LILLY PALMER





German born Lilly Palmer discovered electronic music at the age of 17. After a few intense years visiting clubs like Berghain and Tresor, getting more and more fascinated with the hypnotic rhythms, the interest for the music started to take a new shape.

Once based in Zurich, Lilly knew she had to give it a chance and locked herself in for months to practise her mixing skills. Lilly started to play in small bars and gained experience as well as confident.

Today, she tours around the world, produce her own music and has 280k IG followers.

#LILLYPALMER

15questions, 2021
Oliveros, 2017

AUGUST VS OCTOBER 2021

#GROWTH

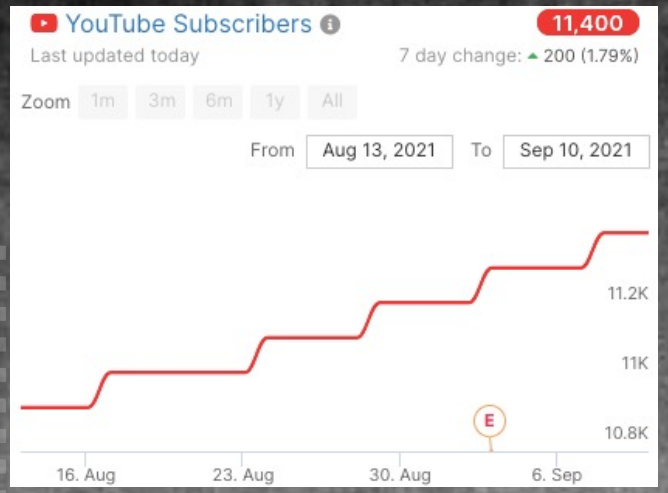
Aug, 2021: Top 10K "Dance & Electronic" artists in the world.

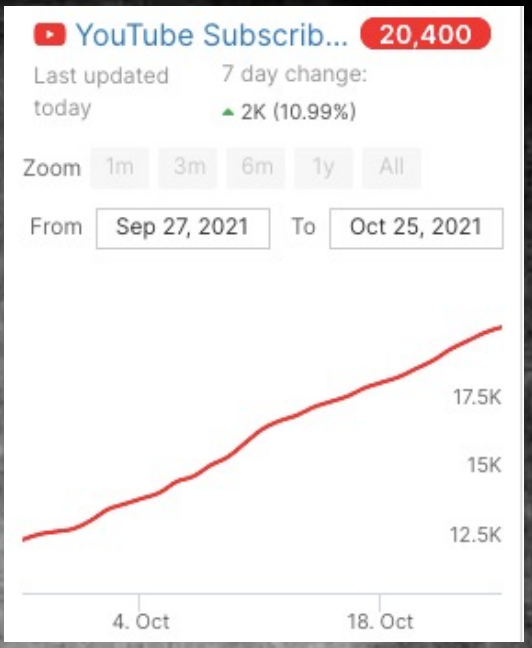
Jun, 2021: Youtube Channel reached 500.3K views.

May, 2020: Top 10K artists in the world.

May, 2020: 10K Spotify followers.

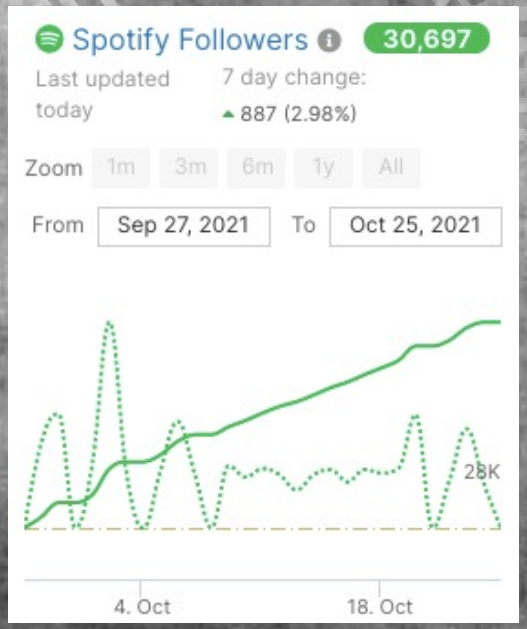
Mar, 2020: Reached Spotify popularity of 35.





August:Subscribers- 11,4K II Views- 618,2K
October:Subscribers- 20,4K II Views- 850,4K





August:
Followers-25,2K Monthly listeners-76,9K
October:
Followers-30,6K Monthly listeners-83,2,K



August:Followers- 277,3K
October:Followers- 847,9K



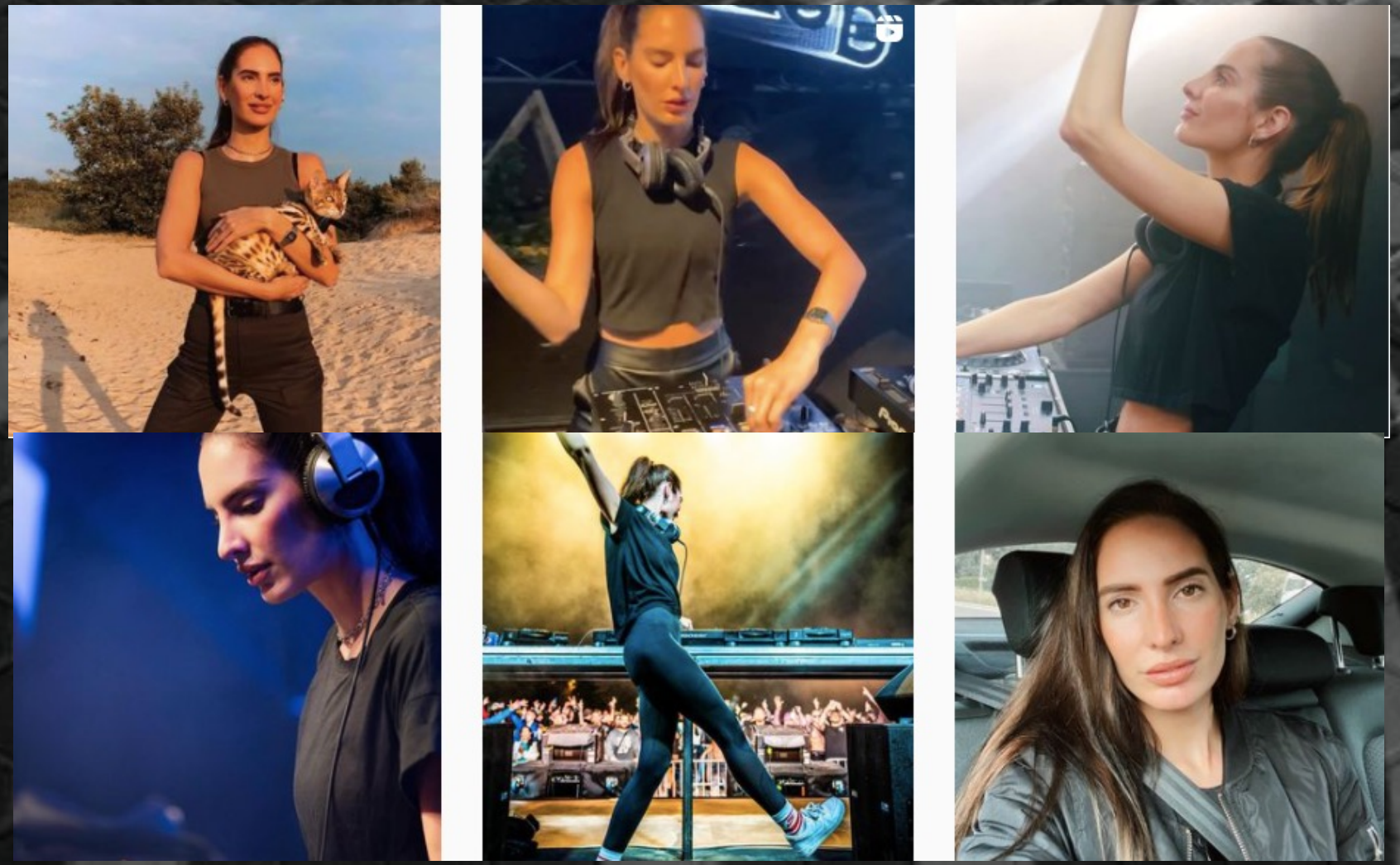
Chartmetric, 2021

@lilly:pamerdj

INSTAGRAM ANALYSIS

Lilly's followers keeps a steady growth consistently.

Her image language has a very clean approach with a atmosphere of style. Main focus is professional content from gigs and well produced promotional performances. Personal images are also posted yet breathes the same aesthetic. The median value of interaction is approximately 250 comments, the highest interaction is on mainly reels and posts from her performances at clubs where the comments rate is normally around 400 comments.



Instagram, 2021







On TikTok, IG (reels & images) and YouTube, several multi camera produced sets have been released, all in exceptional environments. Viewer rate on YouTube is between 20-80K with around 100 comments.

#VIDEOPRODUCTION





YouTube, 2021







Instagram, 2021,Chartmetrics, 2021

Selection of Releases 2020-2021

In 2017-2020, Lilly released 5-8 singles per year, during 2021, 3 singles has been released so far.

