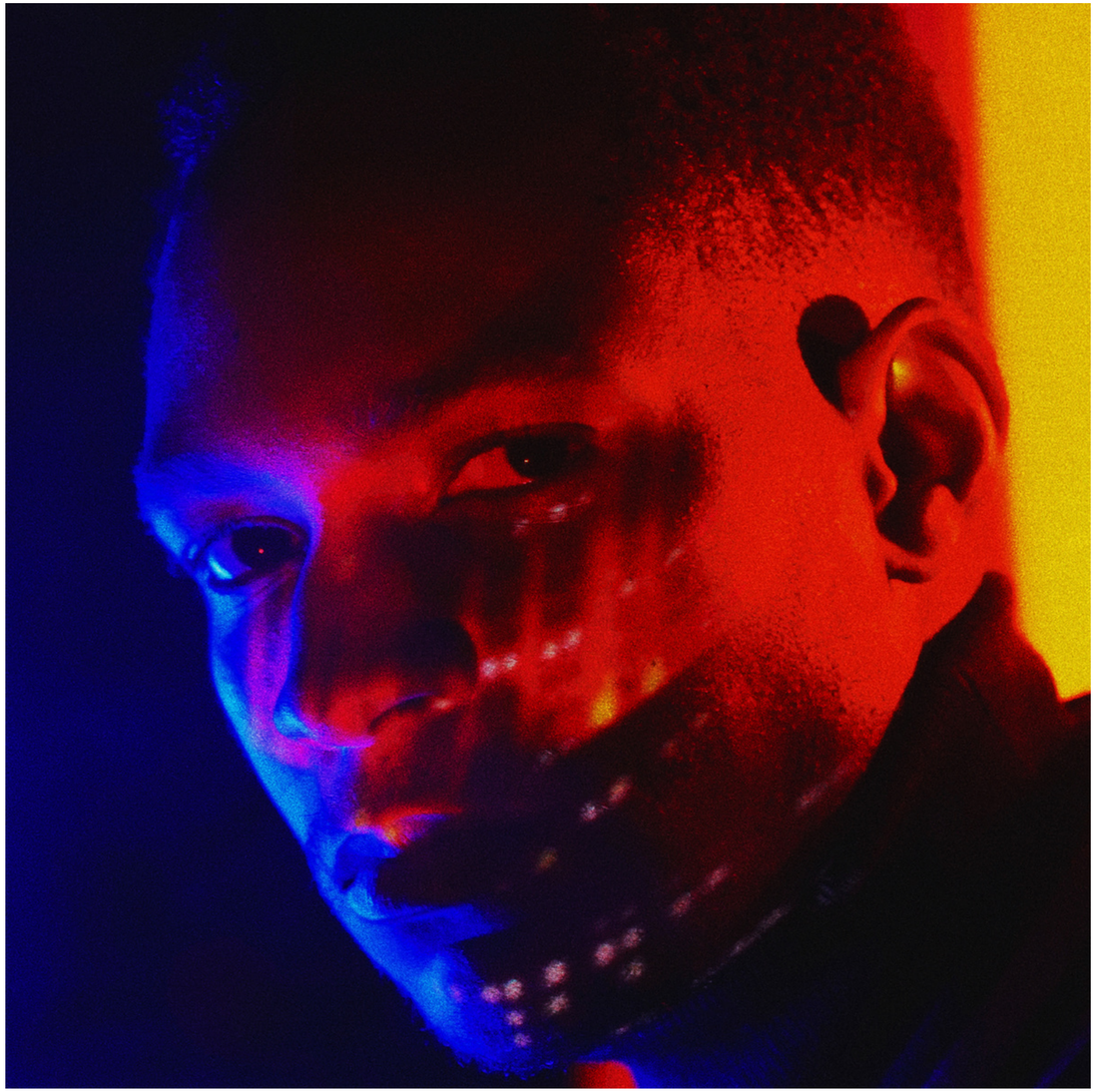
KLUSTONE



KLUSTONE

Klustone had already collaborated with Berlin Bass Collective and Les Odeurs Sonores, and was already quite involved in his community. He gets his ideas for his nostalgic songs from deep house, which feature lush synths and funky basslines.



Current Statistics

- **6 Singles out**
- **2 EP's**
- **336 546 streams on Spotify**
- **828 followers on Instagram**
- **12,508 monthly Spotify listeners**
- **114 689 views on YouTube**



(Spotify for artists, 2023)

Current Statistics

Curators and Listeners playlists

Five Minutes Past Midnight	Emotional Techno	whatamidoing	11,006
Five Minutes Past Midnight	Deep House - New & Trending with Runnin...	EDM Charts	6,992

Editorial Playlists

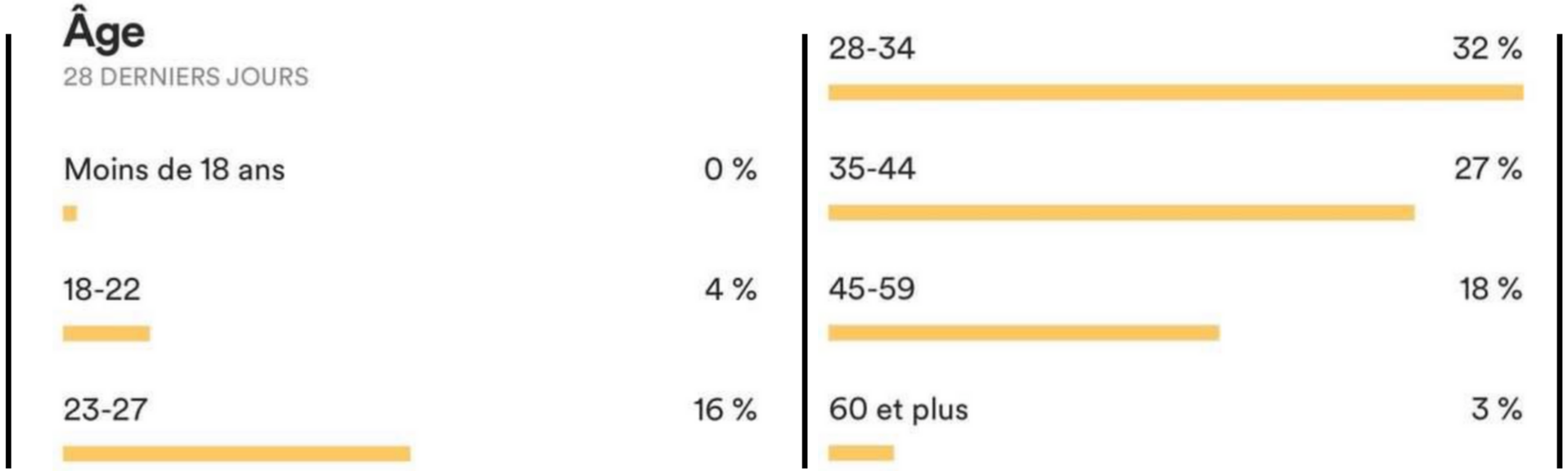
Five Minutes Past Midnight	Deep House Blend	Spotify	560,658

75% of our monthly listeners

(SoundCharts, 2023)

Demographics

AGE: 75% of the listeners are between 23 and 44 years old.



