



**BRANTLEY GILBERT  
EXCLUSIVE  
PRE-SALE TICKETS &  
EXCLUSIVE TRACK**



- 01/ CAMPAIGN OVERVIEW & TIMELINE**
- 02/ APPLICATION FEATURES & SOCIAL REACH**
- 03/ CAMPAIGN FLOWS**

**01/**

# **CAMPAIGN OVERVIEW AND TIMELINE**

# CAMPAIGN OVERVIEW

## July 8

- Tour dates are announced, no on-sale information included

## July 10

- On-sale start date and time are announced
- Beats Music as location for ticket pre-sale announced

## July 14-17

- Pre-sales tickets go on sale for Beats Music subscribers, and Brantley Gilbert paid fan club members

Notes regarding future campaigns:

- There are an equal number of tour dates to go live August 11; we will be able to run same campaign again.
- Brantley Gilbert will deliver exclusive track to Beats Music between July 14th and August 11th ticket pre-sales; a campaign around the track will be devised.

# CAMPAIGN TIMELINE

## THURSDAY, JULY 10 - SUNDAY, JULY 13

On Thursday, July 10th the tour pre-sale start date and times are announced; Beats Music is promoted as channel for pre-sale (in addition to brantleygilbert.com) – Beats Music is only place where you can access ticket pre-sale for first 24 hours for free!

### Brantley Gilbert:

- Email Bronze (free fan club members) fans about ticket pre-sale start date - drive to Beats Music campaign landing page
- Share Beats Music Facebook post about tour pre-sale start date - drive to Beats Music campaign landing page
- Tweet about tour pre-sale start date - drive to Beats Music campaign landing page
- Create playlist for Beats Music
  - Facebook post about playlist
  - Tweet about playlist

### Beats Music:

- Promote Brantley tweet about pre-sale start date (geo-targeted to routing)
- Tweet about tour pre-sale start date
- Facebook post about tour pre-sale start date
- Promote Brantley Gilbert's playlist
- Editorial story on Brantley Gilbert
- Explore curation highlight from Academy of Country Music, Country Weekly, Grand Ole Opry.

# CAMPAIGN TIMELINE

## MONDAY, JULY 14TH

Tour pre-sale window

### **Brantley Gilbert:**

- Email Bronze fans about ticket pre-sale - drive to Beats Music campaign landing page
- Facebook post about ticket pre-sale - drive to Beats Music campaign landing page
- Tweet about ticket pre-sale - drive to Beats Music campaign landing page

### **Beats Music:**

- Promotion/Ad buy across Country Weekly, The Boot, Rolling Stone
- True View Pre Roll across country leaning artists on VEVO/YouTube
- SEM (geo-targeted to routing)
- Promote new Brantley tweet about pre-sale (geo-targeted to routing)
- Email blast to anyone who has liked Country or Brantley Gilbert on Beats Music
- Tweet about ticket pre-sale
- Facebook post about ticket pre-sale