Track	Record Label	Release Date ↓	Genres	Playlists
Techno Monke... Simina Grigori...	Kuukou Records	Jul 30, 2021		24
Aether - Origi... Lilly Palmer	Spannung Records	Jul 30, 2021	Techno (+1 more)	118
Vertigo Lilly Palmer	Spannung Records	Mar 12, 2021	Techno (+1 more)	228
Atomic - Lilly ... Drumcomplex,...	OFF Recordings	Dec 18, 2020	Techno (+2 more)	
Amnesie Lilly Palmer	Drumcode	Dec 4, 2020	Techno (+2 more)	357
Atomic - Lilly ... Drumcomplex,...	OFF Recordings	Oct 30, 2020	Techno (+2 more)	23
Slaves to Tech... Lilly Palmer	Octopus Recordings	Jun 19, 2020	Techno (+1 more)	140
Storm - Origin... Lilly Palmer	Octopus Recordings	Jun 19, 2020	Techno (+2 more)	49
We Will Surviv... Warp Brothers...	Spannung Records	Jun 12, 2020	Techno (+2 more)	260

#PRODUCTIVITY

Selection of Tour Schedule Jul – Sept 2021

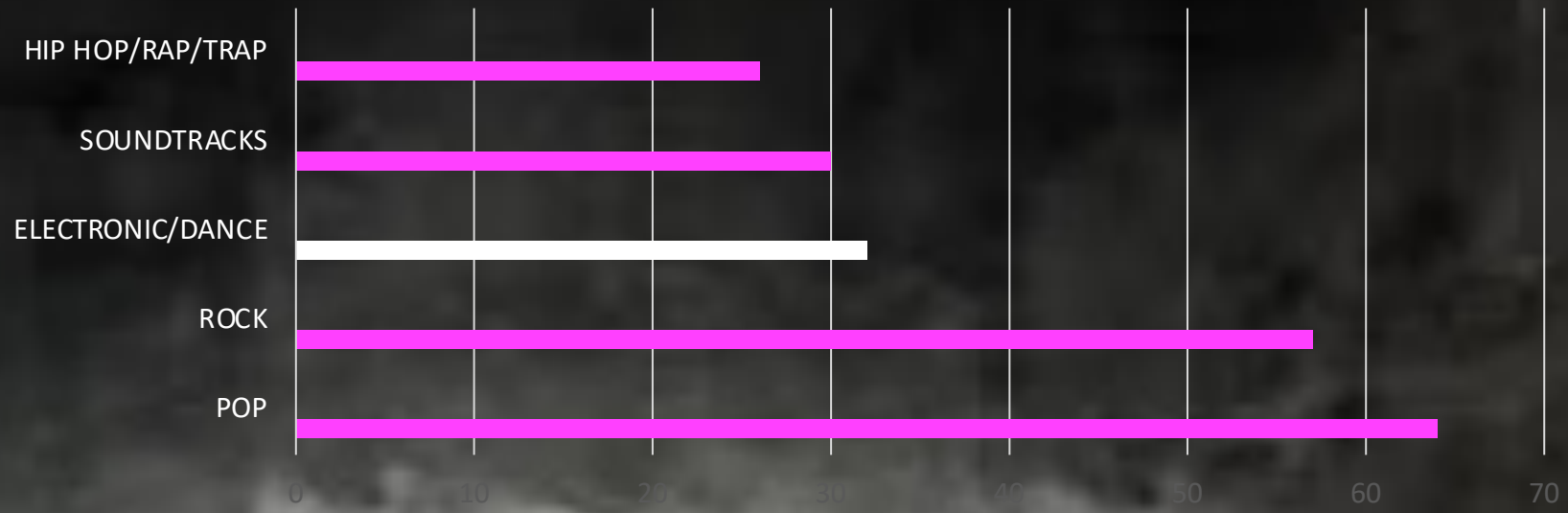
JULY
04.07. We are the Roots, Turkey
08,07. Piney Club Toulouse, Toulouse - France
10.07. Smolna38, Warsaw, Polen
19.07. Plein Phare, Toulouse, France
30.07. Rikeze Club, Tbilisi - Georgia
31.07. Morosani Beach Davos Switzerland

AUGUST
07.08. Bolevak Music Festival, Ostende, Czech Republik
03.08. Quartierelatino, Italy
13.08. Fest Festival, Chorzow, Poland
21.08. Label Project, Istanbul, Turkey
27.08. Ritter Butzke, Berlin, Germany
28.08. Fantomas Rooftop, Moscow, Russia

SEPTEMBER
04.09. Egg , London
06.09. Move Frankfurt, Frankfurt
11.09. Le Jardine Electronique, Lille France
12.09. Digital Kanal, Munster, Germany
17.09 Techno Dinner, Hamburg, Germany
18.09 Marvellous Island, Paris, France
19.09 Secret Garde, Maaseik, Belgium
24.09 Drumcode, Marseille, France
25.09 Omega Festival, Copenhagen Denmark
28.09 TBA, Tel Aviv, Israel

#INDUSTRY





TECHNO
TECH HOUSE
HOUSE
DEEP HOUSE
MELODIC HOUSE
DRUM & BASS
PROGRESSIVE HOUSE
ELECTRONICA
TRANCE
INDIE DANCE

In 2018, the International Federation of Phonograpic Industry (IFPI) made research in 18 countries. By asking 19.000 people, aged 16-64 what music they listen to, the study shows that Electronic Dance Music is the third most popular genre in the world. Where the statistics, 32% are equal to 1,5 billion listeners globally.

The platform Beatport, the largest retail site for dance music, presented from 2019, that techno is their best selling genre consistently.

Watson 2019,
Beatport, 2021

#WORTH

From research, the most accurate list of the highest paid DJs is from 2019, Forbes. It is said 2021,that Calvin Harris is now ranked as the #1 financially. Regardless, the lack of female DJs on the lists is a fact. Since 2012, when Forbes started with these top DJs reports, there has never been a woman ranked. Between 2018 to 2019, this top ten earned $272 million together.

Before the pandemic, Las Vegas famous avenue ”The Strip” with world famous nightclubs played a significant role for these acts, with most of them doing standing residencies.

The estimated value of the overall EDM industry (hardware, software, festivals and recorded music) was in 2019, $7.2 billion and predicted to be worth almost $9 billion by 2022.

THE WORLD’S HIGHEST PAID DJ’S 2019

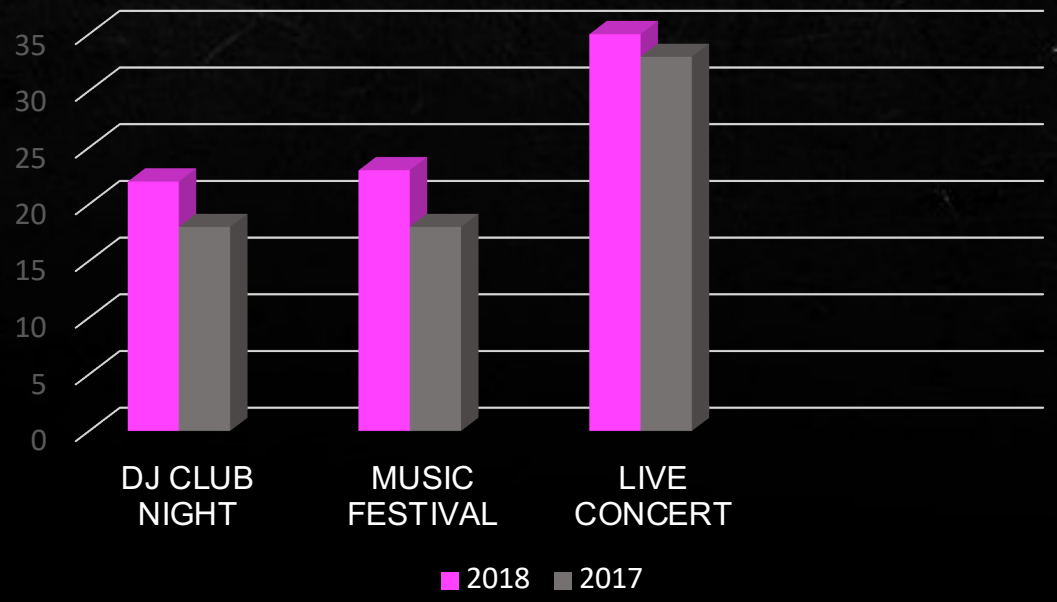
1,The Chainsmokers ($46 million)
2. Marshmello ($40 million)
3. Calvin Harris ($38,5 million)
4. Steve Aoki ($30 million)
5.Diplo ($25 million)
6. Tiësto ($24 million)
7. Martin Garrix ($19 million)
8. David Guetta ((($18 million)
9. Zedd ($17 million)
10. Armin Van Buuren ($15 million)

*Based on pretax earning June 2018-June2019

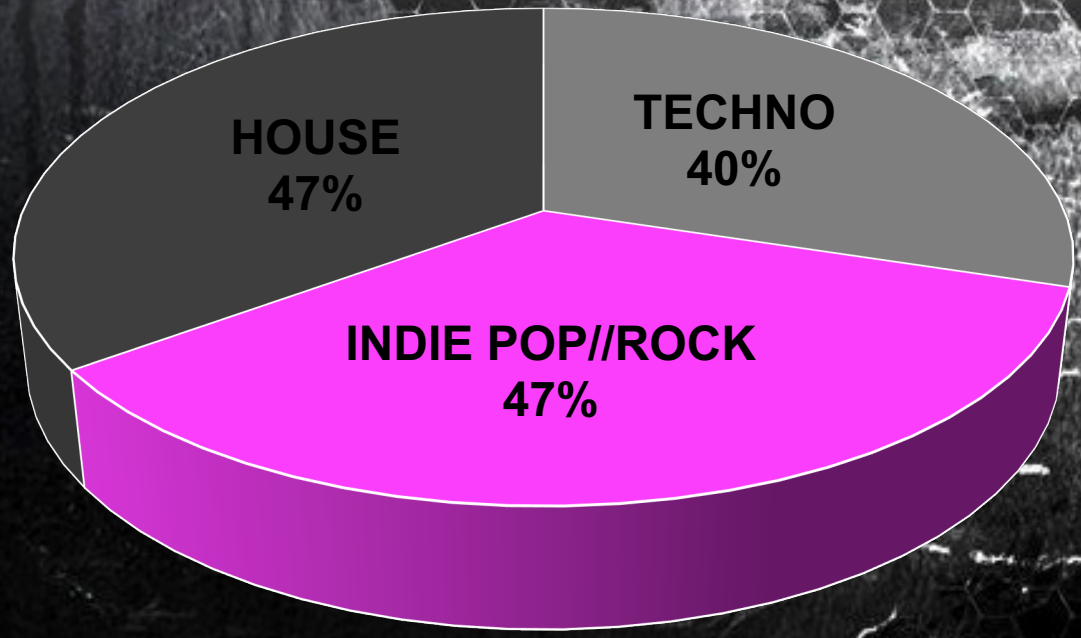
Mercuri, 2019
Watson, 2019 & 2018

The biggest annual increase for festivals happened in 2018, going from 18% to 22%. Club nights with performing DJ increased from 18% to 22%. 52% of the American population stated they attended a live music event during 2018, fans of the EDM genre has a higher tendency to participate in live events than fans of other genres.