*Last 28 days

(Spotify for artists, 2023)

Demographics

GENDER:

- 71% Men
- 25% Women
- 4% Other

*Last 28 days



(Spotify for artists, 2023)

Demographics

Location:

- North America
- Europe

60% of our Audience are from North America.

*Last 28 days

28 DERNIERS JOURS	ÉCOUTES
1 United States	5 917
2 Germany	2 031
3 United Kingdom	1 667
4 Canada	1 271
5 Netherlands	1 046

(Spotify for artists, 2023)

Demographics

Location (Cities)



*Last 28 days

28 DERNIERS JOURS		ÉCOUTES
1	Londres United Kingdom	640
2	Berlin Germany	271
3	Los Angeles United States	252
4	Paris France	235
5	New York United States	229

(Spotify for artists, 2023)

Demographics

Ethnic background:
All

Income level:
20 000£ to 100 000£ per year

Education level:
University Students to Professionals

Occupation:
students, young professionals/graduates, professionals

Psychographic



Personal Characteristics

Very social

Lifestyle

DJ-ing Party scene, spending time with friends in clubs and bars.

Attitudes

Creative individuals. Open Minded.

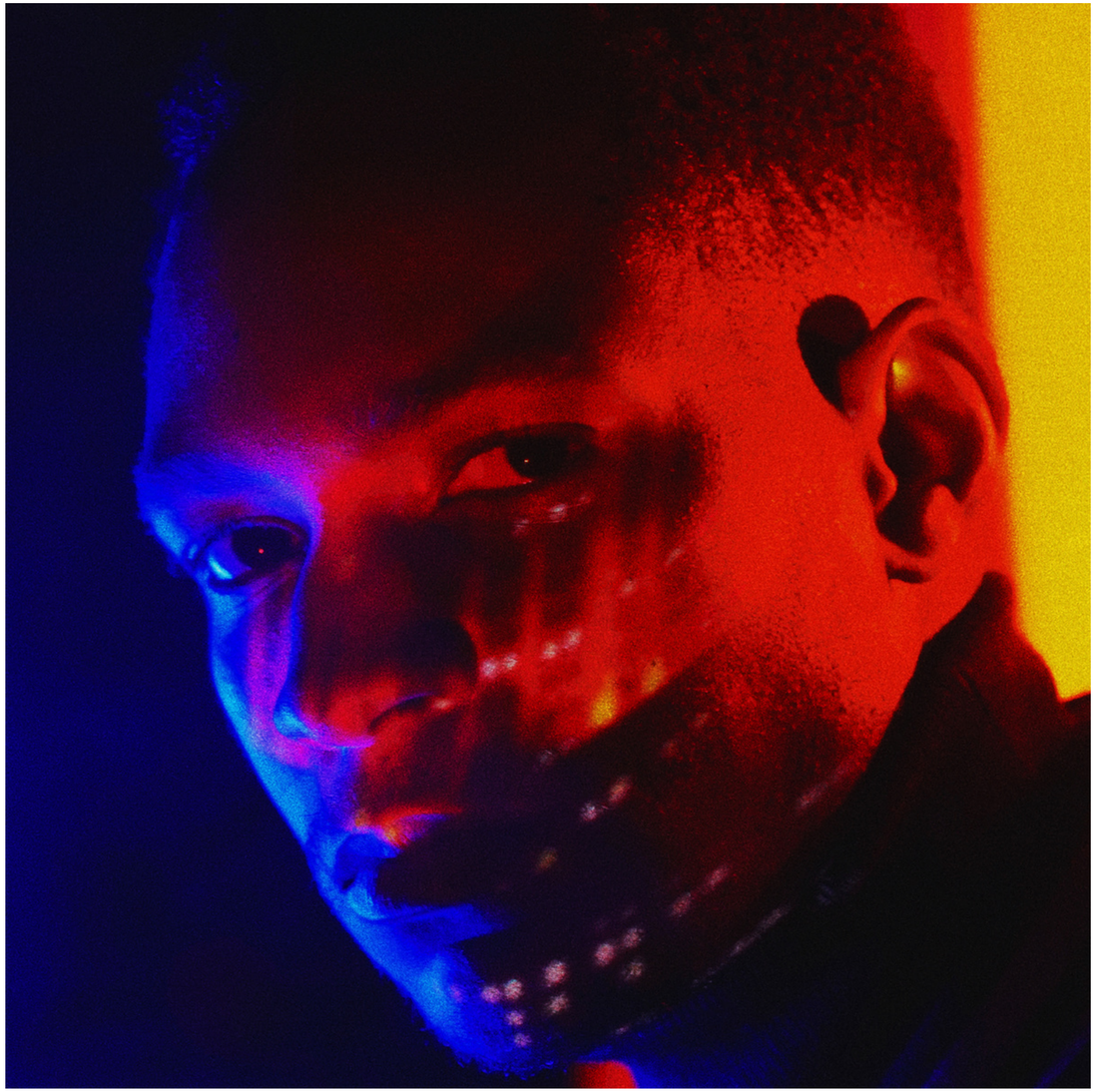
Hobbies

Partying with friends, Festivals, Gigs

Behaviours

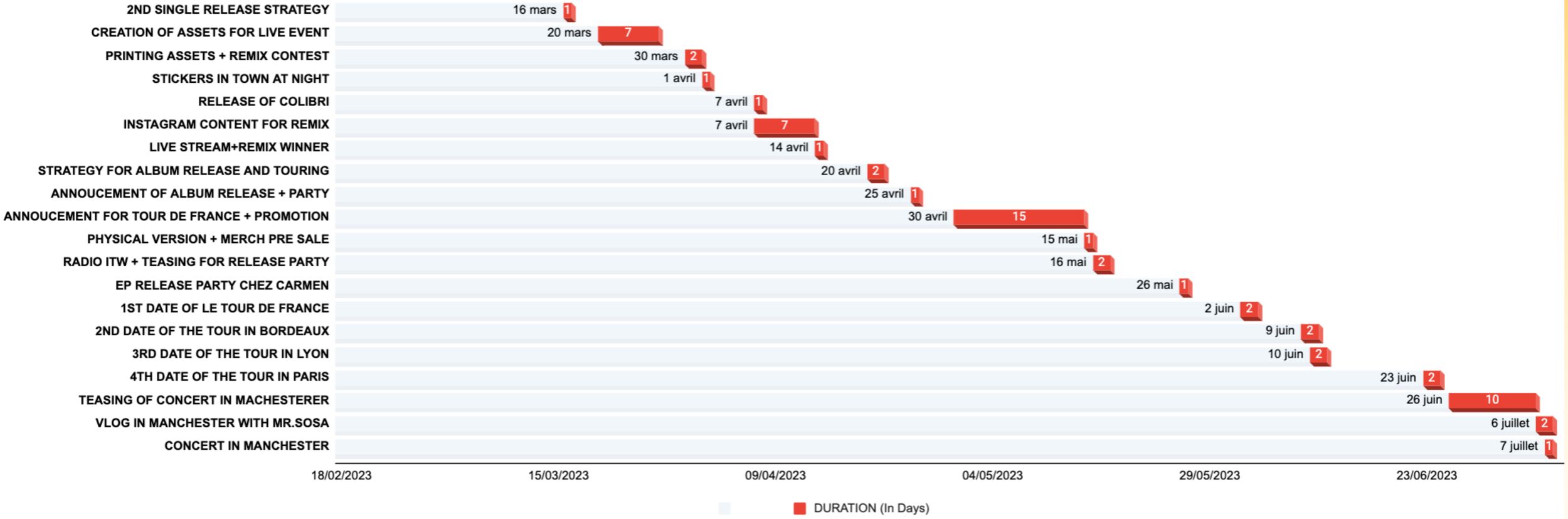
Funny but serious, always happy to do something

TIMELINE



KLUSTONE EP and Tour Release

16/03/2023 - 07/07/2023



TIMELINE

Situation:

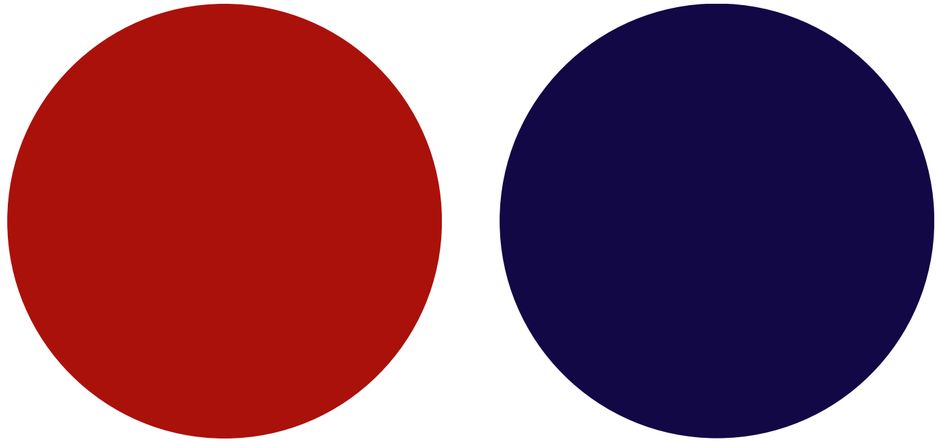
1st single: "Five Minutes Past Midnight", is already released.

To come:

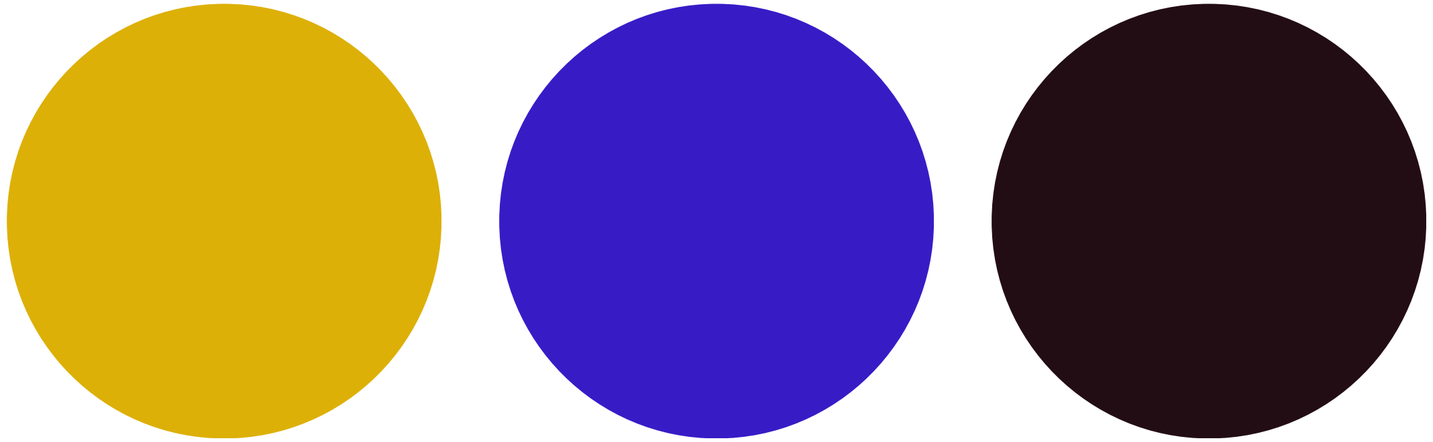
- 2nd single release: "Hummingbird".
- EP Release + Release Party
- Tour de France
- UK Concert