**02/**

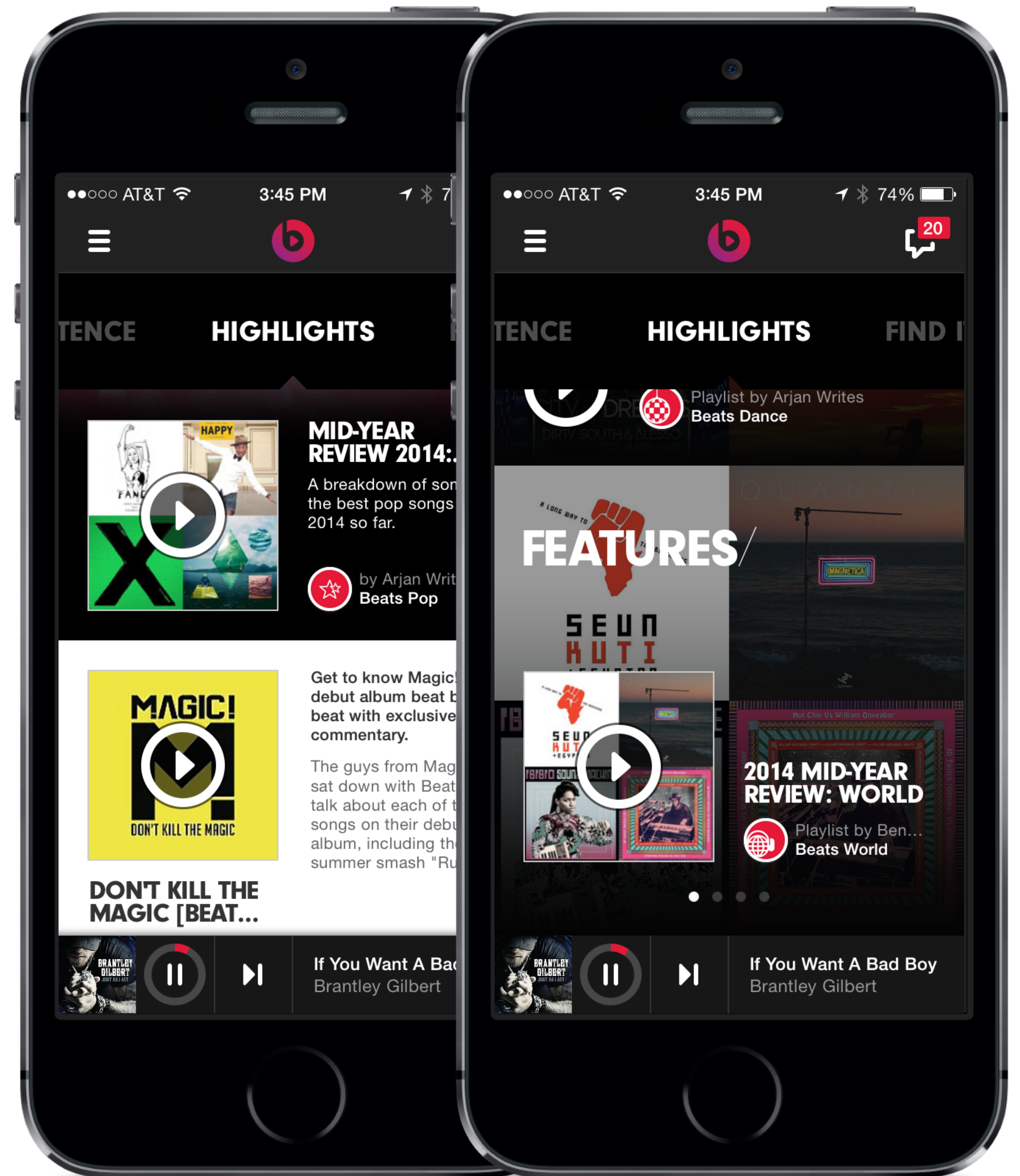
# **APPLICATION FEATURES & SOCIAL REACH**



# IN-APP FEATURES HIGHLIGHTS & FEATURES

We're tapped into the culture of music. That's why we can help you discover music that's hot or relevant to what's going on in the world. It's all hand-picked by our music experts so you never miss out.

Features is a side-scrolling container with four panels allows us to highlight multiple releases or playlists at the same time.