TYPE OF LIVE EVENTS (U.S. ATTENDANCE)



#LIVE



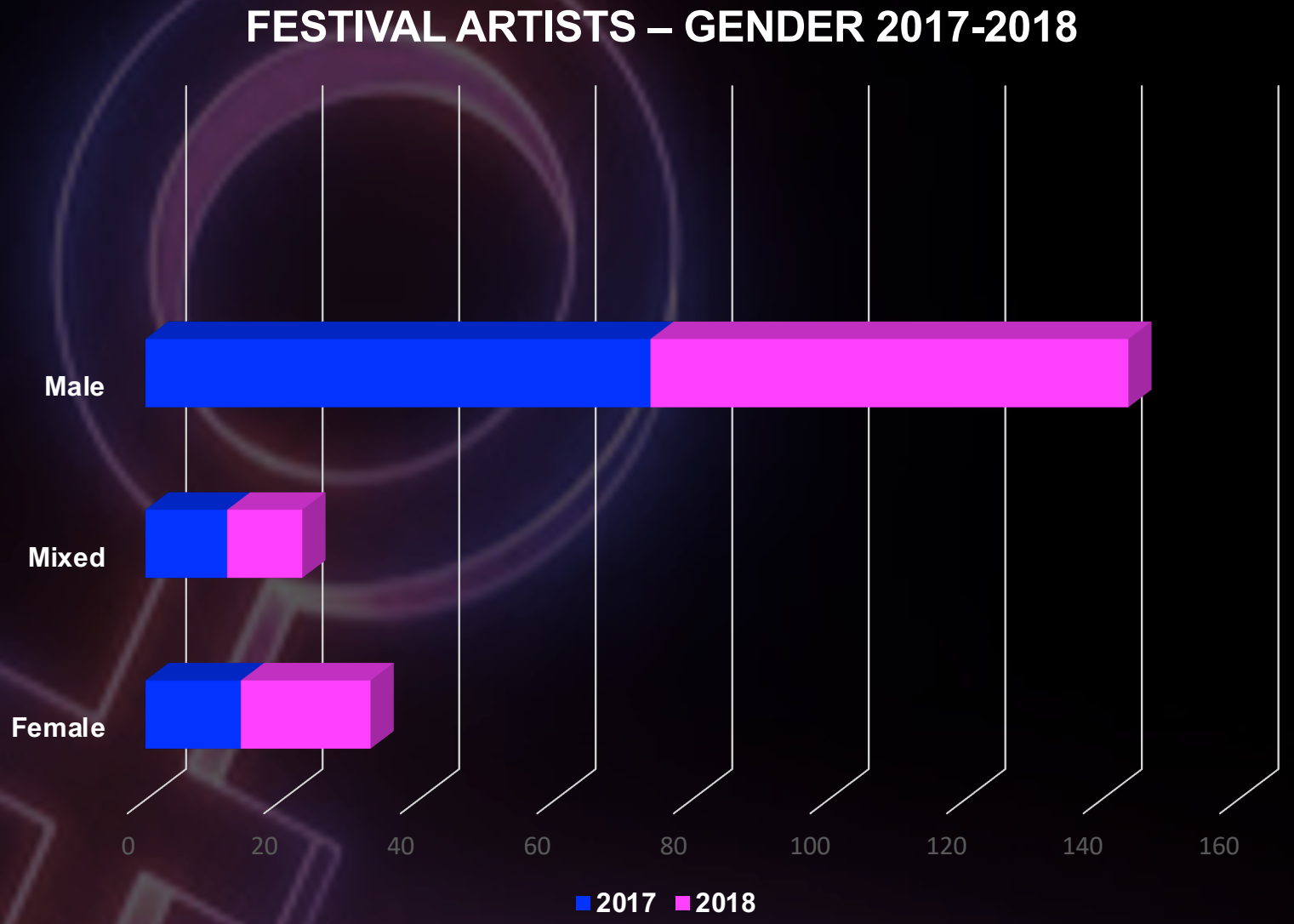
GENRES PLAYED IN CLUBS 2018 (BERLIN)

A study from 2018 highlights the importance of the club scene in Berlin, showing that the most popular genres are techno, house and indie. The revenue of 280 clubs made €168 million and created 9000 new jobs. Club visitors average age was 30,2 years and would spend €200 per day.

Watson, 2019

#GENDER #FESTIVALS

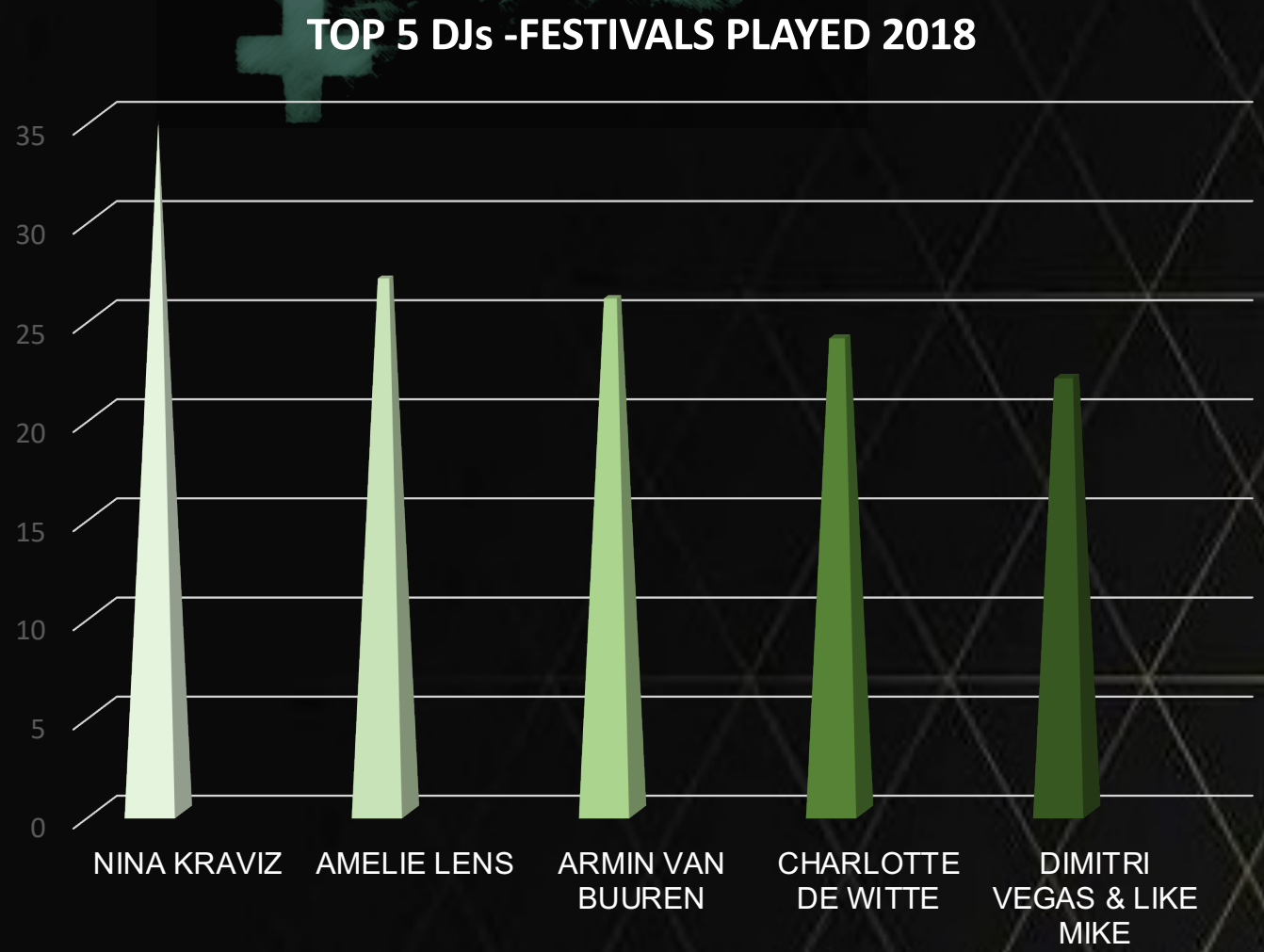
In 2018, female acts made 19% of the line-ups (14% in 2017) in 20 of the leading multi- genre festivals. Only 3 festivals managed to present a 50-50 gender line up. According to a study made pre-corona, 150+ festivals and event are aiming for a 50% gender balance by 2022, initiated by Keychange, she said.so and #bookmorewomen



Watson, 2019

#GENDER
#FESTIVALS

Despite the absence of female acts, the Russian DJ Nina Kraviz performed at 35 festivals in 201. This made her the #1 performing DJ that year with almost twice as many festivals as the “top” ranked band The Killers, who played 18 festivals. Amelie Lens, who played 4 festivals in 2017 took a massive step in 2018, being the second runner up after Kraviz with the impressive 27 festivals played.



Watson, 2019

The gaming industry was in 2019, worth seven times more than music. Video games has proven to be of high importance for electronic music artists and the genre is said to be the unofficial music of games. More DJs are involved in game tournaments, conventions and included in the actual games.

The American DJ Skrillex is a great example of an artist who adopted the opportunities in this industry. He has produced multiple tracks since 2004 to different games and also released his own game in 2009, Skrillex Quest.

#VIDEOGAMES

In 2009, the game ‘DJ Hero’ was released, with over 100 tracks included as well as 11 exclusive tracks from Daft Punk. The discussion back then was if this was the new distribution model, questioned since it’s a limited audience because a game is not portable but could a deliver more exposure than an album release? Today, games are mobile and when the DJ Marshmello participated in the game Fortnite’s concert, the audience was 10,7 million globally.

:Jacobs, 2009, Yopko, 2019, Vgost

#COLLABORATION

The EDM industry is no exception when it comes to brand collaboration.
Considering that the EDM fans cover a wide age market globally, from generation Z to millennials it is a very suitable advertising platform. These generations are also frequent social media users, Marshmello alone has 29,3 million followers, Martin Garrix 15,6 million and Calvin Harris 9,7 million, to mention a few.

During 2021, Swedish House Mafia announced their coming collaboration with IKEA.
A partnership that will present music and creativity at home, designed furniture to make it easier and affordable to have a home studio. The launch is due in September 2022.