Fonts and Tones

AMBIGUITY LINE

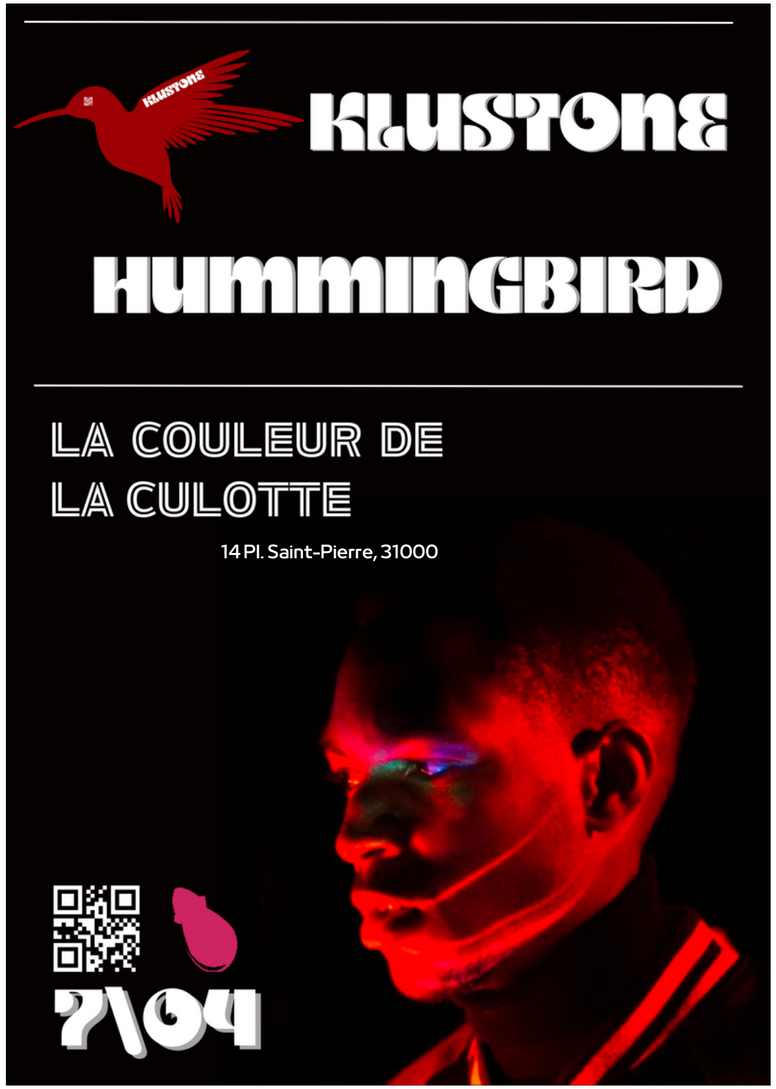


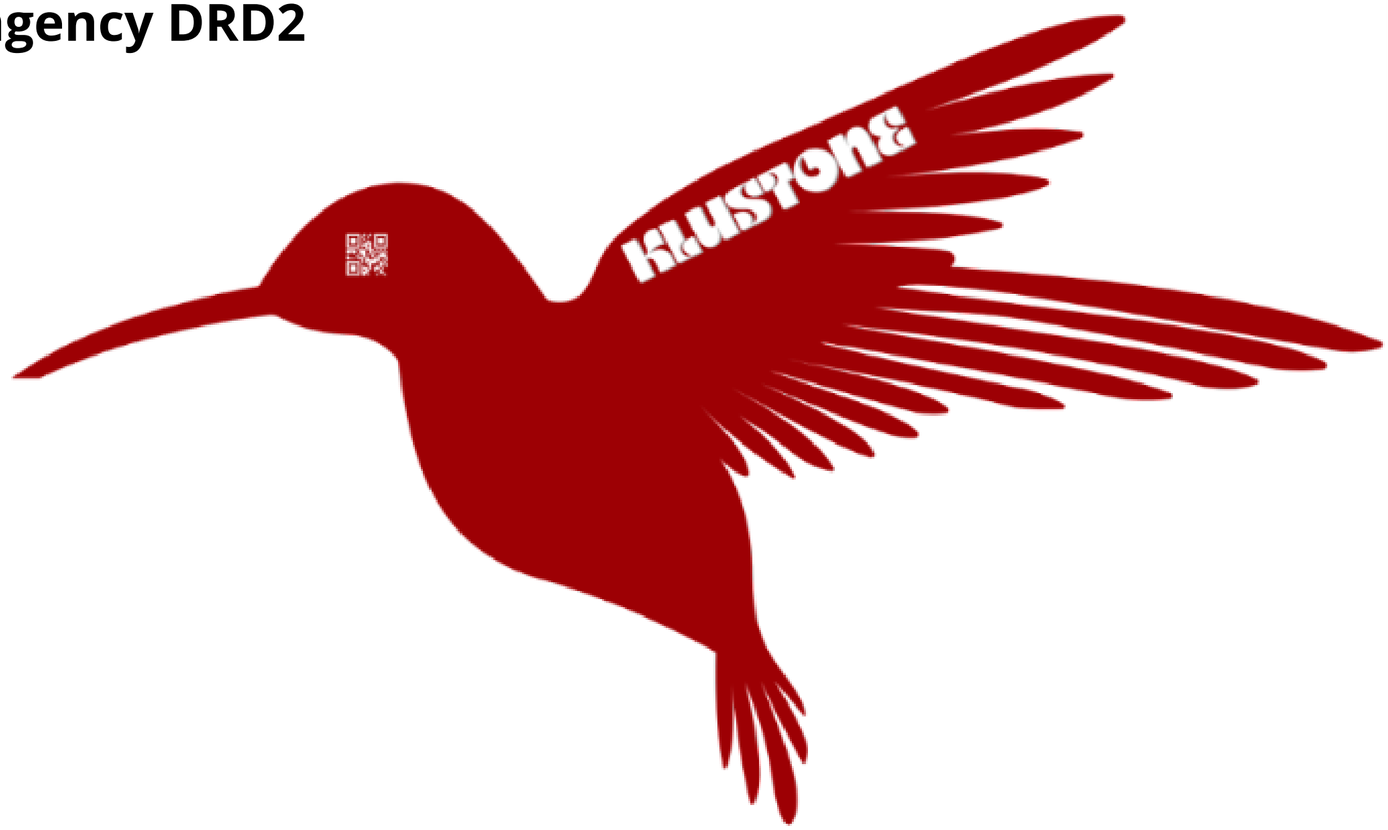
KARE



HUMMINGBIRD

Asset Creations by the Visual production agency DRD2





GRAPHIC DESIGNER (DRD2)	
ARTWORKS	£1 000,00
FLYERS	£1 000,00
VIDEO	£200,00
Printing Assets	£300,00
TOTAL (in £)	**£2 500,00**

HUMMINGBIRD

The remix will be utilised as a marketing strategy to organise a community-produced remix competition for a week after the release.

