the ongoing Soundcloud mix series, these are invaluable opportunities to reach new audiences and turn them into LFE fans.

Any partnerships which LFE Records artists can benefit directly from a brand collaboration, such as artists featuring in the Nike T90 campaign or even playing a launch party is a really valuable way to continue uniting the LFE world and communicating the family element to fans.

Responsibility: internal at LFE – when a partnership is being discussed, which has opportunity to tap into the artists from LFE management and records, the Partnerships lead should discuss with Carlo and MC3 on what potential artists could fit the opportunity. Regardless of whether any artists from LFE Records are directly involved, the Partnerships lead should notify the LFE and MC3 teams with as much information as they can at the time.

- 01 **Soundcloud:** with a consistent and high-turnover of mixes we appreciate booking these up well in advance help keep the schedule on track. As soon as we confirm a release with an artist for LFE Records we should explore the availability in the mix series for the artist. This in turn is helpful for our distributor in securing further on-platform support from Soundcloud.
- 02 **Media:** Seb at WWFS has already delivered some exciting opportunities with the upcoming 032c cover opportunity and the recent DAZED feature at The Cause. While he's also working individual LFE Records releases we should discuss opportunities where we can co-host or curate parties with certain media outlets and maintain strong editorial presence.
- 03 **Brands:** while we're not suggesting a partnership of the calibre of the recent Nike collaboration can happen multiple times a year, it goes without saying that these really illustrate the strength and progressive nature of LFE that a brand such as Nike wants to team up with. Like Boiler Room and their collaborations with Umbro, Beams, and Pleasures, these offer great visibility in alternative areas. If we can directly involve LFE Records artists like the recent Nike collaboration then that's obviously a big bonus.
- 04 **Fans:** expanded in the Community section of this deck but with any brand collaborations or events we should be in the practice of securing inventory to gift to top fans to make them a part of the partnership, whether product or events.