IKEA, 2021, Instagram 2021, Hall, 2015



Hall, 2015, EDMSAUCE

In 2015, Volvo released their new vehicle to the world by the tunes of a new version of Nina Simone's "I'm feeling good". The track is produced by Avicii who's also starring in the commercial. Within the year the video had over 10 million views on YouTube and today, six years later, 40,4 million views. Volvo stated in 2015 that the sales of this model "exceeded it's expectations".

During the same year, the three brands who spent the most into festivals and DJs were:

T-Mobile - $ 10 million +, including deals with the artists Zedd and Above & Beyond as well as the EDM event company Life in Color.

7UP- $ 20 million +, supporting Ultra Festival, the radio show 'Pete Tong's evaluation' and ads featuring Martin Garrix and Tiesto.

Anheuser Busch- $ 35 million +, the beer company supported SFX's festival portfolio and had deals with Diplo, Tiesto and Steve Aoki.

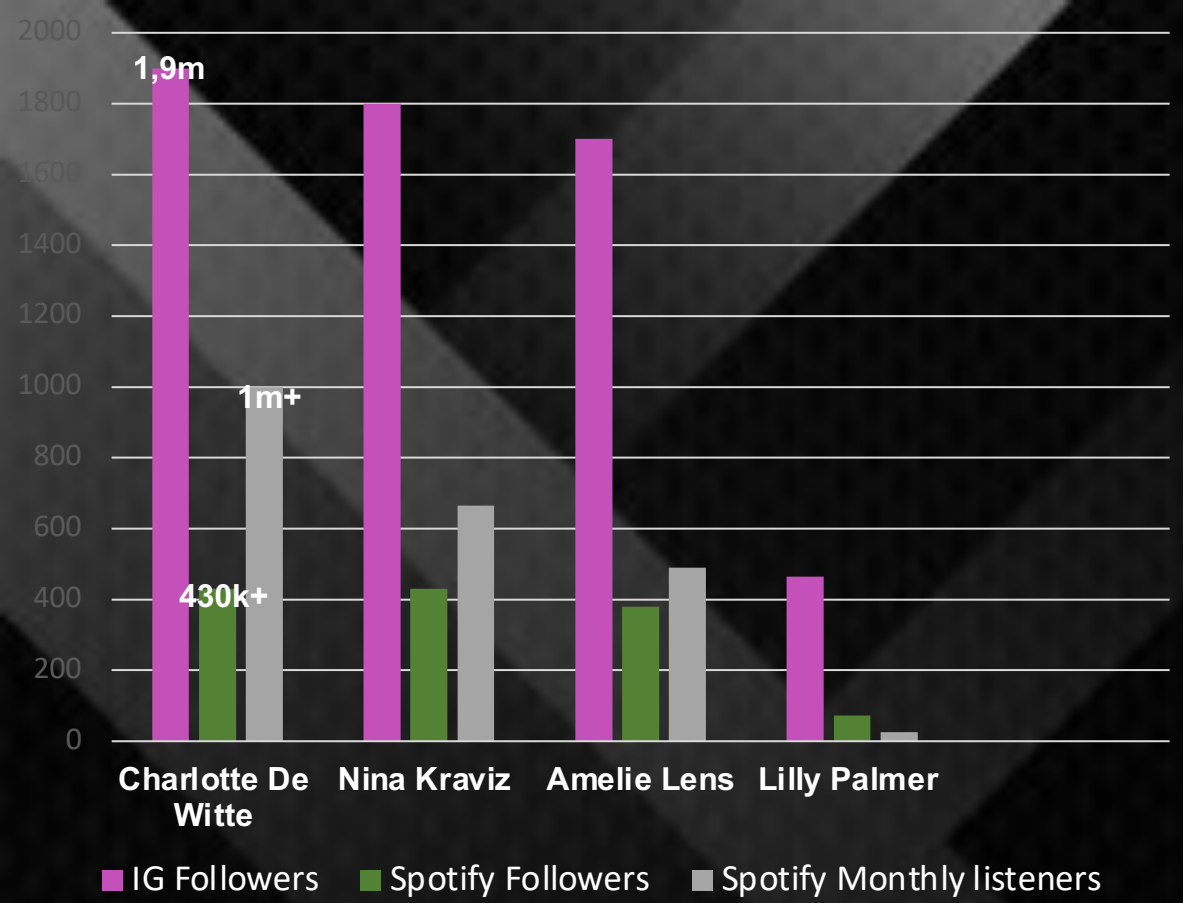


Steve Aoki is an artist who is familiar with building bridges between his own brand and a diversity of partners. From fashion brands like Asics and Candiani Denim to alcohol, headphones and chewing gum and now, 2021 a collaboration with the watch company Bulgari.

For Aoki, credibility is the most important aspect for him when working together with a brand, he also wants companies who aims to help “building” the EDM culture rather than buying it.
A question might be how Trident and watches could contribute to such a culture, regardless, Steve Aoki is the fourth highest paid DJ- for a reason.



Hall ,2015, Akopyan, 2017





CHARLOTTE DE WITTE



AMELIE LENS

#ONLINE

In 2019, these 3 female Techno DJs grown their socials faster than the top 5 male DJs. Charlotte De Witte achieved the most powerful growth on Instagram, Spotify and YouTube, even higher then DJ Marshmello who's ranked as number one in followers.

Amelie Lens follower growth, quadrupled after her performance at 'Time Warp 25' festival, 2019.

Between August and September 2021, Lilly Palmer's IG followers grew with approximately 250k followers, in that period she played at 14 venues in 9 different countries.

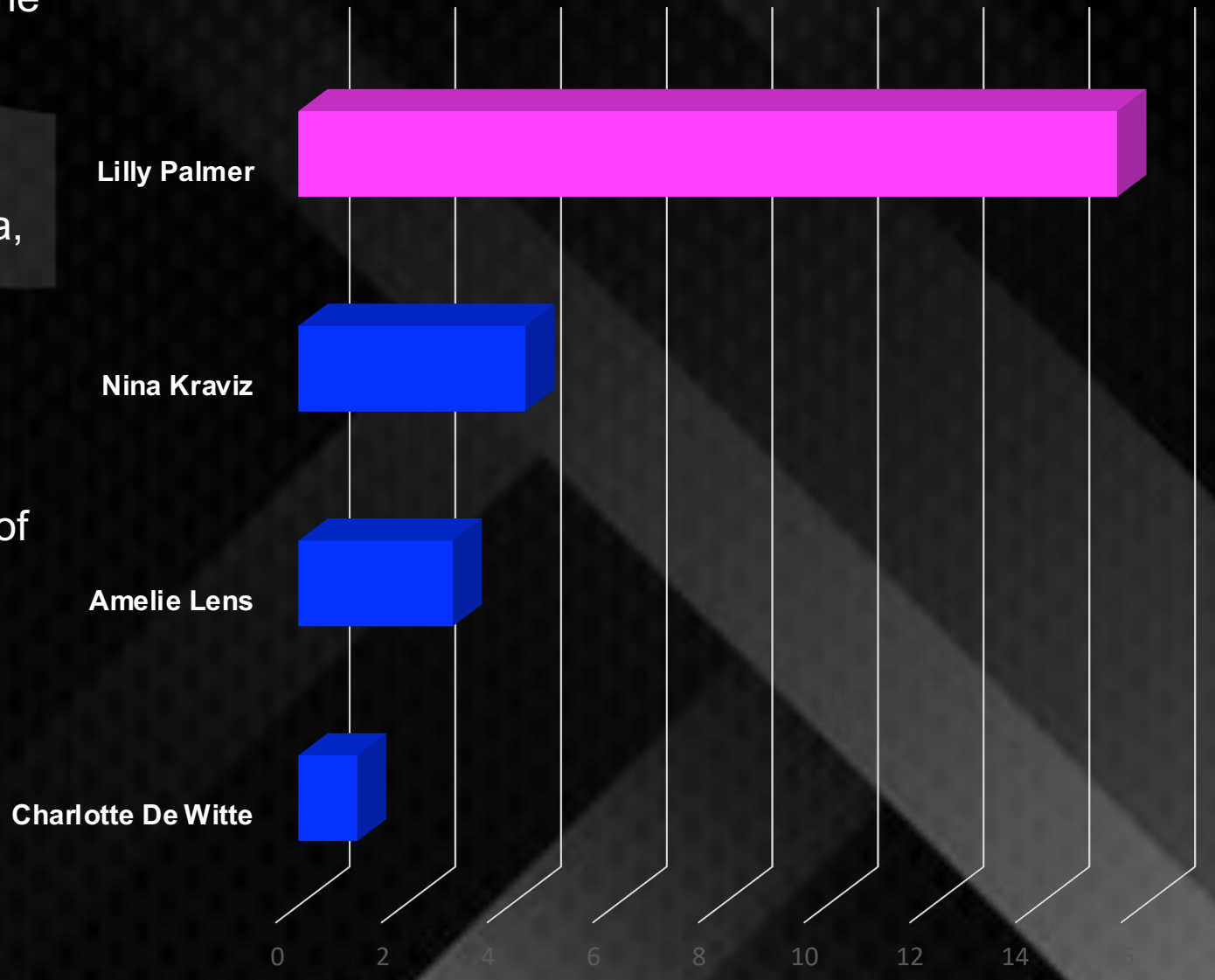
Watson, 2019, Instagram, 2021, Chartmetric, 2021

#TIKTOK

Even though Lilly is the not yet as established as the others, her follower rate on the platform TikTok is substantially higher. Lilly is more active and consistent in posting content in comparison to Nina, Amelie and Charlotte.

In August 2021, Lilly had 7,5K followers, in approximately 60 days she increased her amount of followers with over 50%.
The most popular video is from a performance in Frankfurt, with over 600k views and 18K likes.
When analysing the comments, the majority are from female fans, globally.