# IN-APP FEATURES GENRES

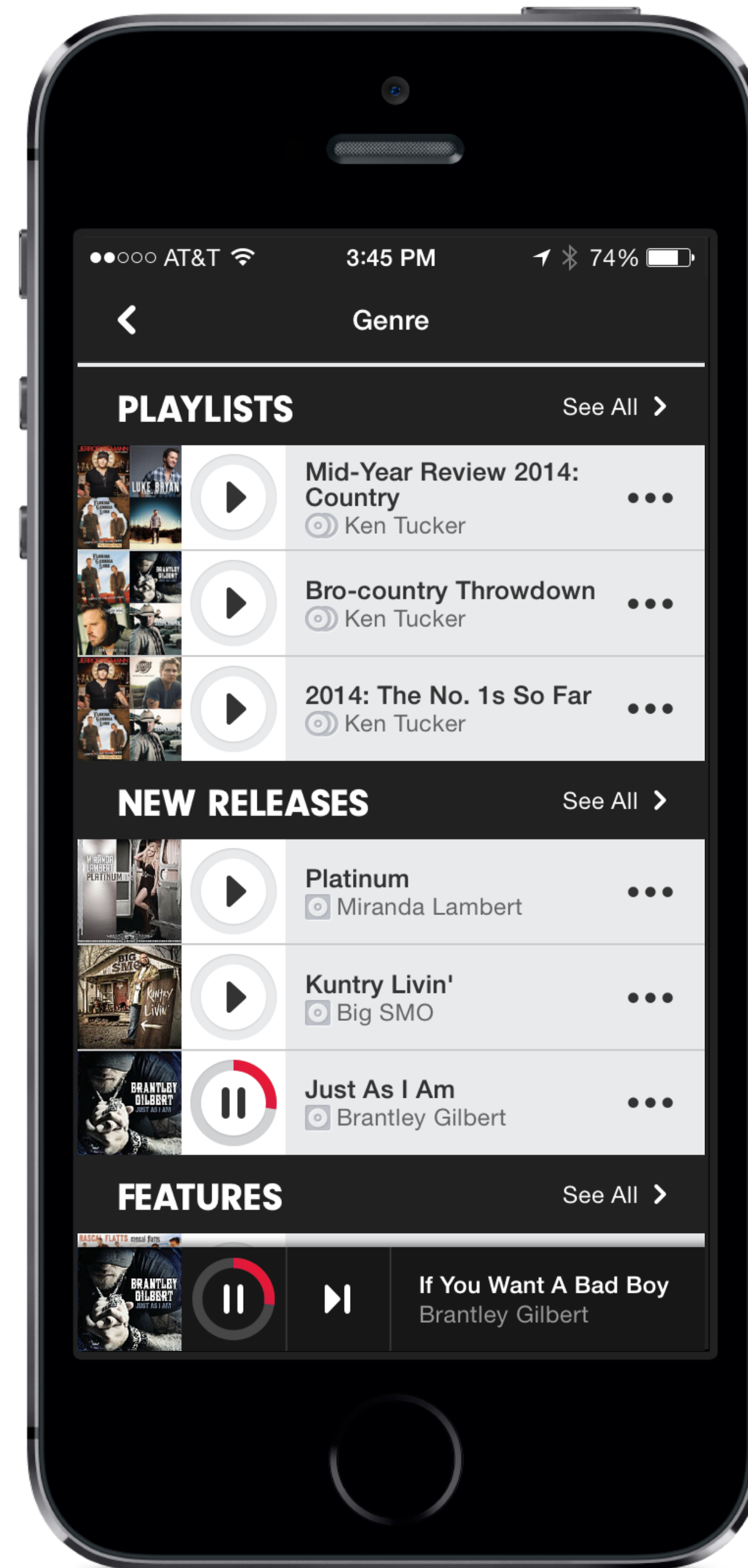
Get the perfect music for whatever you're doing. Wake up easier. Work out harder. Dance with more feeling. Play curated mixes from our music experts. It's all ready, waiting and easy to find.



# IN-APP FEATURES NEW RELEASES

A curated section featuring the hottest and most relevant new releases from the genre.

Hand-picked selections of our favorite albums, singles, and playlists from the genre.