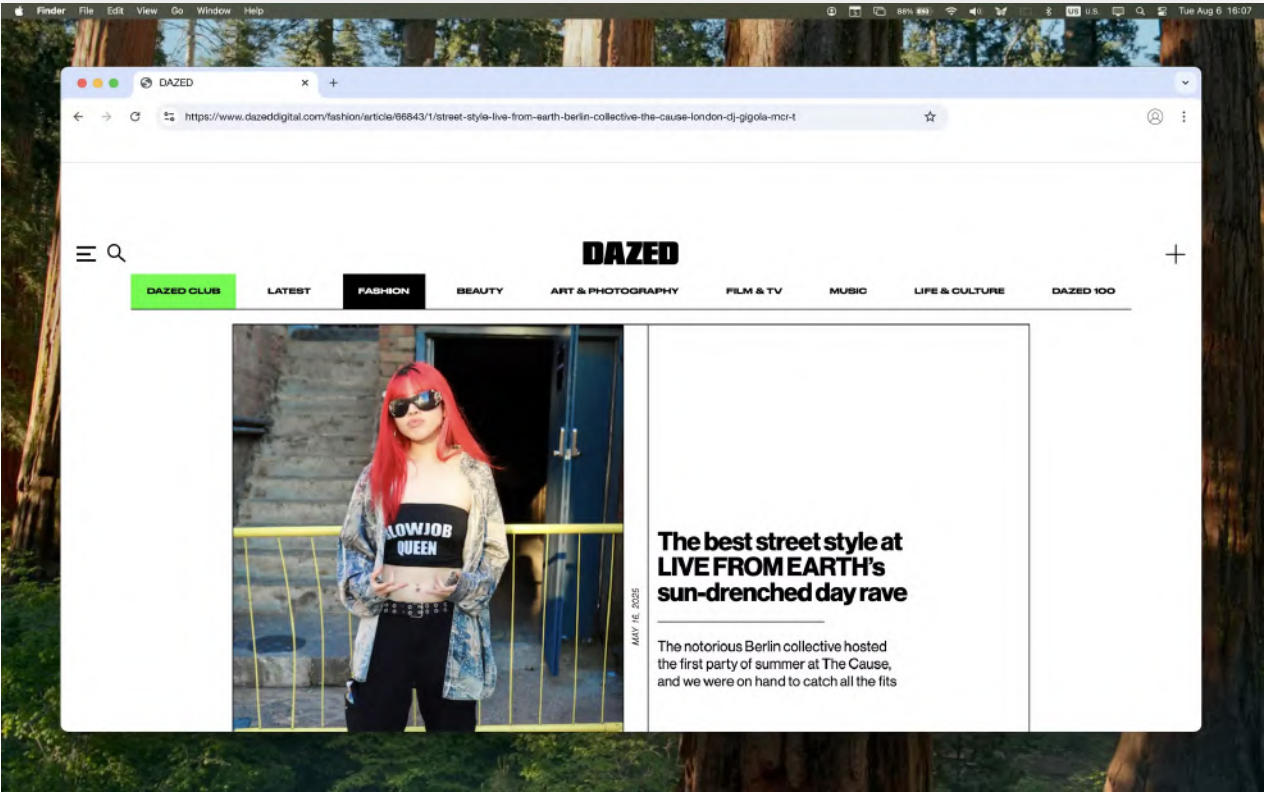
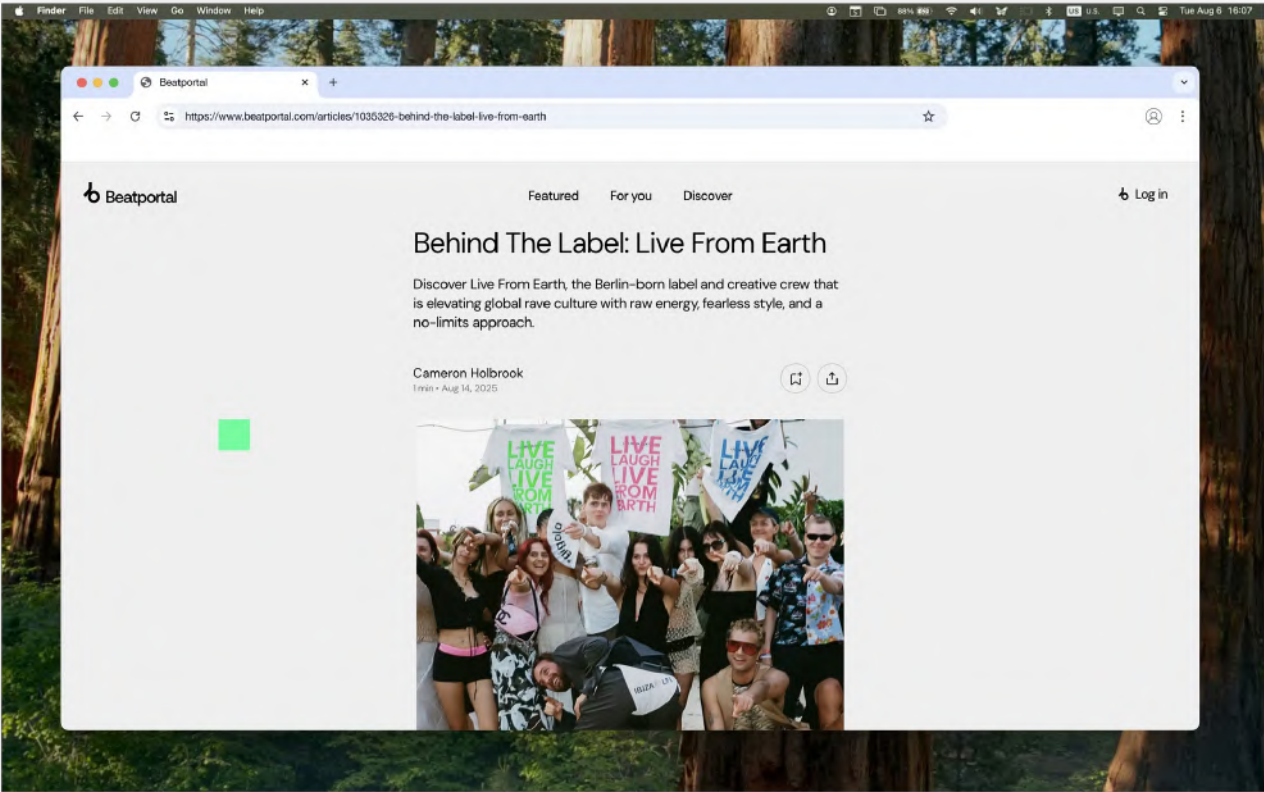




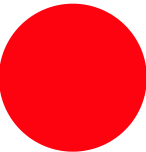
Brand Partnerships: Soundcloud



Brand Partnerships: Nike



Editorial Partnerships: Beatportal, DAZED



EVENTS

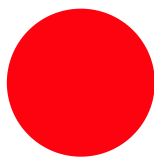
As one of the most prolific and visible areas of the LFE verticals, the events offer many opportunities. The ability to draw a line through the LFE Events and then LFE Record's artists to tell a story to fans is an approach few labels can offer.