TIKTOK FOLLOWERS SEPTEMBER 30th, 2021

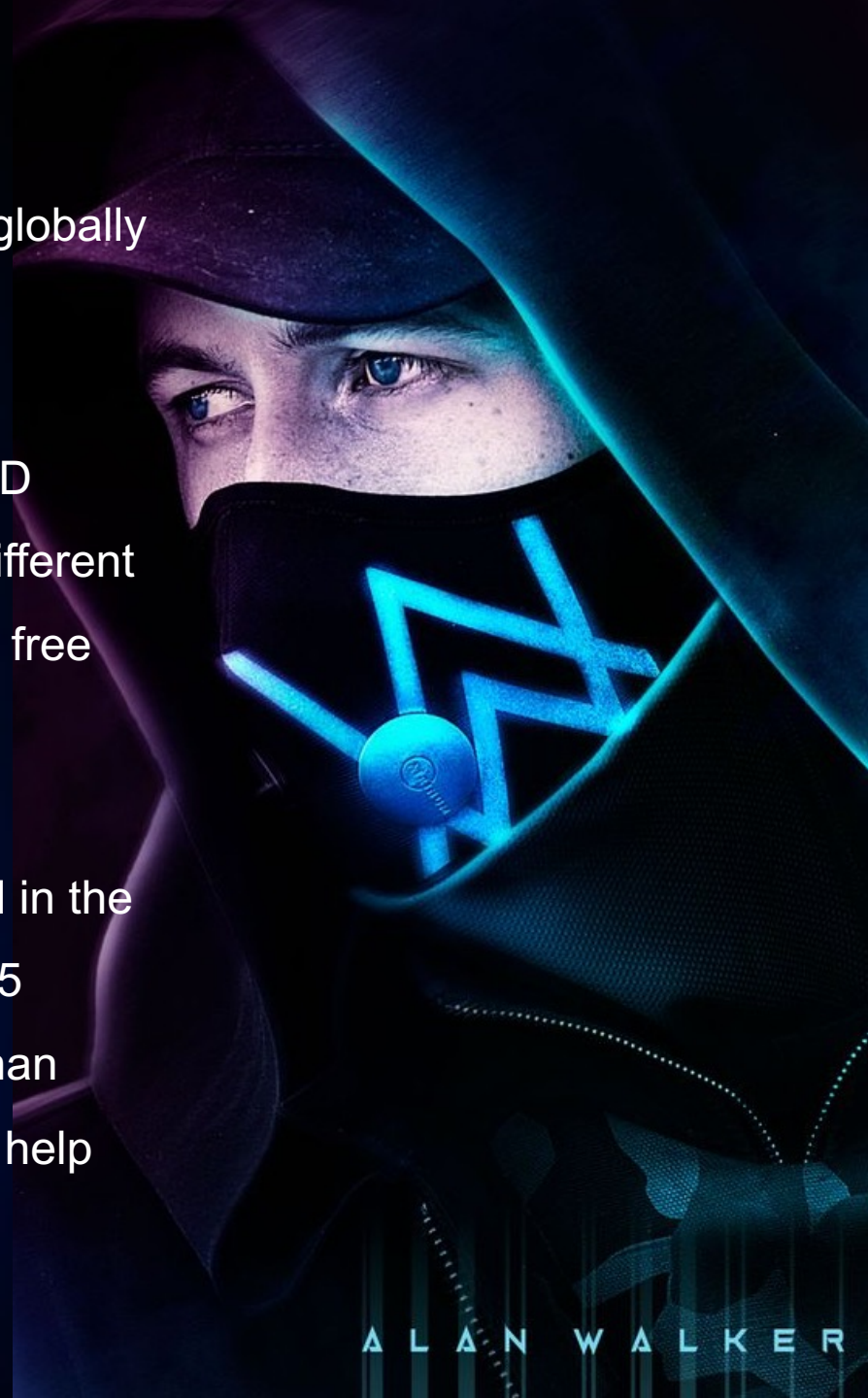


TikTok, 2021

#CAMPAIGNS #TECH

The Norwegian DJ Alan Walker, reaches 18 18bn video and audio streams globally and was last year ranked #15 on YouTube with most ”subscribed to artist”.

In 2020, Walker released a song trilogy and behind the release strategy, a 3D experience game was built. Designed as a museum, fans played through different levels, solved puzzles and unlocked bits from upcoming videos and chasing free merchandise, the game was available on any device.
On social media, the fans could engage with the game characters and were encouraged to participate in an online treasure hunt to advance to next level in the game. Alan Walker gained 6,8m new followers on his social platforms, over 5 million posts was associated with the game and the game trailer got more than 449k views on YouTube. The fans also made their on videos on YouTube to help each other reach next level and solve the game tasks.



Sandbox, 2020

The VR platform, Sensorium Galaxy is presenting during 2021 their dance music events hub, PRISM.

David Guetta has announced his collaboration and is preparing a series of exclusive shows with Sensorium. The DJ believes that the platform can change the communication between the fans and artists like never seen before.

By 3D scanning Guetta’s entire body, hair. facial expressions, look and moves, his virtual avatar was created.



’There’s going to be another me on this planet, I like the idea of it’

-DAVID GUETTA

Stassen, 2020, YouTube,2021

➢ VISION & GOALS 2022-2024

- ➢ Expand the brand ‘Lilly Palmer’
- ➢ Grow fanbase
- ➢ Bigger events (Tomorrowland by 2024)
- ➢ Consistent releases
- ➢ Increase followers on all Social platforms & DSP’S
- ➢ Reach 1million IG followers during 2022
- ➢ Implement tech and gaming
- ➢ Join PRISM, Sensorium Galaxy
- ➢ Strong merchandise association and collaborations

❑ MAIN THEMES & PURPOSES

❑ **Performances // Tours**

Expand the amount of club gigs, festivals,video performances and be a part of new platforms such as VR, to reach a wider audience and build the strongest appearance possible.

❑ **Brand Collaborations**

Increase the brand with relevant campaigns involving other industries to introduce the ‘Lilly Palmer’ brand to new contexts and crossing the borders between music, fashion, technology etc.

❑ **Partnership**

Together with credible and suitable partners, sponsorship will open up opportunities to execute campaigns on a higher lever in a creative, financial and publicity sense.

❑ **Social Media & DSP’s Growth**

Consistency of follower growth by producing engaging content to build a solid relationship with the audience and enhance the platforms to be desirable for future collaborations and investments.

❑ **Merchandise**

An important segment where the brand is offering much more than traditional merchandise by presenting Lilly Palmer customised items, true to her as an artist and standing out from the competitors. Main message being we don’t only sell merch/items – they are an experience. A movement to also reach the female audience properly.

ANNUAL OVERVIEW ACTION & SINGLE RELEASES 22-24

2022

JAN – Relase, #Girlsletsplay

FEB

MAR- Release, Virtual Tour kicks off

APR – The Green Motive - Fashion line

MAY – Release, Festival Merch

JUN – Beach Tour, Merch live

JUL, Digital sales campaign

AUG- Release, Digital ad.campaigns

SEP – Sensorium Galaxy Announcement

OCT – Release

NOV

DEC - Release

2023

JAN –

FEB – Release

MAR – Sensorium Galaxy kicks off

APR – Release

MAY – PlayStation official

JUN - Release

JUL

AUG

SEP – Release

OCT

NOV - Release

DEC

2024

JAN – Release

FEB- PlayStation release

MAR - Release

APR

MAY – Release,

JUN

JUL – Release

AUG

SEP

OCT – Release

NOV

DEC - Release

S

TALENT
CLEAR LOOK & STYLE (PHYSICAL APPERANCE)
DISTINCT SOCIAL MEDIA LANGUAGE, CONTENT AND APPROACH
UP AND COMING
FEMALE

W

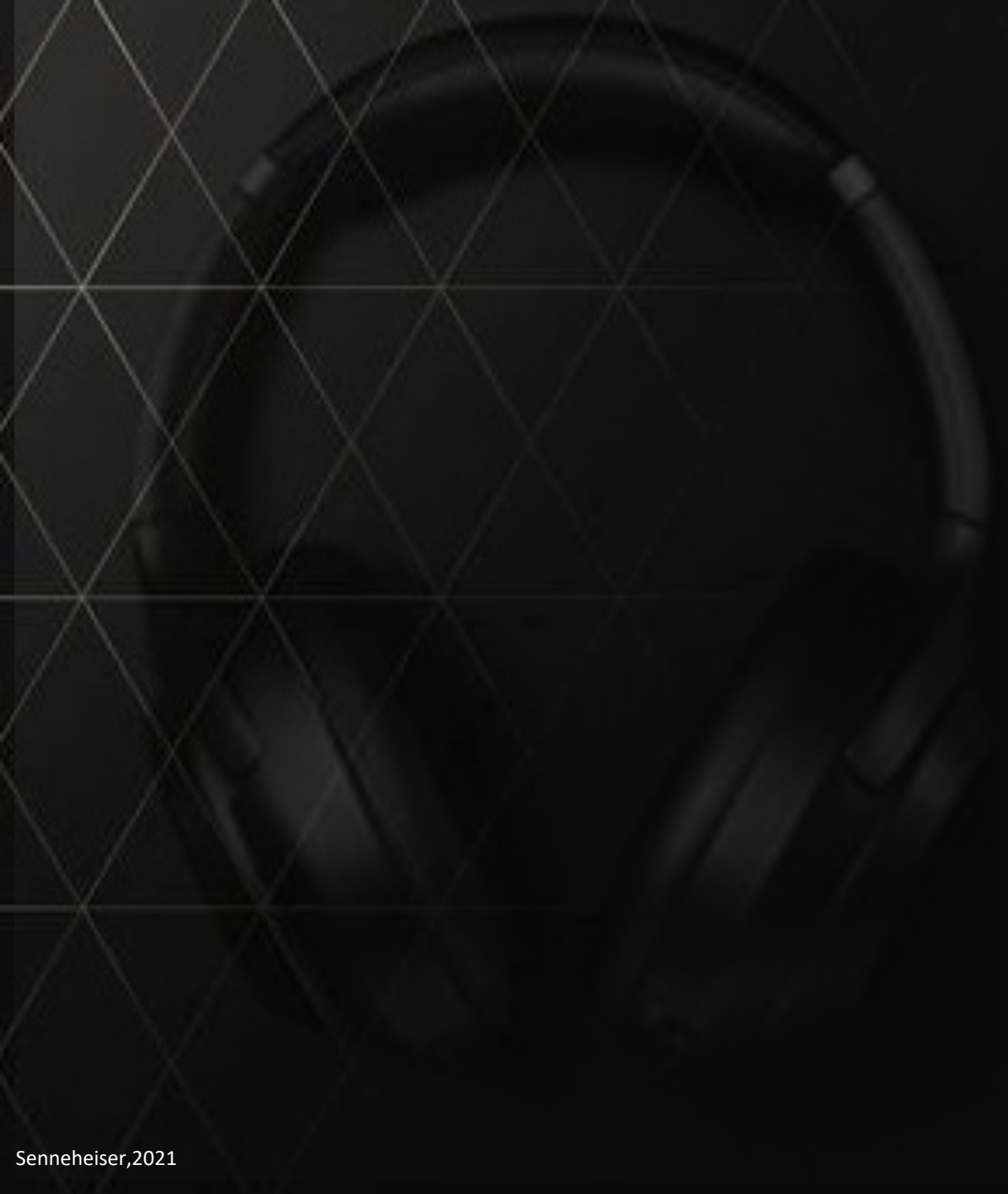
UP AND COMING
FEMALE
NOT SHOWING ENOUGH PERSONALITY
NO WEBSITE

O

UP AND COMING – EXPLORE NEW DIRECTIONS AND COLLABORATIONS
FAST GROWING SOCIAL MEDIA FOLLOWERS
NEW MERCHANDISE APPROACH

T

COMPETITION (SIMILAR ARTISTS AS WELL AS SIMILAR SOCIAL MEDIA LANGUAGE AND CONTENT)
PREPARED ’ENOUGH’ TO SHOW MORE PERSONALITY?



