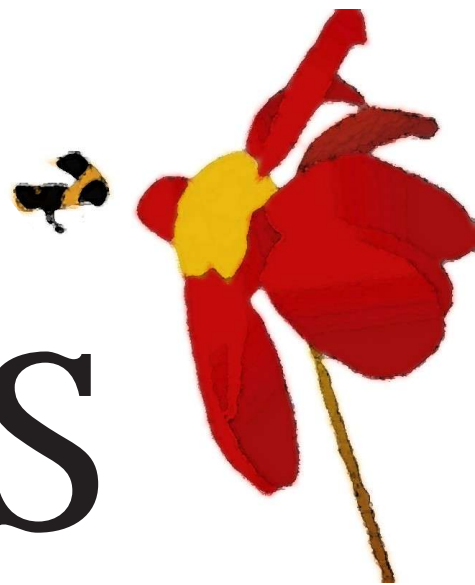


# PRECIS

## MARKETING



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Radio One's "One Live" events are an essential tool to build bridges between Radio One and youth culture, and to associate the Radio One brand with the Live music scene.

One Live in Birmingham saw Radio One visiting the nation's second city to host over a hundred live music events in a single week.

Robert Frost, now Director of Preci's Marketing was selected to devise and implement a promotional campaign and to bring together the logistical requirements of seventeen live music events in a single week.

This was not a daunting task, given Robert's extensive experience in event management.

Robert's A&R responsibility extended to selection of artists, negotiation and, booking. Robert managed the extensive logistical requirements of all his events, booking venues, engineers, security, audio equipment and anything else necessary to make the events happen.



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WAGDOG RECORDS PRESENTS

AS PART OF

# one live in birmingham

one live  
FRINGE

FREE ENTRY!  
TO ALL OFFICIAL FRINGE GIGS

SCRUFFY MURPHY'S

<p>• SATURDAY 27TH OCTOBER •</p> <p><b>NIGEL CLARK</b> <small>(DUB JAHN RECORDS)</small></p> <p><b>JINRAI</b> <small>(DUB BULL RECORDS)</small></p> <p><b>BREEZER</b> <b>CHIEKA</b> DOORS 7:30PM</p> <p>• MONDAY 29TH OCTOBER •</p> <p><b>APRIL 28</b> <small>FEAT. 12-1212 COUNTRY GUILD MEMBERS</small></p> <p><b>DREYFUS</b> <b>PARISIAN COWBOY</b> DOORS 8:30PM</p> <p>• WEDNESDAY 31ST OCTOBER •</p> <p><b>NOWHERE NEAR THE GARDEN</b> <b>STRONG</b> <b>WESSA</b> MAINSTREAM ROCK/POP SHOWCASE DOORS 8:30PM</p> <p>• WEDNESDAY 31ST OCTOBER •</p> <p><b>EDWARDS NO. 8</b></p> <p><b>PIGNOT</b> <b>ZERO CHANCE</b> <b>BREAKER</b> <b>TRIGBY</b> DOORS 8:30PM</p>	<p>• SUNDAY 28TH OCTOBER •</p> <p><b>FARSE</b> <b>SPINE</b> <b>REAPLES</b> <b>ROCKPWA</b> <b>CBO LACKER</b> HALF-DAY PUNK &amp; HARDCORE SHOWCASE DOORS 8:00PM</p> <p>• TUESDAY 30TH OCTOBER •</p> <p><b>ALDERAAN</b> <b>PEMALAS</b> <b>YRIMINATION</b> ALL-STAR ELECTRONIC SHOWCASE PART 1 DOORS 8:15PM</p> <p>• THURSDAY 1ST NOVEMBER •</p> <p><b>MYST</b> <b>STEALER</b> <b>EIGHT DAYS LATE</b> INDIE ROCK SHOWCASE DOORS 8:30PM</p> <p>• SUNDAY 28TH OCTOBER •</p> <p><b>COFFEE SHOP</b> <b>WEAVER</b> <b>HOLSTER</b> <b>PAUL HOOVER</b> MUSIC STARTS 7:00PM</p>
<p>• FRIDAY 26TH OCTOBER •</p> <p><b>THE PRESSURE GROUP</b> <b>RUPERT</b> <b>THE REVERENDS</b> THIS GIG IS A MUST SEE DOORS 8:30</p> <p>• MONDAY 29TH OCTOBER •</p> <p><b>SONNY FEELGOOD</b> <b>360</b> <b>WHERE?</b> INDIE, PUNK, SKA AND ROCK DOORS 8:30</p> <p>• WEDNESDAY 31ST OCTOBER •</p> <p><b>MIKE IN MONO</b> <small>(EPHONE / WARP RECORDS)</small></p> <p><b>FLOACH</b> <small>(HALF EATEN RECORDS)</small></p> <p><b>TELE-FUNKEN</b> <small>(SUNNY CALAMINA RECORDS)</small></p> <p>PLUS DJ SETS FROM: <b>BROADCAST</b> <b>PHONE</b> <small>(BILL BILLY &amp; MALCOLM POWERS)</small></p> <p>ALL-STAR ELECTRONIC SHOWCASE PART 2 DOORS 8:15PM</p>	<p>• SATURDAY 27TH OCTOBER •</p> <p><b>FIRST OFFENCE</b> <b>INTENTION</b> <b>SYRACUSE</b> HARDCORE &amp; METAL SHOWCASE DOORS 8:30</p> <p>• TUESDAY 30TH OCTOBER •</p> <p><b>DUMB SAINT</b> <b>SUPER-J</b> <b>SURPLUS DISORDER</b> NU-METAL SHOWCASE DOORS 8:30</p> <p>• THURSDAY 1ST NOVEMBER •</p> <p><b>ROAD RAGE</b> <b>ROTUNDA</b> <b>BOSSNIT SANDWICH</b> BIRMINGHAM PUNK &amp; GI SHOWCASE DOORS 8:30</p>



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D & T for Birmingham

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It was also necessary to devise a cross-media advertising campaign that would be relevant to young people.

Robert developed posters, flyers, and advertisements as well as direct mail for email, drawing strongly from Radio One's existing "One Live" branding, to ensure consistency.

A full campaign was implemented including in-venue flyering, posters, SMS messages and emails to local youths to promote the events

The events were a fantastic success. Every venue filled to capacity every single night and even Radio One DJ's wanting to see the bands had to be turned away as venues were full to capacity.



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