The winning entry's song will also be available to Klustone’s community via social media and streaming services.

The remix competition will help the tune get more exposure by allowing the producers to connect with the artist's fan base. The winner will also see himself winning a wonderful statue of a HUMMINGBIRD not looking like one.

The winner of the contest will be chosen through a Instagram/Tik Tok/Facebook live stream with friend: DJ Persindown.



EP RELEASE

MERCHANDISING:

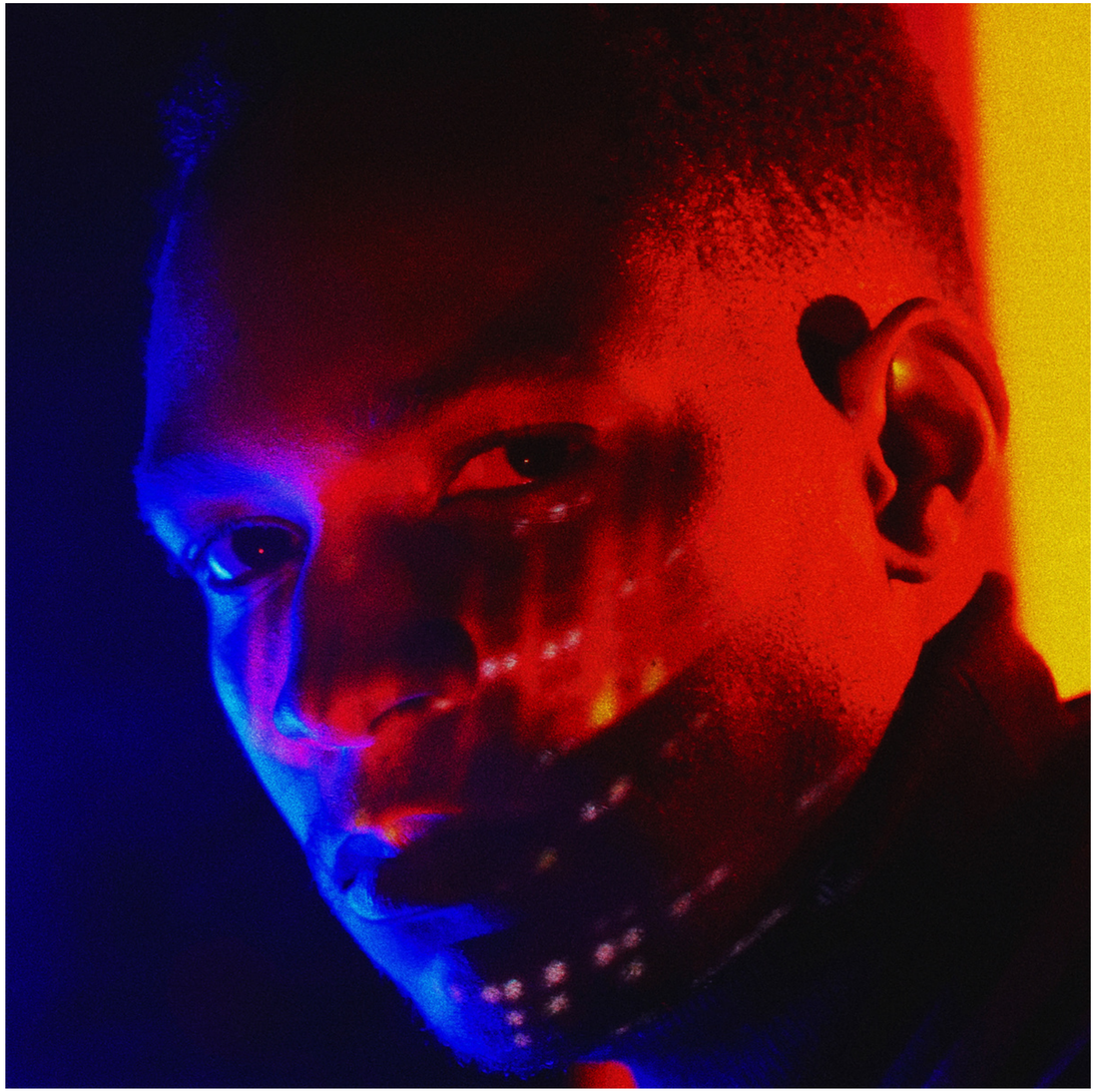
Print on demand with Printful

Homemade design deliberately "out of fashion" for the sense of belonging with the other fans.





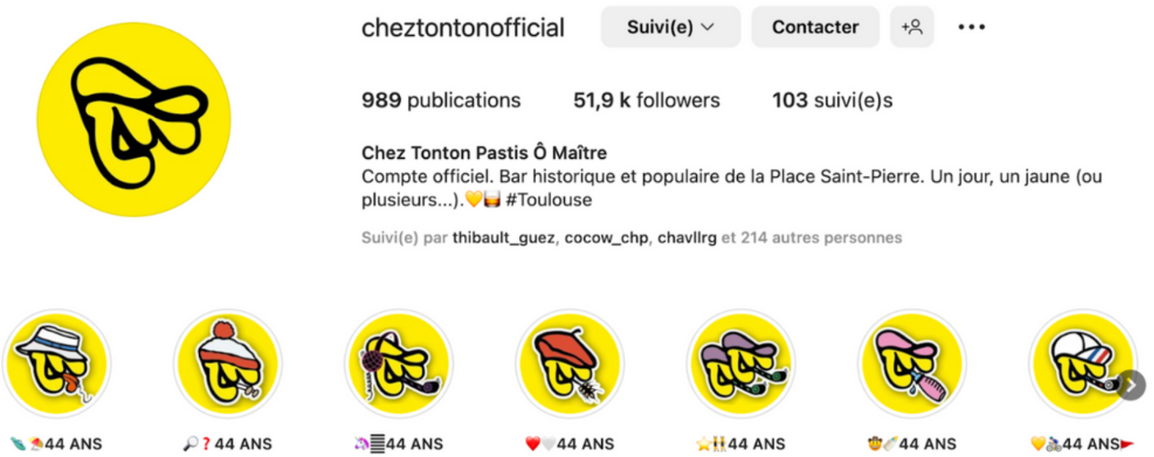
SOCIAL MEDIA IMPACT



EP RELEASE

MAMIE FRANCOISE Social Media Impact.







