



# POWERPOP ACADEMY PR

by THISTIME Inc.

## Marketing/Promotion PROPOSAL

**Did you wrote the great POWERPOP songs?  
Now, our market wants you.**

As you already know, to make big sales of CD on the internet is very difficult without promotion because too many artists exist on the internet. (e.g. amazon Japan has over 3 MILLION items in music category) Are you satisfied amazon, iTunes, CD Babies, bandcamp? Of course you are not. They always set up the items on their website automatically.

It makes NO SENSE to publish your music without the scheme. What you need to do to sell your music is define the target and promote on the market where you are wanted.

**We have built our particular market of Powerpop / Pop music.**

**We can help you to be found by fans.**

## WHO ARE WE?

“POWERPOP ACADEMY” is the unique News Website/Music label specialize in Powerpop music in Japan. We are also known as The Posies' home label in Japan.

We can approach to our customers, Japanese media effectively because we have a particular pedigree in Powerpop/Pop music fans and media.

**We can promote your music to Powerpop/Pop fans DIRECTLY.**

### Interviews and Live reports we have done:

Weezer, Great Big World, Fountains of Wayne, Motion City Soundtrack, Farrah, The Posies, Fun., Ben Folds Five, All Time Low, 99RadioService, Ben Kweller, David Myhr (The Merrymakers), Flashcubes, Jim Boggia, Bleu, Mike Viola, Willey Wisely, The Rubinoos, Suzy & Los Quattro, Nudge'em All, The Wellingtons, CLANDESTINE, ROCKBOTTOM, Norman Blake (Teenage Fanclub), Pee Wee gaskins, etc...

### POWERPOP ACADEMY

<http://www.powerpopacademy.com/>



***1st on Google search in Japan  
(Before the Wikipedia!)***

### THISTIME Online Store

<http://www.powerpopacademy.com/>



## PR PLANS

### **JAPAN Tour Fee: ASK**

We arrange everything you need for Japan tour.

### **Archives**



### **Dylan Sires and Neighbors (2014)**

Three people band

From Iowa, USA

8 Days / 7 Nights / 6 Shows

### **Commentary Video for Japan tour**

<http://youtu.be/9bjP3yibw48>







## Hey Anna (2014)

5 people band

From NY, USA

5 Days / 4 Nights / 3 Shows

### Commentary Video for Japan tour

<http://youtu.be/OBNcZNTN9aU>



**The Whip(2013)**



**Theo Berndt(2013)**



**Glass Towers(2013)**



**Bleu(2012)**



**Pink Freud(2012)**

# Approach to Japanese Media (Physical and Digital)

**Fee: 250,000 JPY / 2 months**

Approach to the influential media in Japan to publish news, interview, disc review about your band. Here is the short list of the media we can approach.

## CLIENTS



### DIGITAL MEDIA

- Yahoo! Japan
- Natalie
- iLoud
- Amass
- Cinra
- Barks
- Oricon Style
- and more
- review site, blog, twitter

### RADIO

- Tokyo FM
- J-wave
- Inter FM
- FM Yokohama
- bay FM
- FM 802
- FM North Wave
- ...and more

### MAGAZINE

- rockin' on
- Player
- Crossbeat
- CD journal
- Marquee
- Tower (TOWER RECORDS)
- HMV
- ...and more

## Release in JAPAN Fee: 150,000 JPY

Release your CD via Japanese distribution. Your CD will be available at major CD shop in Japan such as Tower Records, HMV, influential local CD shop and digital stores.

### Physical release & distribution



### Digital distribution



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## FREE SERVICE

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**1. Disc review & the news on our website.**

**2. Set up your items on our webshop as a consignment.**

- The fee we take on each sale:

700 JPY (about 7 USD) for album

450 JPY (about 4.5US\$) for EP

350 JPY (about 3.5 USD) for Single

- The payment of the proceeds

When the items are sold out we make a report and we pay you via Paypal.

If you have any questions, please feel free to contact us.

**Shun Kamiyama (Distribution/Marketing/PR Team)**

**[shun.kamiyama@thistimerecords.com](mailto:shun.kamiyama@thistimerecords.com)**

**<http://www.powerpopacademy.com>**