SENNHEISER

The German audio company, founded in 1945 is one of the most respected and popular headphone brands, used by DJs like Hardwell and Afrojack.

A partnership with Sennheiser is relevant to the Lilly Palmer brand, not only because of their products or sharing the same nationality, they Initiated #Dontstopthemusic and #Dontstoptheeduaction, projects with the same approach as Lilly's #Girlsletsplay campaign (please, see next slide).

The company will sponsor Lilly's virtual tour, where well produced videos and reels will be filmed in outstanding surroundings around Europe.

Senneheiser,2021



In 2020, 6% were female DJs in the 150 top clubs. Currently, 13 DJs on DJ Mags' Top 100 DJs-list were female. There is a gap, a demand and space for more females to dive in to the art of DJ'ing. Therefor, Lilly Palmer will present the project #Girlsletsplay.

By respecting Lilly's personality which is not to be a whistle blower or outspoken, this campaign's purpose is for a good cause, to reach a new (female) audience and inspire.

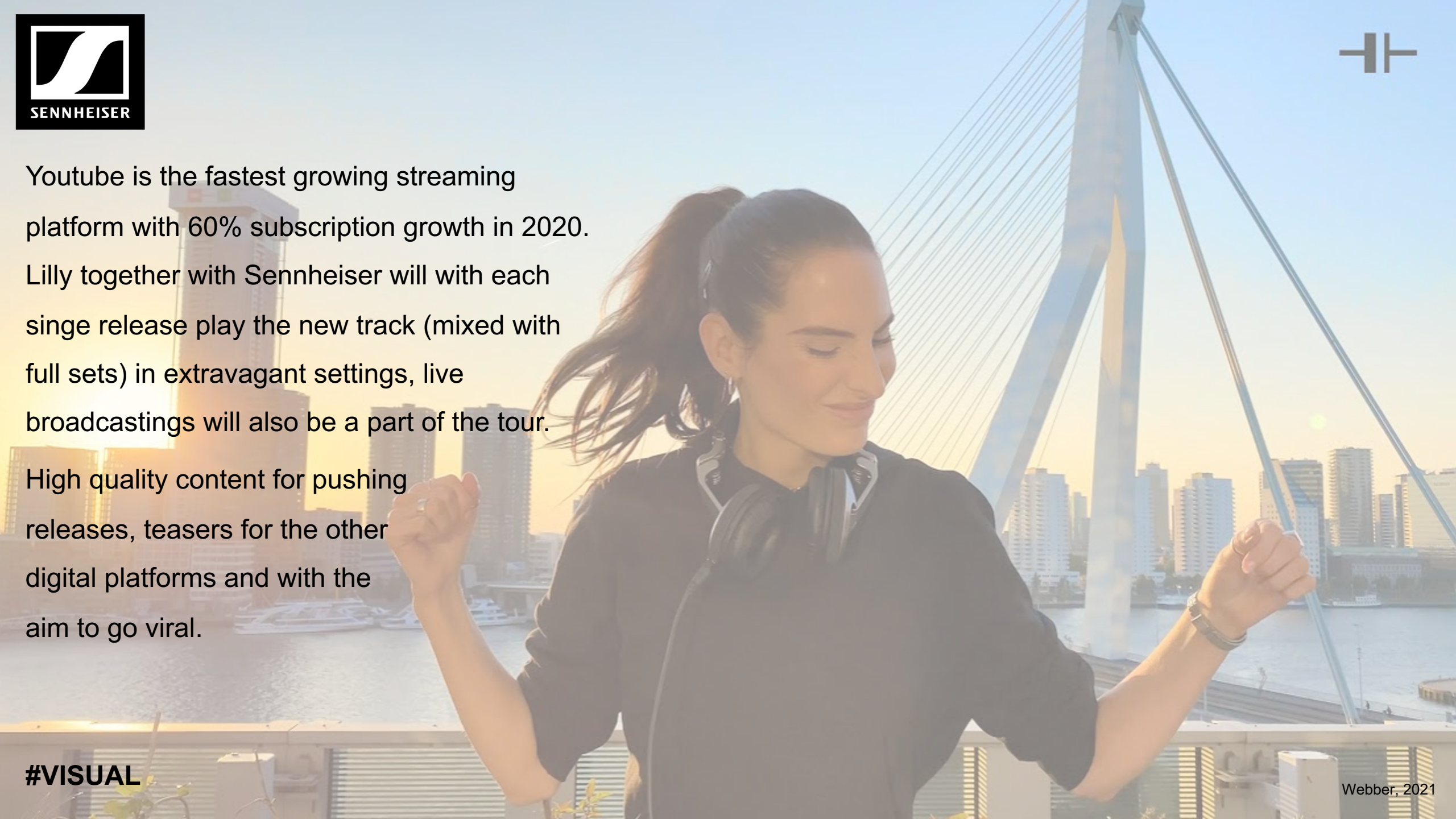
#GIRLSLETSPLAY

Through this campaign, Lilly gets the opportunity to show more of her personality than in previous videos and posts.

The concept is short tutorials for IG,TikTok and YouTube, where Lilly is teaching basic tips and tricks behind the deck.

To encourage engagement further, competitions will be held with exclusive prices from Sennheiser.

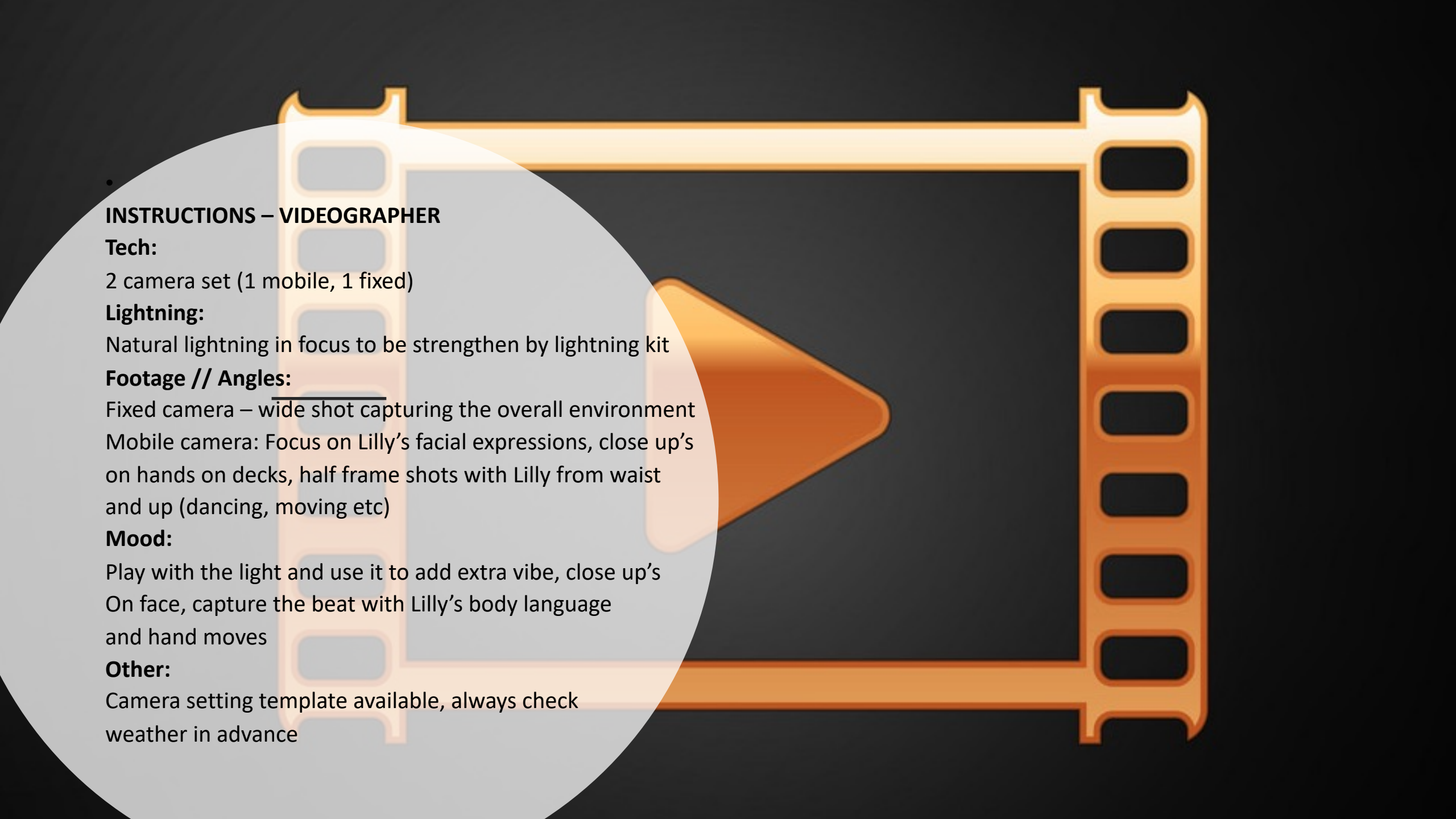
Kramer, 2020, DJMag, 2020



Youtube is the fastest growing streaming platform with 60% subscription growth in 2020. Lilly together with Sennheiser will with each singe release play the new track (mixed with full sets) in extravagant settings, live broadcastings will also be a part of the tour.