# SOCIAL REACH

## Beats Music x Beats Electronics

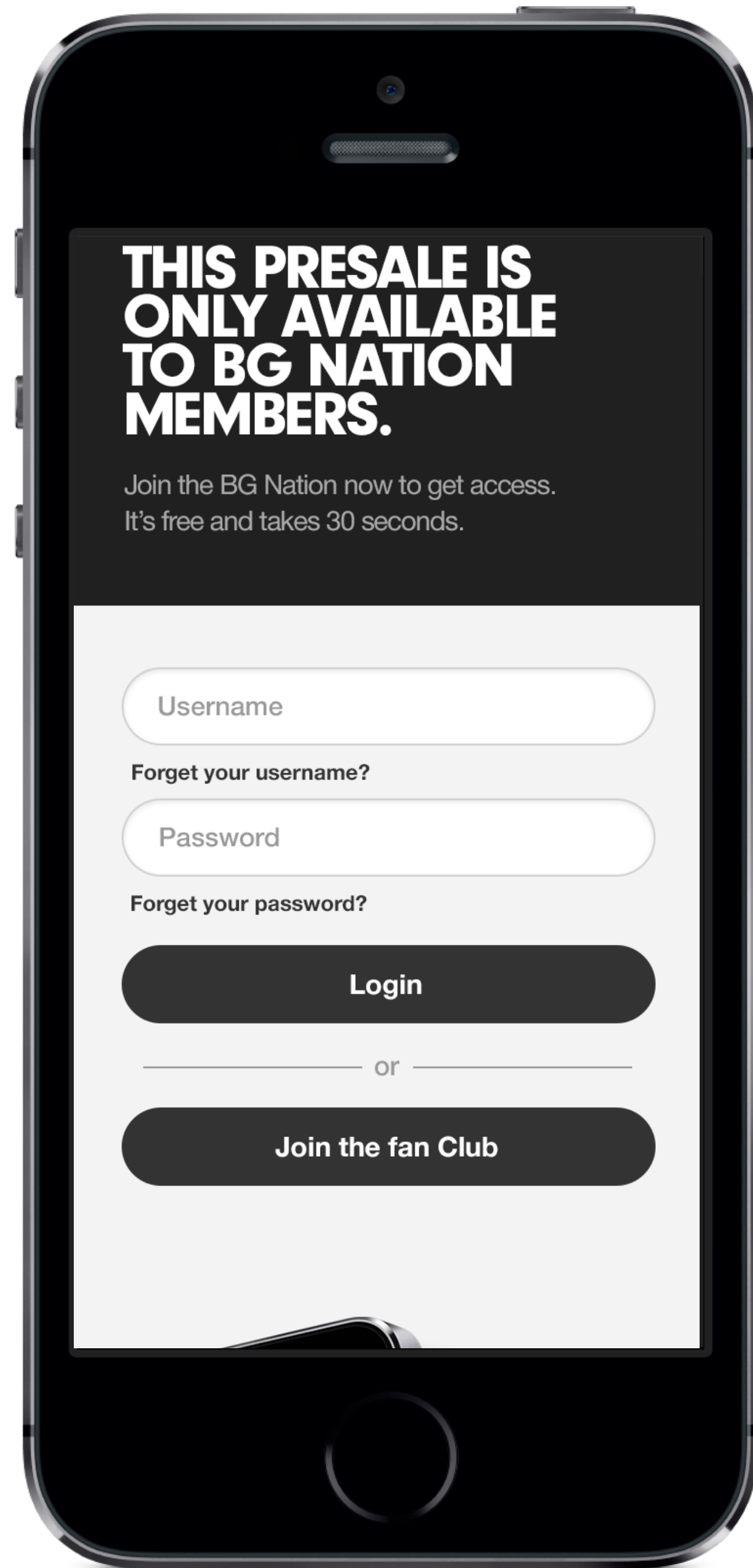
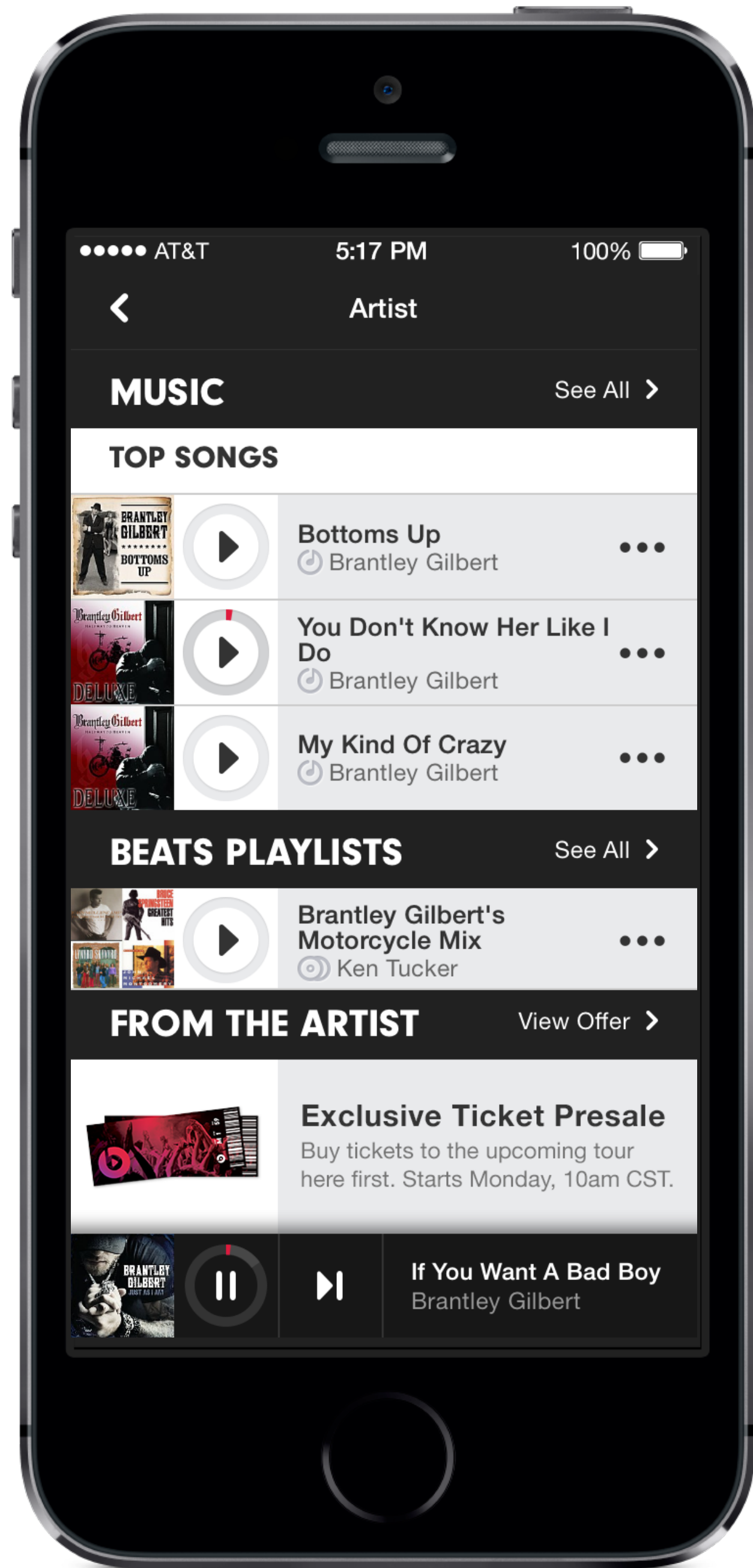
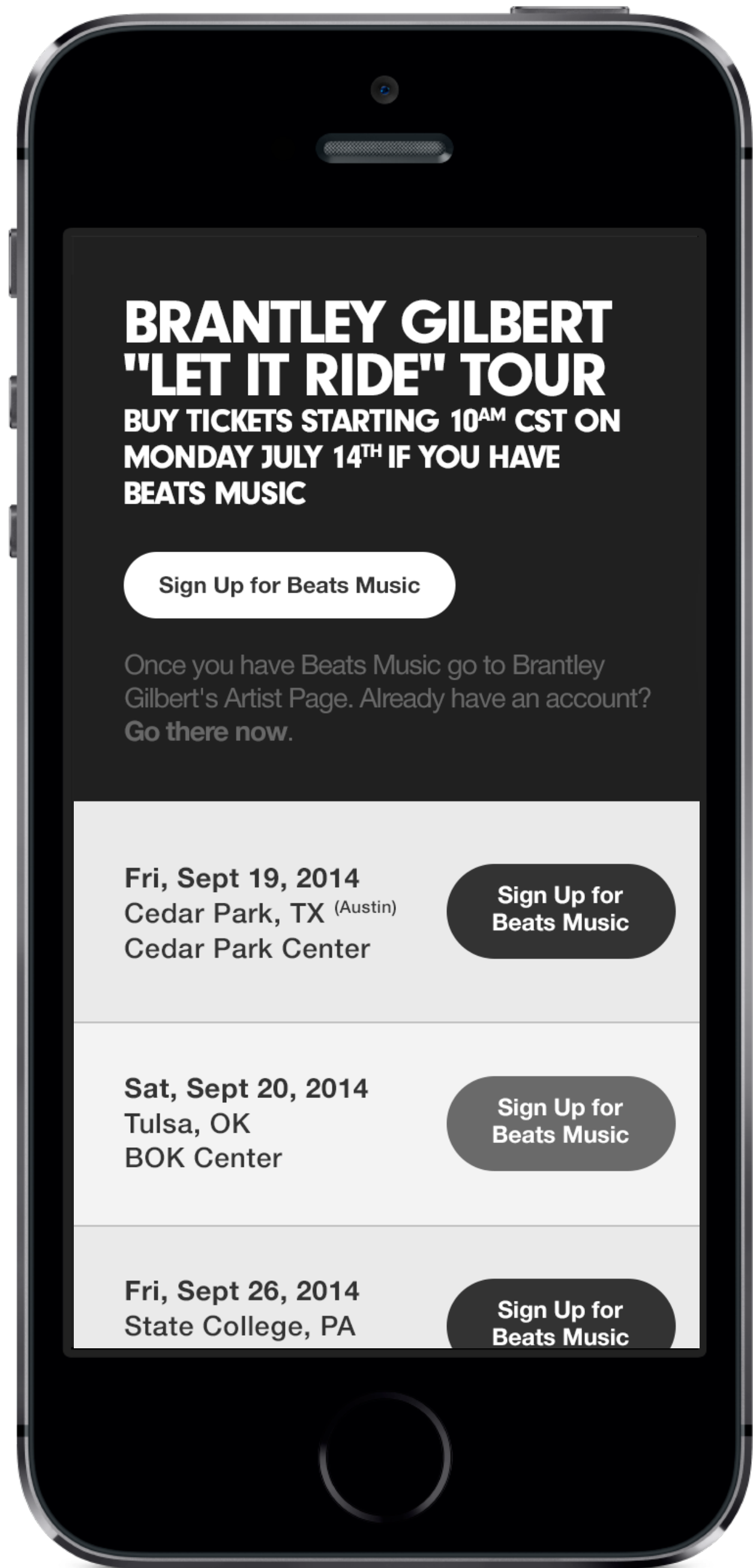
- 6.5 million Facebook users across Beats Electronics
- 4X the engagement of key competitors across social
- Facebook reach exceeds 30 million users
- Instagram presence growing 10% weekly with 3X engagement over key competitors