EP RELEASE



chezmamietoulouse **Suivi(e)** **Contacter** +👤 •••

247 publications **4 207** followers **65** suivi(e)s

Chez Mamie
🍗Cocottes et 🍸Coquetels.
📅 Réservations: 05.31.22.50.30
⏰7j/7 - 08h/02h

Suivi(e) par **thibault_guez**, **antoineclmb_**, **druideoftoulouse51** et 79 autres personnes



🏡🇲🇦MAMIE ... 🏡🤍MAMIE ... 🏡🦊MAMIE ... 🏡🌸MAMIE ... 🏡💎MAMIE ... 🏡🦩MAMIE ... 🏡🥂MAMIE ...



lesaintdesseins_official **Suivre** **Contacter** +👤

327 publications **7 099** followers **1108** suivi(e)s

Le Saint Des Seins
Bar
🍻Happy Hours
💃Soirées étudiantes
🎚Djs and Fiesta!❤️🖤

Suivi(e) par **valentineherrma**, **romain.ckr**, **aymard_macabeo_off** et 27 autres persor



chezcarmentoulouse **Suivi(e)** **Contacter** +👤 •••

77 publications **1239** followers **988** suivi(e)s

Chez Carmen
Restaurant
Restaurateurs toulousains de génération en génération depuis 1956. Partageons ici nos bons moments à table avec #ChezCarmenToulouse 🍽️❤️
www.chezcarmen.fr

Suivi(e) par **flo_amans**



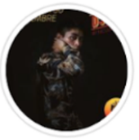
💋PZK⚡🔥



🎚🧬HALLO...



🎚RESIDE...



☀️🎚MONIER



🔴🎚47TER



🔥🎚PROG 1...

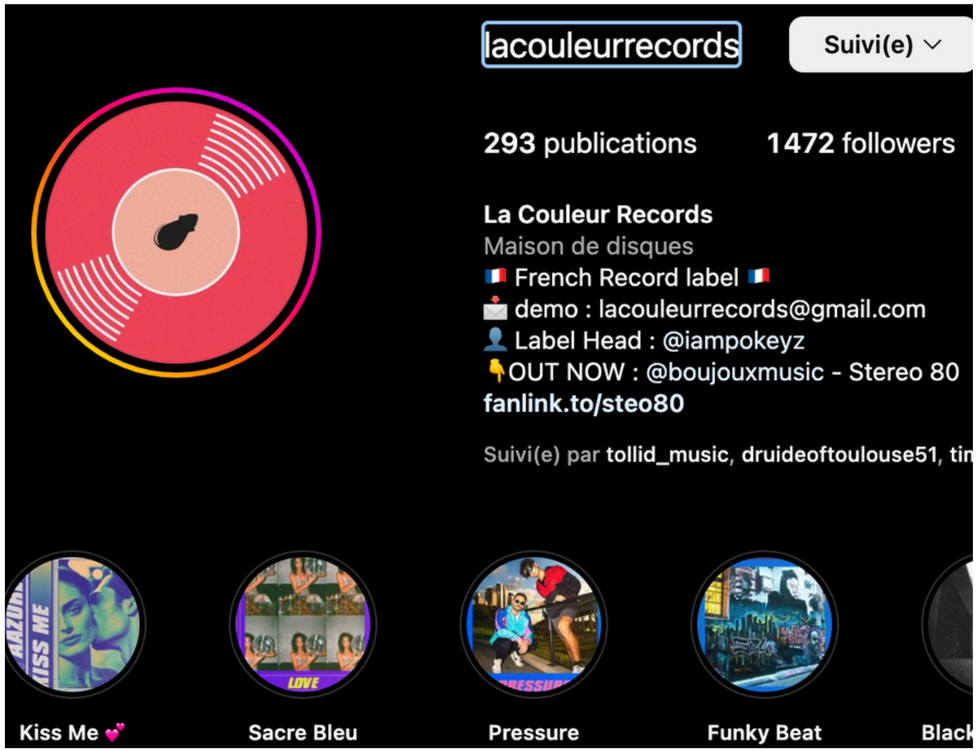






🍷 🍽 🍷

EP RELEASE


lacouleurrecords
Suivi(e)
293 publications
1472 followers
La Couleur Records
Maison de disques
🇫🇷 French Record label 🇫🇷
📩 demo : lacouleurrecords@gmail.com
👤 Label Head : @iampokeyz
👇OUT NOW : @boujouxmusic - Stereo 80
fanlink.to/steo80
Suivi(e) par tollid_music, druideoftoulouse51, tin
Kiss Me 💞
Sacre Bleu
Pressure
Funky Beat
Black


lacouleurrecords 3 h
TODAY IS RELEASE DAY !
👉
Répondre à lacouleurrecords...


lacouleurdelaculotte 8 h
8TYL
LA COULEUR INVITE
VENDREDI 17.03
@lacouleurdelaculotte
LA COULEUR INVITE #2
11 : 35 : 55
heures
minutes
secondes
À CE SOIR!
Répondre à lacouleurdelaculotte...

EP RELEASE



hugo_toulousefm

Suivi(e) ⌄ | Contacter | +👤

57 publications **18,9 k** followers **7 538** suivi(e)s

Hugo de Toulouse ✌🏻
Personnalité publique
Animateur sur @toulousefm
📻 15-20h tous les jours (team de l'aprem)
📍 Toulouse
📱Créateur du @lesondagetoulousain

Suivi(e) par **alex.rqs**, **antonharamburu**, **fleur.valade** et 9 autres personnes



Hibernation



Lisbonne



Apero latino



Pride

- TOP 10 FM Statio
- 70 000 Listeners/

EP RELEASE

OVERALL:
72 793 followers

Each Bar with its population:

20's & 30's	30's & 40's
 	  

EP RELEASE

RELEASE PARTY:

- DINNER AT "CHEZ CARMEN" 70 Tickets
- 11PM to 3AM Live at La Couleur





EP RELEASE

CHEZ CARMEN

BUDGET ALLOCATION	
DRD2	£500,00
LIVE EVENT	-£250,00
MEDIA ADVERT	£500,00
CARMEN	-£700,00
CD's	£150,00
TOTAL (in £)	**£200,00**