High quality content for pushing releases, teasers for the other digital platforms and with the aim to go viral.

#VISUAL



INSTRUCTIONS – VIDEOGRAPHER

Tech:

2 camera set (1 mobile, 1 fixed)

Lightning:

Natural lightning in focus to be strengthen by lightning kit

Footage // Angles:

Fixed camera – wide shot capturing the overall environment

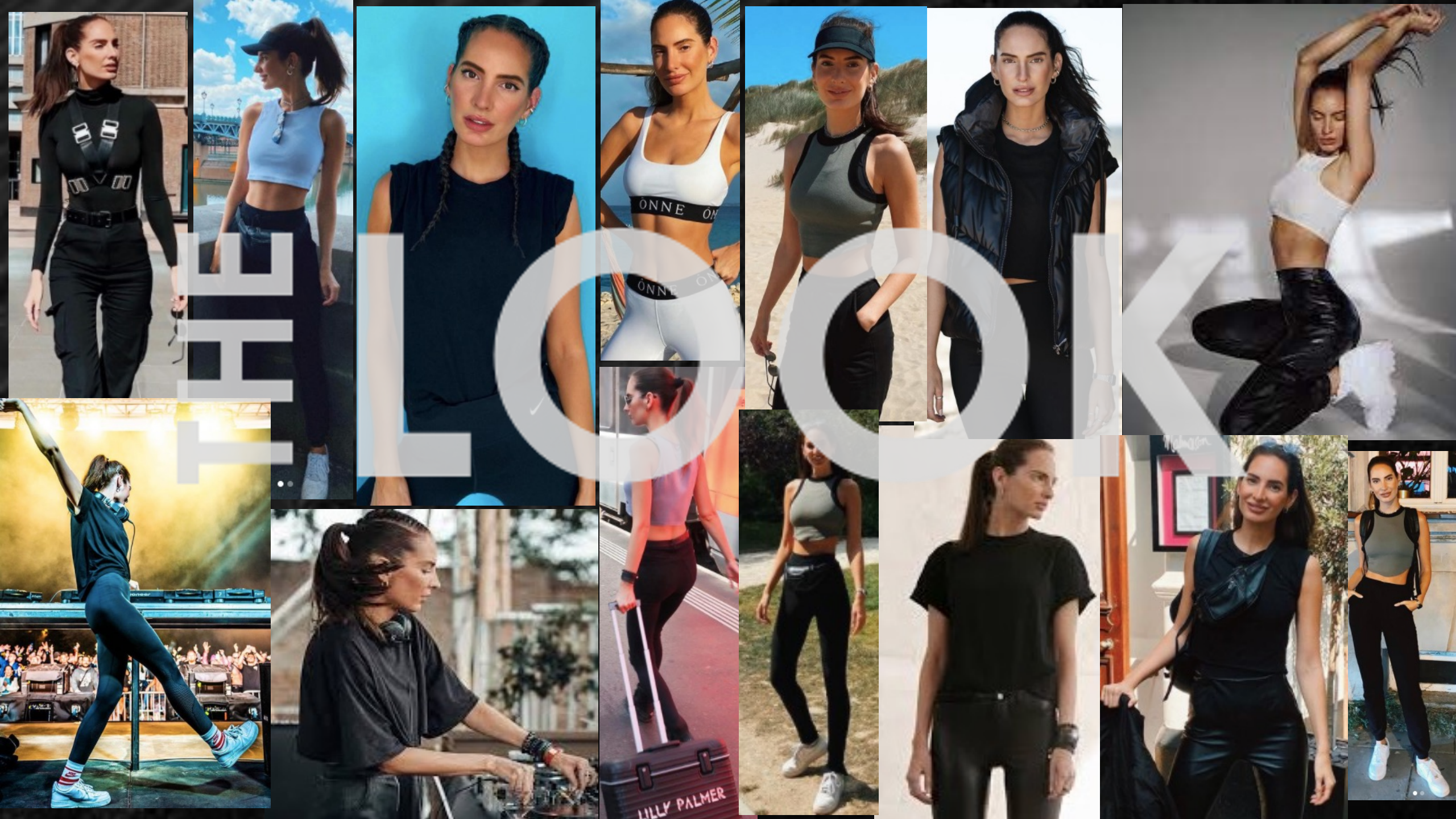
Mobile camera: Focus on Lilly's facial expressions, close up's on hands on decks, half frame shots with Lilly from waist and up (dancing, moving etc)

Mood:

Play with the light and use it to add extra vibe, close up's On face, capture the beat with Lilly's body language and hand moves

Other:

Camera setting template available, always check weather in advance


THE LOOK
ONNE
ONNE
HILLY PALMER

An Organic approach and lifestyle is important to Lilly Palmer.

Her first merchandise line is in collaboration with The Green Motive, a market place for sustainable brands.

Lilly's look is casual sporty and besides the merchandise, a clothing line with athletic touch will be released during 2022. With 100% eco-friendly products, this project is authentic to the brand and an opportunity to reach a new audience who's not necessarily a techno fan but a potential fan of 'LP'-products.

THE GREEN MOTIVE

- Cruelty-free
- Eco-friendly
- One planted tree for each purchase
- Phase out fast fashion
- No unethical trading

The Green Motive, 2021

ECO FRIENDLY











Since music became digital, merchandise is the way for fans to have something physical in their hands linked to their favourite artist. Lilly is offering 100% organic products, where the merchandise is not only for looking good but they are a part of an *experience*. That is the main concept, to offer an extension of a memorable moment in the fans life.









- The t-shirt collections with “arty” print will be updated by each single release to add and execute an “exclusive” feel. Offering new designs is a port of a long term ‘build up’ to encourage fans to want to start collect the t-shirts.

- To stand out on the electronic DJ merchandise market, a “not so obvious” product will be released, Lilly Palmer earrings. A fun addition which is relevant to the brand and to Lilly’s own look.









Lilly Palmer's festival kit offers all you need for your next techno rave or festival. Necessities for a successful night, a hand fan, a pocket sized water bottle, a small phone case // wallet and no night is complete without glitter!

These product will also be sold at gigs, the hand fan and case will be handed out as promotion gifts at selected performances.

The aim with this kit is to offer the fan something different, useable and showing a playful side of Lilly. The products are made of recyclable materials and priced to be available for 'everyone' which is a consistent approach throughout the entire merchandise collection where the global market has to be respected with different levels of budget.



PlayStation

To present Lilly Palmer in a new context and introduce her to a new world i.e. the gaming world, her music will be the main soundtrack to the game “Outcast 2” by PlayStation.
The game takes place on an alien planet, in a magnificent world of science and magic.

Outcast as a game matches Lilly’s debut in gaming, it’s anticipated by the fans and it’s not as visibly violent as other popular games such as Counter-Strike or Call of Duty.
Besides a financial advantage, it is also a grand opportunity to reach a new audience.

Releases, 2021

#GAME



AN UPDATED WEBSITE, WHERE FANS EASILY CAN FIND TOUR DATES AND DIRECT LINKS TO THE MUSIC AND MERCHANDISE.

MUSIC

DATES

ABOUT

MERCH

CONTACT

SPOTIFY SOUNDCLOUD FACEBOOK INSTAGRAM TIKTOK BEATPORT

#FESTIVALS



ELECTRIC DAISY
CARNIVAL
LAS VEGAS, USA
CAPACITY: 80.000

TOMORROWLAN
BOOM, BELGIUM
CAPACITY: 70.000

ULTRA MUSIC FESTIVAL
MIAMI, USA
CAPACITY: 55.000

EXIT FESTIVAL
NOVI SAD, SERBIA
CAPACITY:40.000

TIME WARP
MANNHEIM, GERMANY
CAPACITY: 20.000

LILLY PALMER

One of Lilly’s hobbies is to spend time at the beach, something she shares with her followers on social media.

As a part of the merchandise release with only organic products, Lilly will do a Beach Clean’ Tour’, 3 beaches in 3 European countries.

A natural extension of the organic theme, for a good cause and rise attention to the merch authentically.

3 beaches with 1 goal.

#BEACHCLEAN



Featured Artists 2021:
Dimitri Vegas & Like Mike
Armin van Buuren
Black Coffee
Carl Cox
Eric Prydz
David Guetta
Charlotte De Witte



SENSORIUM

FUTURE OF SENSES

2023:
“LILLY PALMER ANNOUNCES VIRTUAL PERFORMANCE SERIES IN SENSORIUM GALAXY’S PRISM”