Artist journeys between LFE Events and LFE Records:

- Artist plays LFE event → LFE highlights artist's performance and introduces them to the LFE fanbase → Artist releases on LFE Records → Artist plays more LFE Events
- Artist announces record on LFE → LFE introduces the artist to LFE fanbase with socials editorial content → Artist releases on LFE Records → Artist plays LFE Events

LFE already does a great job of providing the opportunities to artists on the LFE Records roster and it's one we can continue to market closer to the LFE fanbase through giveaways, loyalty rewards, exclusive merch, content capture and more.

Responsibility: internal at LFE – dedicated Events project lead to ensure when events are confirmed, whether relevant to LFE Records artists or not that the LFE team and MC3 are notified. This helps us coordinate with LFE Records artists, their fans, and our LFE distributor.

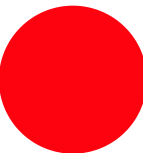


MERCH & PRODUCT

As we have seen with X CLUB.'s Feel You release, the band wanted to lean into the LFE ecosystem as much as possible and this included merch and vinyl. Where feasible we should establish a process of producing a limited number of t-shirts, or other type of apparel item. Low quantities to keep costs down, we can strategise with fan giveaways from the artist; LFE top fan giveaways to drive signups; exclusive availability at shows and then general sale through the LFE store.

Responsibility: internal lead at LFE and MC3. If the item is Records related then it is MC3's responsibility to communicate to the the socials team for scheduling posts, coordinate with artist's management and devise marketing ideas.

- 01 **Merch:** designed by LFE, this is another opportunity to communicate the LFE visual brand whilst collaborating with the artist and strengthening the partnership.
- 02 **Vinyl:** this feels like an important area to explore and ideally we'd have a consistent physical release schedule to add further weight to the LFE Records offering. However, the costs of producing even small quantities and the potential to sell out can be prohibitive. A solution we need to continue to explore.
- 03 **Collaborations:** a strong merch D2C brand makes for attractive opportunities for more collaborations with other brands. These could range from the recent Nike T90 collaboration but also being open to smaller and unexpected brands such as record stores, venues, and apparel companies should be considered.
- 04 **Events:** when an artist goes on tour they often produce a tour t-shirt with the dates. For selected events it could be worth considering producing one-off limited merch to commemorate the moment.



COMMUNITY: FANS FROM EARTH

Our lifeblood is fans and how they interact with LFE. Across records, events, merch, and partnerships, fans will enter into the LFE world through one if not more of these doors. We want to unite and super-serve these people and forge a loyal community.

When we ask *"how do we achieve 1m streams in the first month"* on one of our releases, it's through a strong community response. When we talk about uniting brand LFE, it's utilising all of the elements available to us to speak to this community to engage them across the whole LFE ecosystem.

Fans exist at both the media and industry level too. Establishing a working VIP list procedure for those who work within the music industry as well as streaming, radio, PR, and influencer contacts to introduce new LFE signings and event invites to a priority list of these people. This shouldn't be viewed as being pitched with an agenda, more an advance notice of what's coming, direct from the source; Carlo at LFE.

Responsibility: this is potentially a full-time role in order to effectively manage and maintain the fan outreach depending on the method we adopt (Cobrand, WhatsApp etc). This could potentially be managed by the same third party socials management contact / company with seamless communication from supporting LFE areas (events, records, partnerships). VIP industry outreach to be coordinated internally at LFE.

- 01 **Cobrand:** Take a more proactive approach to using the LFE Cobrand: call to action (CTA) for fans to signup to LFE updates; exclusive access to content, tickets and more.
- 02

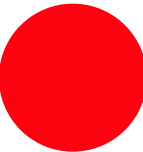
A. Fans signup with email and phone number. Entering their social @’s is optional, previous activations have observed a +60% intent rate.