CHEZ CARMEN	
TICKETS	-£2 800,00
MENU	£2 100,00
TOTAL (in £)	**-£700,00**



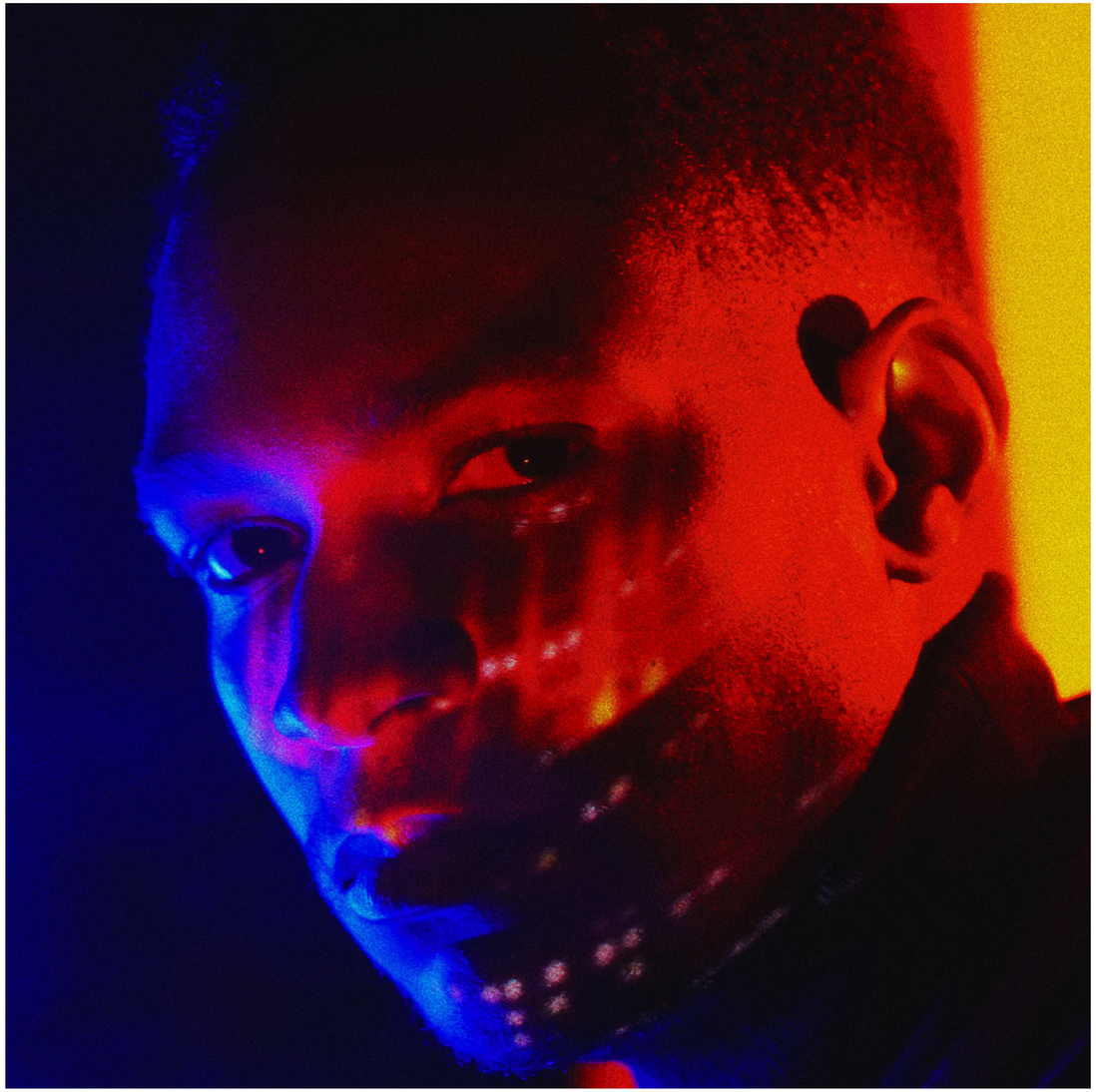
EP RELEASE

La Couleur De La Culotte





TOUR DE FRANCE



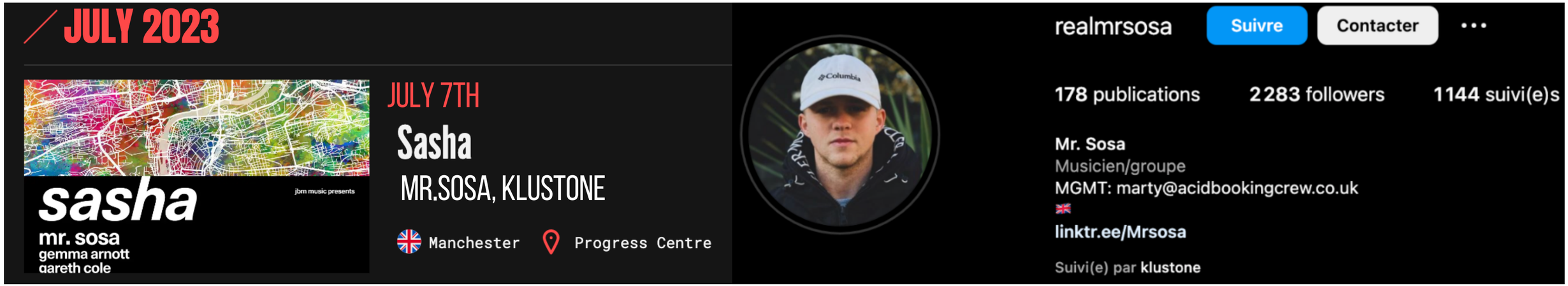
TOUR DE FRANCE

Promoting the album in different parts of France

- Bordeaux: IBOAT
- Lyon: L'Idole Des Jeunes
- Paris: Club Azur



MANCHESTER

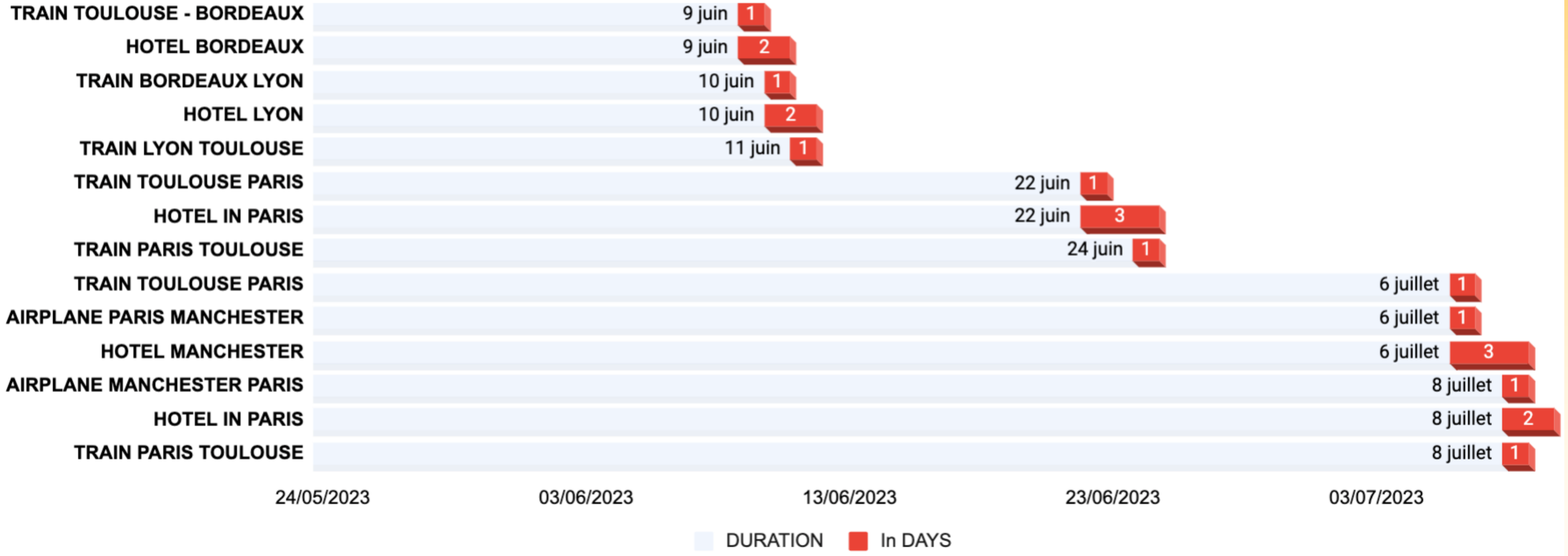


Mr.Sosa and KLUSTONE concert in Manchester at The Progress Center.