## Beats Music (launched in January 2014)

- 245k facebook likes
- 80k twitter followers
- 90k instagram followers
- 8k youtube subscribers
- POTENTIAL additional support from beats music influencers



# 03/ CAMPAIGN FLOWS



First Name

Last Name

Email Address

Confirm Address

Zip Code

Desired User Name\*

Password

Confirm Password

\* (Between 6-12 Characters)

**Join BG Nation**

Already a BG Nation member? Log in now.



WELCOME TO THE BG NATION.  
YOUR TICKETS ARE WAITING.

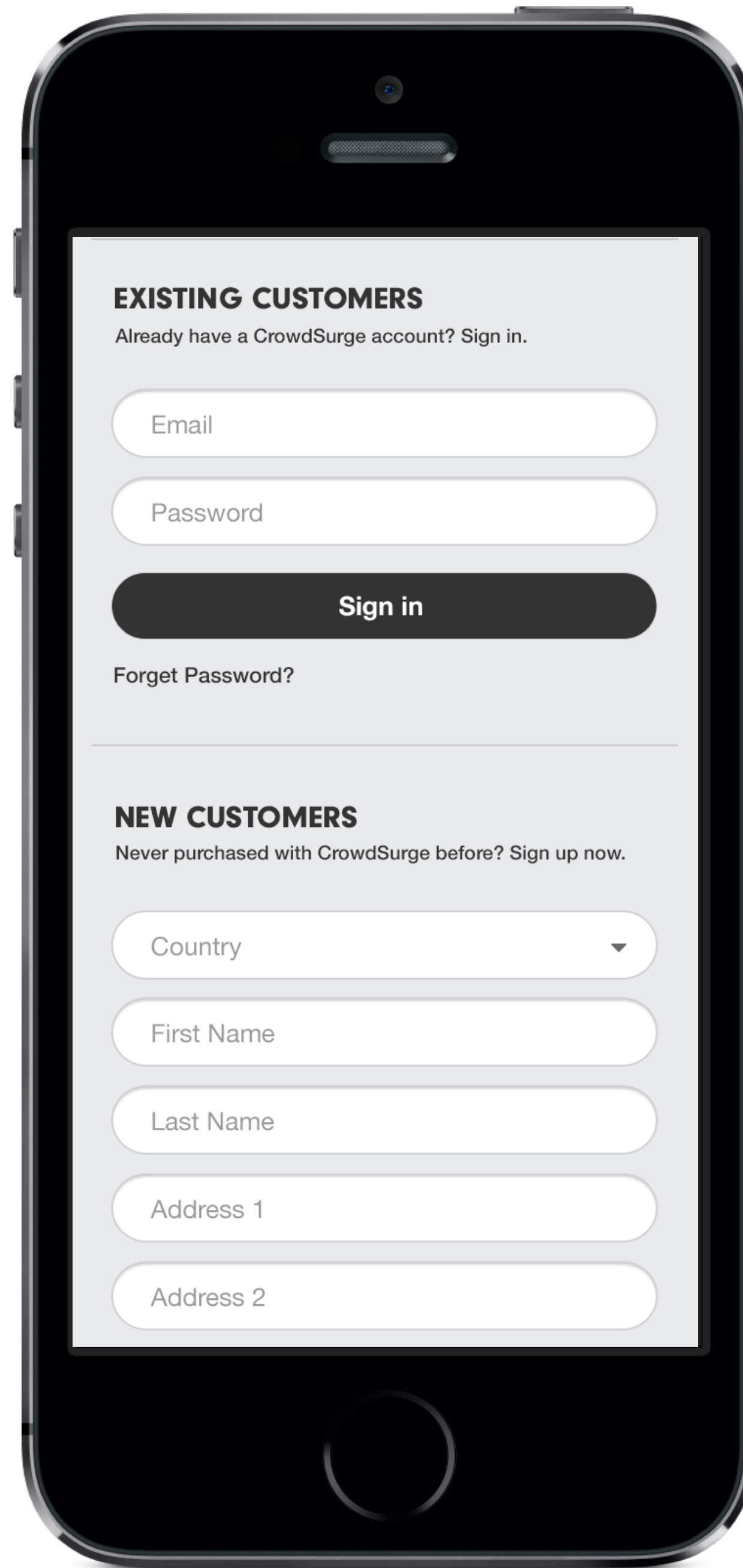
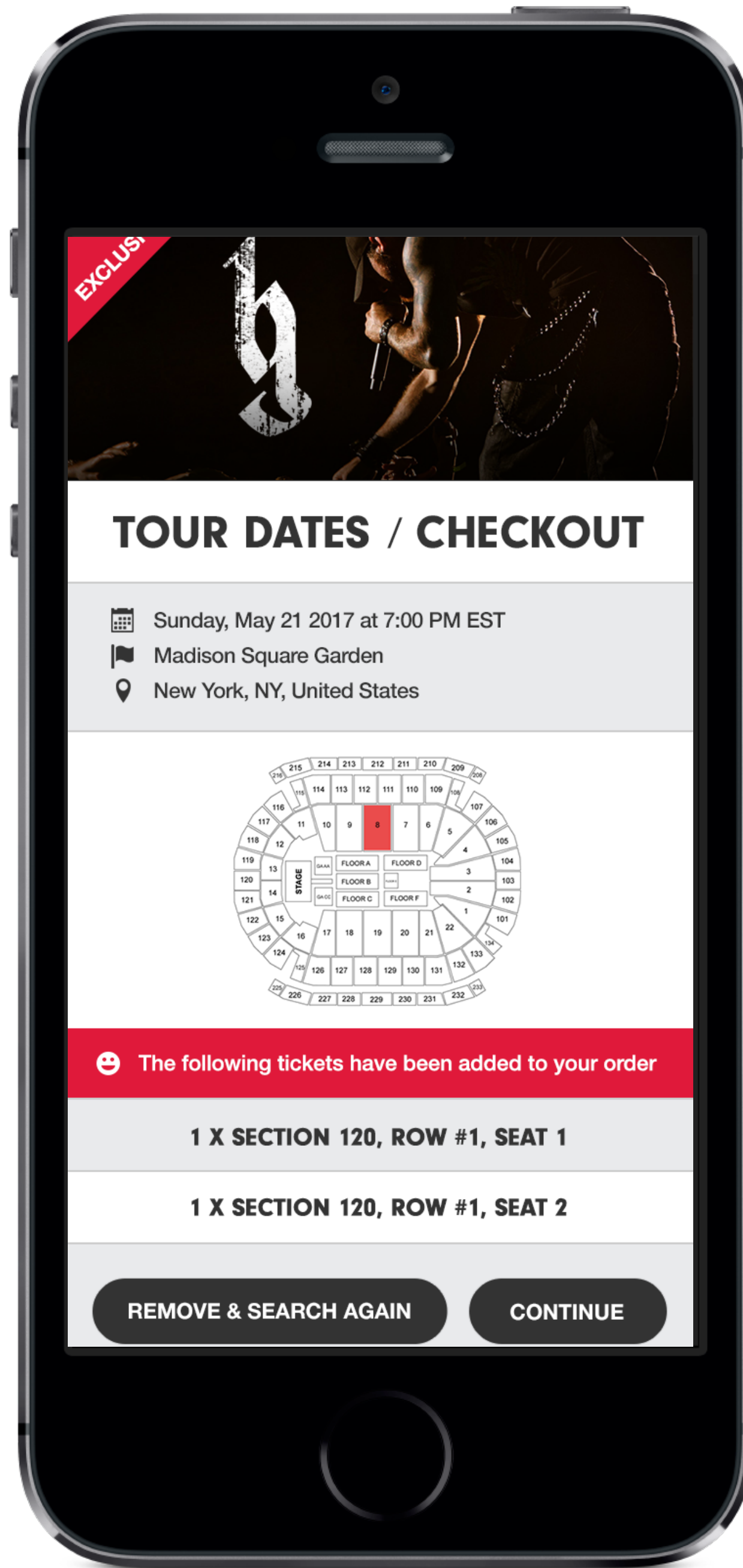
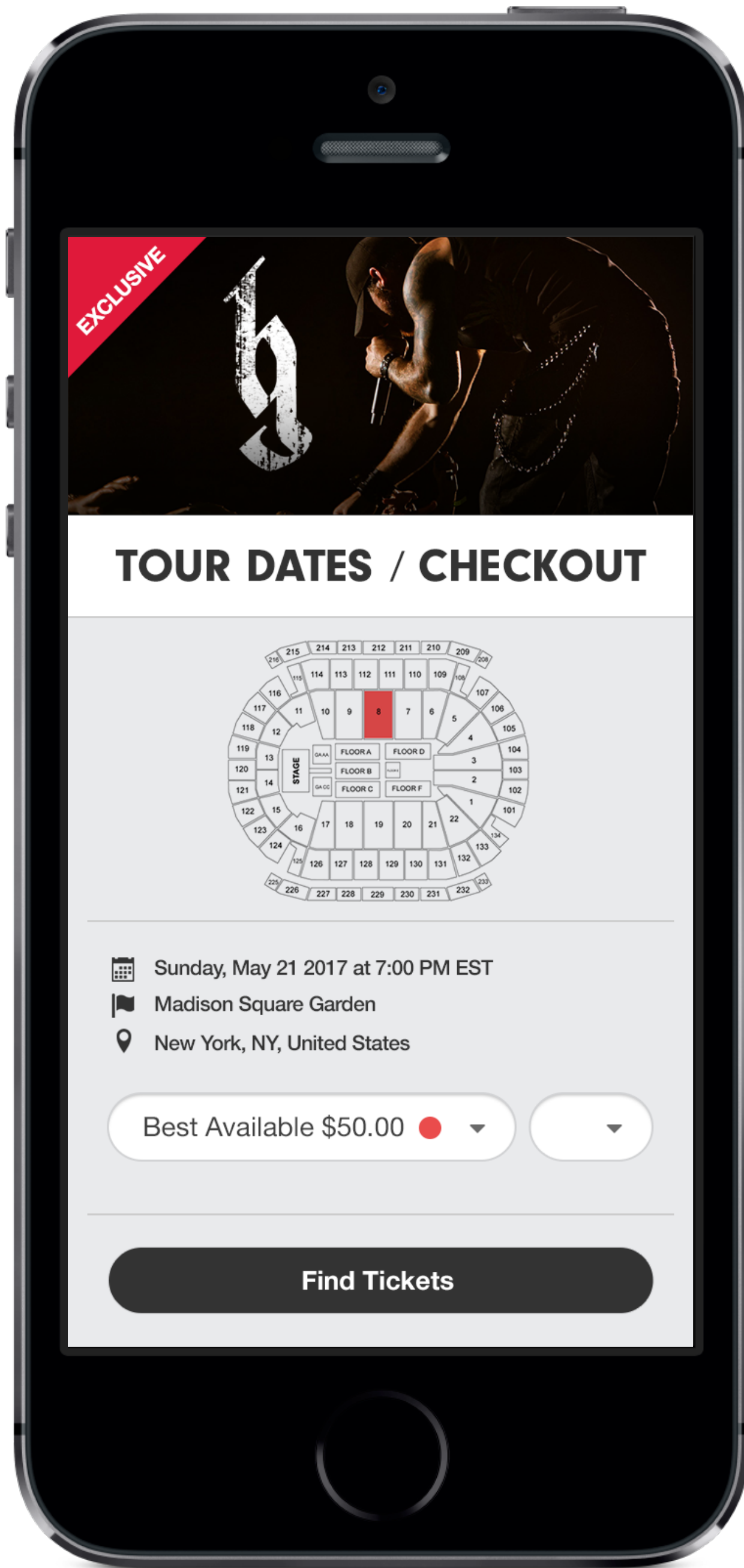
GET TICKETS







