



Sony Music England & Sony Music Brazil

introduce 'Kula Shaker'

Fabulous Productions

Fabulous Productions, representing Sony Music England, have been commissioned by Sony Music Brazil to launch Kula Shaker's first album 'K', music from a British band with strong cultural Indian connections. The first step in the launch progression is to organise a media cocktail party for the press alone. Editorial space has been confirmed in the extremely popular 'Rio Fanzine' section of O Globo (read by 1.5mil 16-30 year olds) where it will be possible to include any sponsors names and details where applicable.

The cocktail party is aiming to create huge excitement within the press and media in an attempt to gain maximum exposure for the group and all sponsors involved. Therefore we have created an Indian themed party capable of fulfilling these needs.

At the entrance we intend to have two Indian dancers, two Indian guards and an ~~elephant~~ to create an instant impact on arrival. We have already confirmed catering from the Taj Mahal restaurant as well as dancers and party entertainers such as tarot card readers and hand palm painters.

Sony Music would also like to involve students in this project due to the cultural and artistic references, therefore Parque Lage would be the perfect choice as a venue for this launch. A competition would be arranged for the students to design an Indian image around the letter 'K'. All the entries will be shown in an exhibition at the media party with the winning entry used in either an advert for the group in O Globo or included in the CD single release cover.

Sponsor benefits

- Relevant press viewing students work
- An original invitation, of an incense stick packet, will be sent out with all the sponsors details
- Literature to be included in party pack handed to all guests
- Inclusion in party press release
- Branding space in venue for literature/information

Music and Arts Press to be invited from Rio de Janeiro and São Paulo

- National and local newspapers
- Radio
- Television mainline and cable
- Youth and music magazines



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