B. Signup opportunities include: always on signup, event pre-sales, merch pre-sales, and exclusive content previews among others.

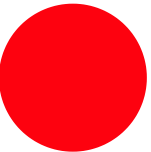
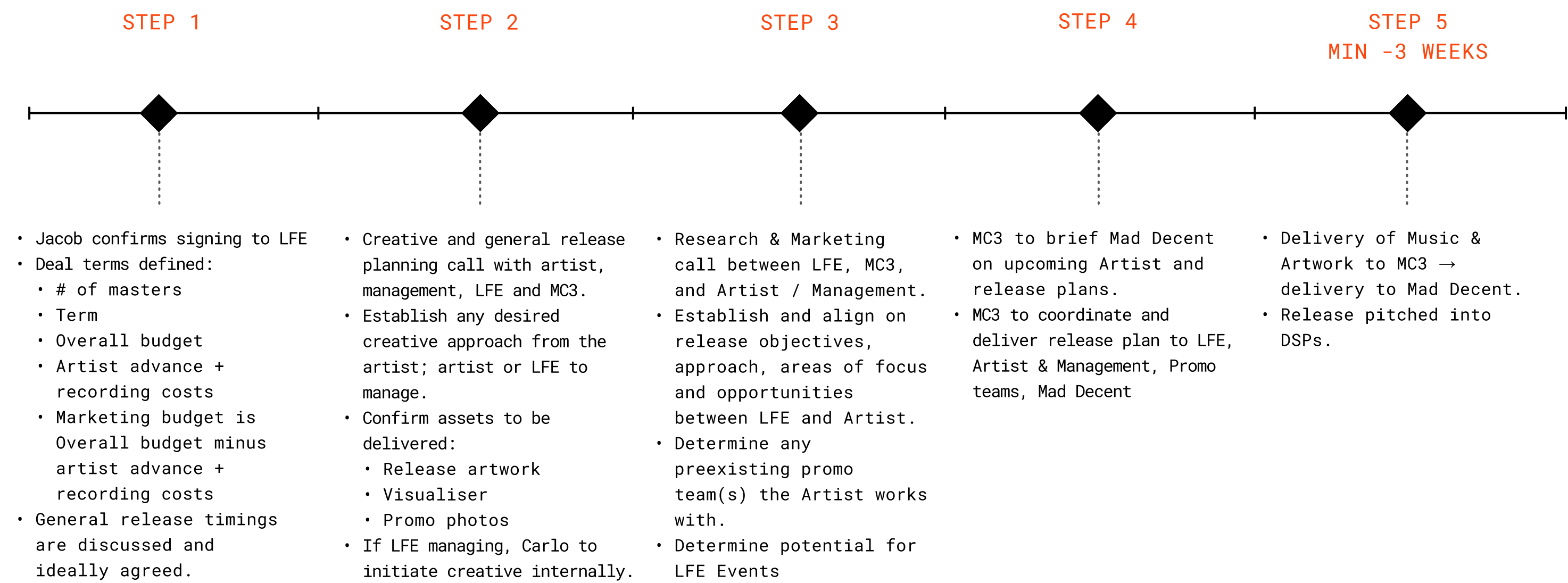
C. As we continue to collect data we identify the most engaged fans across the above metics including how they interact with LFE socials.

D. We can tier fans within Cobrand into those who are the most valuable to LFE versus those who are just joining the family. These can be determined in a number of ways and can dictate the level of access they receive.

E. Outreach: we use this CRM to communicate news on releases, shows, and product as the primary means for developing a loyal LFE following. Specific emphasis on this area will ensure that fans feel valued and rewarded. This in-turn will create the urgency we desire in each LFE area when it comes to a release; records, tickets and product.
- 03 **WhatsApp:** As an alternative to Cobrand, and as Jacob has already begun testing, a WhatsApp Community can be a quick and more cost effective approach to distributing news on releases and events.
- 04 **VIP List:** This is a targeted list of industry and media where Carlo directly introduces a new signing to LFE Records or event invites. A simple contact list which he can send an email to which briefly outlines what LFE have coming – no grand agenda, just making them feel special prior to publicly announcing.



NEW SIGNING & PRE-RELEASE WORKFLOW



END