#TECH

#PRESS

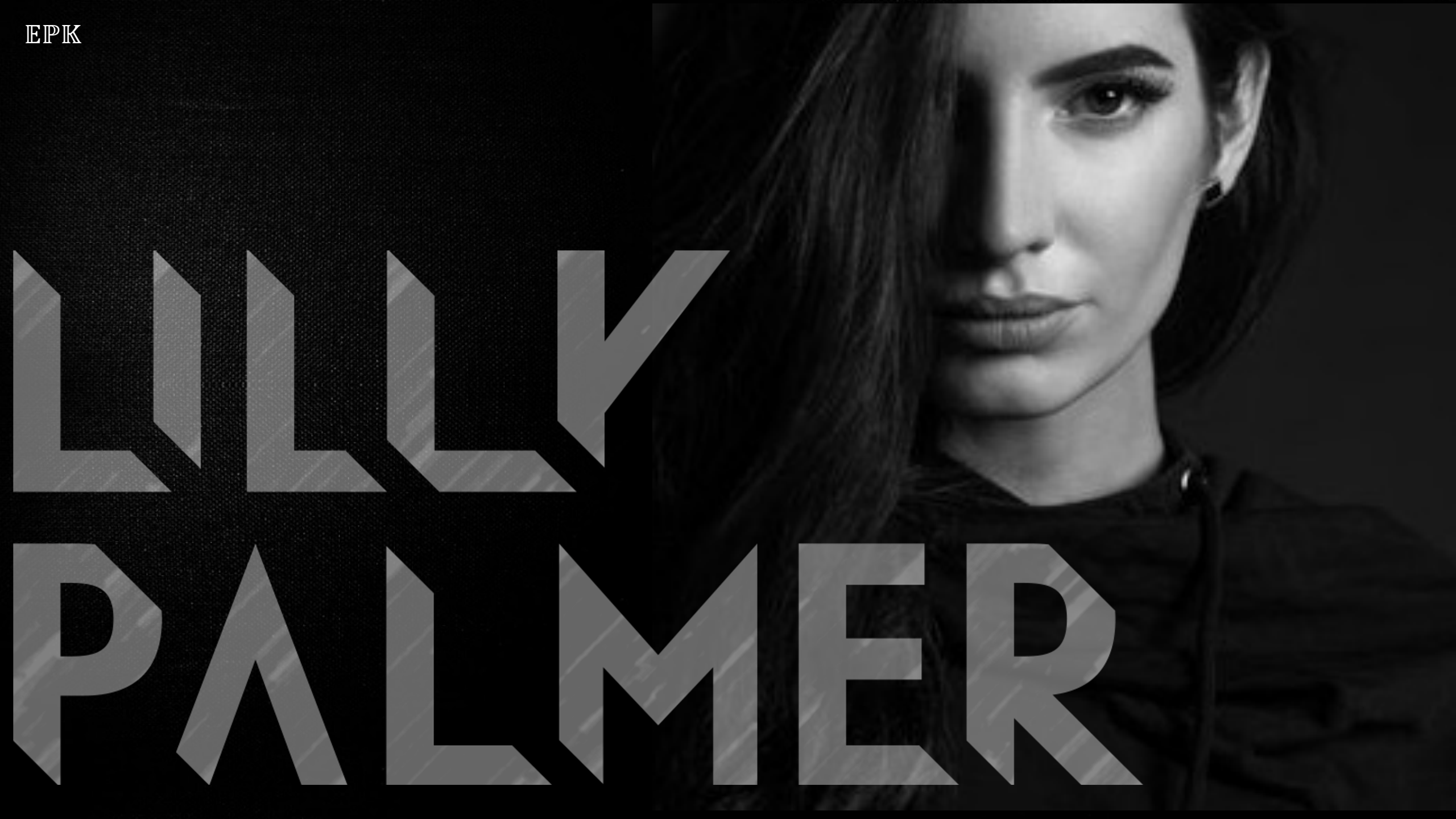


TOP TARGET PLATFORMS:

YOUREDM
EDM.COM
DANCING ASTRONAUT
EDMTUNES
MAGNETIC MAG
MIXMAG NEWS
EDM SAUCE
DJ MAG
BILLBOARD
ONLY TECHNO
TECHNO STATION
TECHNO LIVE SETS

Gadgetspage

EPK



BIOGRAPHY

MUSIC IS FREEDOOM

German Techno DJ Lilly Palmer spent a lot of time with the great and flourishing underground scene, her devotion for music got stronger and stronger which finally led her to the decision to fully dive into the realm of the underground in 2015!

With powerful, impulsive tech and melancholic deep sounds, intriguing melodies and electrifying basslines, Lilly creates an unique and energetic vibe sending her audience on a musical journey with her DJ sets.

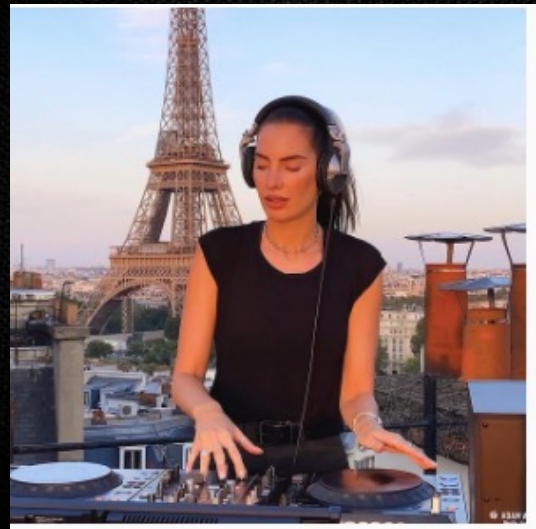
The massive feedback on her sets and the way she resonates with the audience is causing a crazy demand for this one of a kind and unique artist.

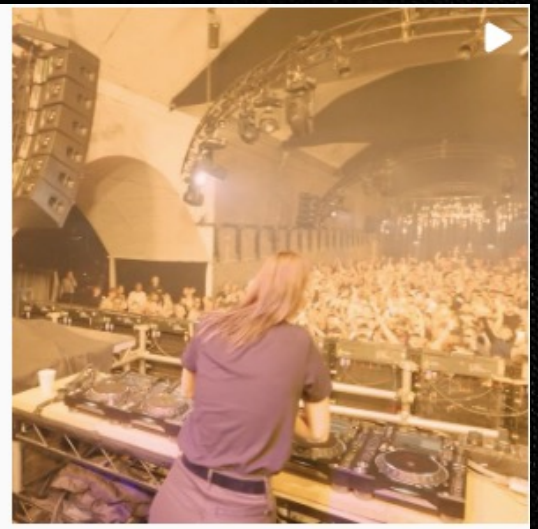
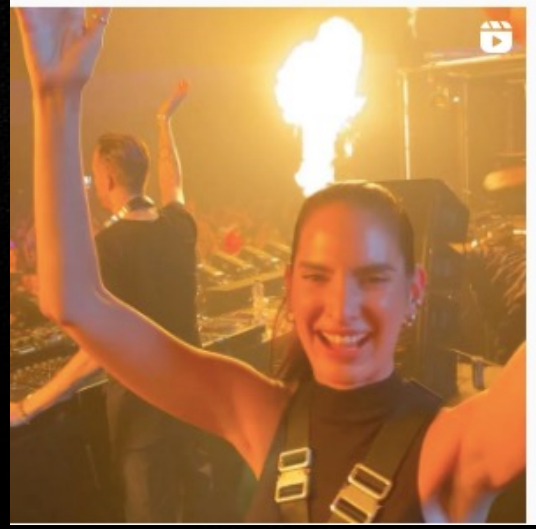
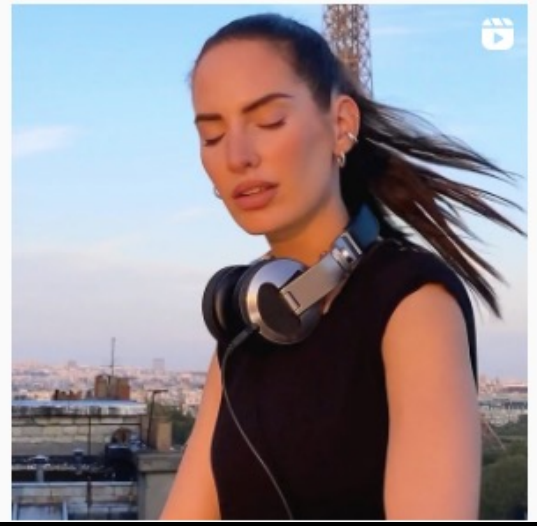
Lilly is one of the fastest growing Techno artist on all social media platforms.



SOCIAL MEDIA

OCTOBER 2021




842K

252K

20K+

19K+ Subscribers

803k+ Views



30K+ Followers

830k+ Monthly listeners

Aug, 2021: Lilly Palmer ranked in the top 10K "Dance & Electronic" artists in the world (CPP)

RELEASES & MEDIA



LISTEN TO ME
1,7M STREAM



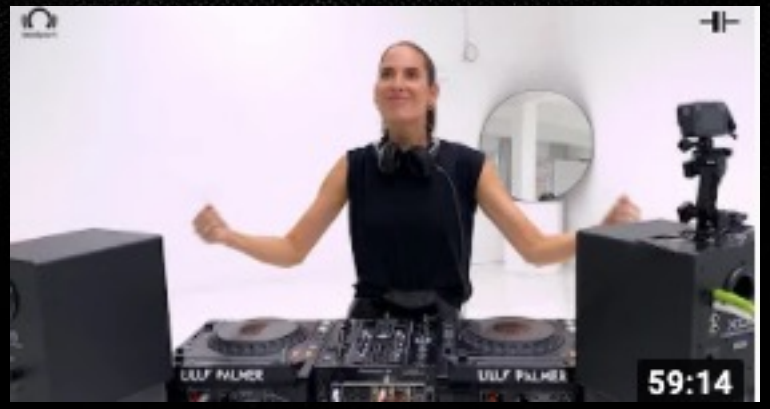
WE WILL SURVIVE
270K STREAMS



AETHER
115K STREAMS



VERTIGO
210K STREAMS









MANAGEMENT

Goldroom Group
Karl Oliver Goedicke
karl@goldroomgroup.com

BOOKINGS WORLDWIDE

Family Affairs
Heike Richter
heike@familyaffairs.de

OVERVIEW TO DO:

Establish relationship with partners

Collaborations liaison

Brainstorming, research, planning, execution and evaluation over all promotional projects.

Main contact between external consultants and management.

Budget and schedule

TIMELINE OVERVIEW

2022 Strenghten awareness, build fan base & follower growth focus

2023 Bigger events and festivals

2024 Brand highly recognised by fans, industry and press

Click here for full timeplan

LILLY PALMER -**MARKETING** BUDGET OVERVIEW 2022-2024

CAMPAIGN TYPE	PROJECTED COST £	ACTUAL COST	NOTE // DETAILS
MERCHANDISE			
Development	3000		Designer package deal 22-24
Production // Digital			
Video Tour	x	x	Senneheiser deal
Website	1000		
OTHER			
Promo: Beach Clean Tour	1500		Hotel, flight, food
General Promotion	10000		Photo shoots etc
TOTAL:	15.500		

- OVERVIEW PROMOTIONAL COSTS
- PAID AD.CAMPIGNS OR PROMO NOT RELEVANT OR SUITABLE TO THE BRAND ID
- SOCIAL MEDIA CONTENT AND EMAIL MARKETING – MADE INHOUSE

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THANK YOU