**EXCLUSIVE**


SHARE ON FACEBOOK    SHARE ON TWITTER

	<b>Thur, JUN 15<sup>th</sup></b> Las Vegas, NV XS the Nightclub	<b>BUY</b>
	<b>Thur, JUN 19<sup>th</sup></b> Las Vegas, NV Surrender, Wynn	<b>BUY</b>
	<b>Sat, AUG 24<sup>th</sup></b> Roskilde, Denmark Roskilde Festival	<b>BUY</b>
	<b>Sun, AUG 25<sup>th</sup></b> Roskilde, Denmark Roskilde Festival	<b>BUY</b>





Checkout with 

**CARD TYPE**

American Express

**CARD NUMBER**

**EXPIRY DATE**

01-Jan 2014

**SECURITY CODE**


3 - Digit code on back of card

Yes, I have read the Terms & Conditions

**MAKE PAYMENT**



**EXCLUSIVE**



**ORDER CONFIRMED**

Your order has been confirmed. A confirmation email will be sent to nils@2anchors.com within 24 hours.

Your order ID is: 2019188999-394849  
(Please make a note of this)

**Return to tour dates**

PRICE	SERVICE FEE	LINE TOTAL
<b>BRANTLEY GILBERT</b>		
Madison Square Garden Sunday, May 21 at 7:00 PM EST		
Section 120, Row 1#, Seat 1		
\$50.00	\$5.55	\$55.55
Section 120, Row 1#, Seat 2		
\$50.00	\$5.55	\$55.55
Delivery Method	USPS First Class Mail	\$3.75

# DUDE.