BUDGET ALLOCATION Live Tour		
TRANSPORT		£2 680,00
ACCO+FOOD		£1 423,00
DRD2		£2 000,00
TOTAL (in £)	£6 103,00	

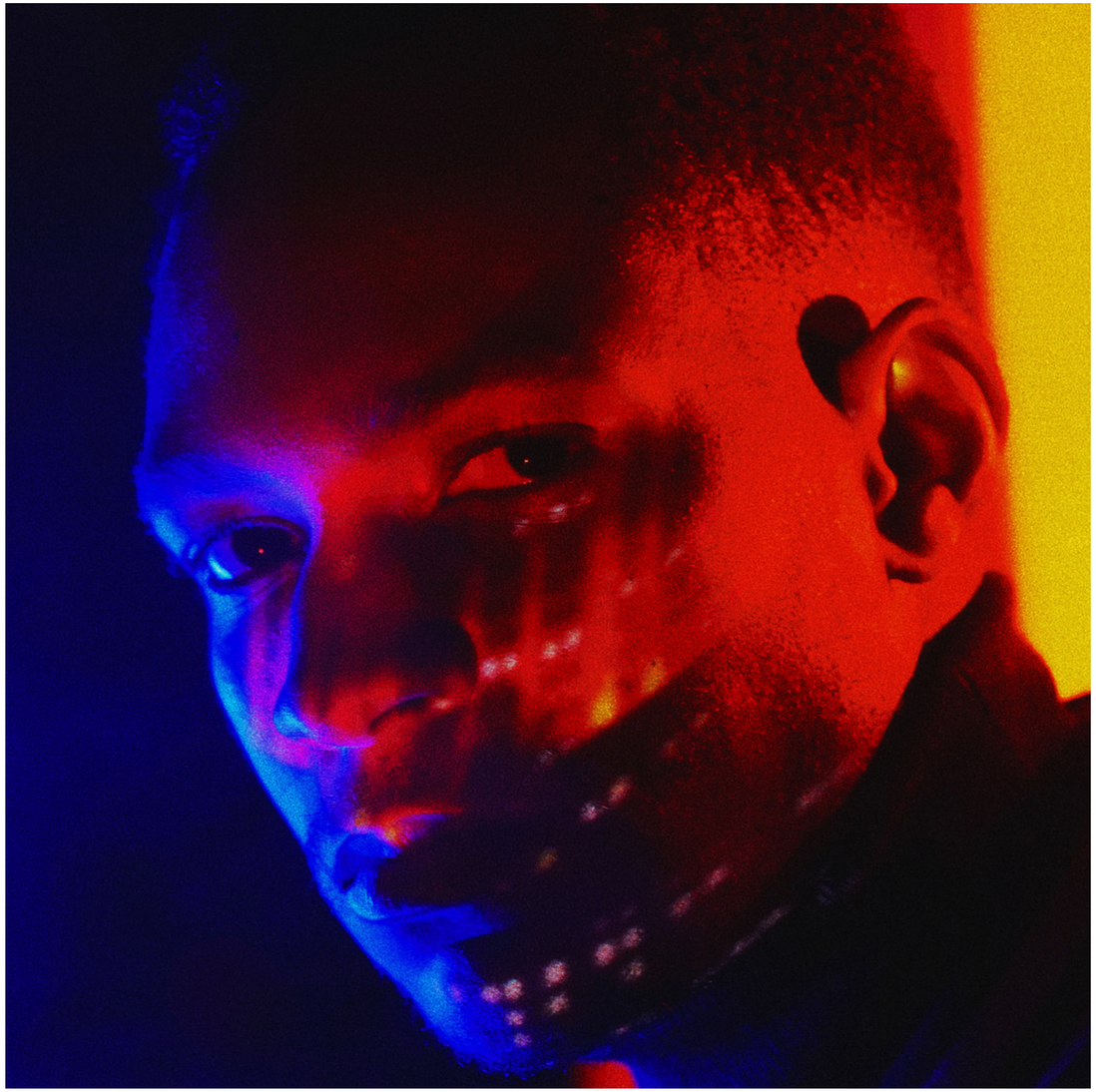
TRANSPORT & ACCOMODATION FOR TOUR DE FRANCE + MANCHESTER

09/06/2023 - 08/07/2023



BUDGET ALLOCATION OVERALL		
SINGLE		£2 363,00
LAUNCH PARTY		£200,00
TOURING		£6 013,00
UNEXPECTED		£1 000,00
TOTAL (in £)	**£9 576,00**	

THANK YOU



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LA COULEUR LIVE EXAMPLE

