

# ARTIST AND LABEL SERVICES.

# ABOUT.

CARTEL AUSTRALIA IS AN ARTIST AND LABEL SERVICE AGENCY FOCUSED ON HELPING ARTISTS THRIVE IN THE DIGITAL LANDSCAPE. THEY PROVIDE COMPREHENSIVE ARTIST DEVELOPMENT, SOCIAL AND DIGITAL CONSULTING, AND STRATEGIC MARKETING TO BUILD STRONG FOUNDATIONS FOR GROWTH. CARTEL'S MISSION IS TO INSPIRE AND ELEVATE ARTISTS, CREATING A CULTURE THAT GOES BEYOND TRADITIONAL BOUNDARIES TO DRIVE SUSTAINABLE ARTISTIC SUCCESS.

**ANTHONY AGOSTINO.**  
DIGITAL STRATEGY | LABEL  
SERVICING | ARTIST DEVELOPMENT

**CHRISTINA AGOSTINO.**  
COMMUNICATIONS | LABEL  
SERVICING | ARTIST DEVELOPMENT



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AUSTRALIA

# WHAT WE DO.

OUR SERVICES ARE DIVIDED INTO TWO KEY AREAS:

1. FOR LOCAL DEVELOPING AND INDEPENDENT ACTS AND LABELS: WE CRAFT TAILORED STRATEGIES AND PROCESSES THAT NURTURE ARTISTS TOWARD LONG-TERM SUSTAINABILITY AND GROWTH.

2. FOR INTERNATIONAL ACTS AND LABELS: WE SPECIALISE IN BREAKING ARTISTS INTO THE AUSTRALIA-NEW ZEALAND MARKET THROUGH COMPREHENSIVE LABEL SERVICES, INCLUDING MEDIA, SOCIAL, AND DIGITAL STRATEGY INTEGRATION.



**ARTIST DEVELOPMENT.**



**LABEL SERVICES.**



**DIGITAL & SOCIAL STRATEGY.**



**AU / NZ MARKET DEVELOPMENT.**



HARDWARE



TINA ARENA

PEGGY GOU 페기 구

REMA



LATROIT

VERA BLUE



SHOUSE



DreamTeam



CARL COX, LUUDE, CALVIN HARRIS, MEGAN THA STALLION, TASH SULTANA, JOSH CASHMAN, KIAN, BLUSH'KO, DON TOLIVER, TYRON HAPI, WILL SPARKS, MASKED WOLF + MANY MORE.

ARTISTS & BRANDS WE HAVE WORKED WITH.



# DEVELOPMENT SERVICES.

## AD SESSION.

COST \$275 [INC GST]

AFTER HOURS: (AFTER 5PM WEEKDAYS & WEEKENDS) \$302.50 [INC GST].

### INCLUDES:

DIVE INTO A FOCUSED ONE-HOUR VIRTUAL SESSION ON GOOGLE MEET, DESIGNED TO EMPOWER ARTISTS WITH KEY MUSIC INDUSTRY INSIGHTS. WE ASSIST ARTISTS TO BUILD STRUCTURES FOR CULTIVATING REPEAT LISTENERS AND A STRONG COMMUNITY, FOSTERING SUSTAINABILITY FOR THEIR PROJECT. EACH SESSION IS PERSONALIZED TO THE UNIQUE NEEDS OF THE ARTIST WE'RE WORKING WITH. AFTER THE SESSION, YOU'LL RECEIVE PRACTICAL MEETING NOTES, INCLUDING A CONTACT LIST OF INDUSTRY/MEDIA CONNECTIONS AND READY-TO-USE EMAIL AND PRESS RELEASE TEMPLATES. IT'S MORE THAN A SESSION—IT'S A STRATEGIC BOOST FOR YOUR JOURNEY IN THE MUSIC INDUSTRY.

## CAMPAIGN CONSULTING.

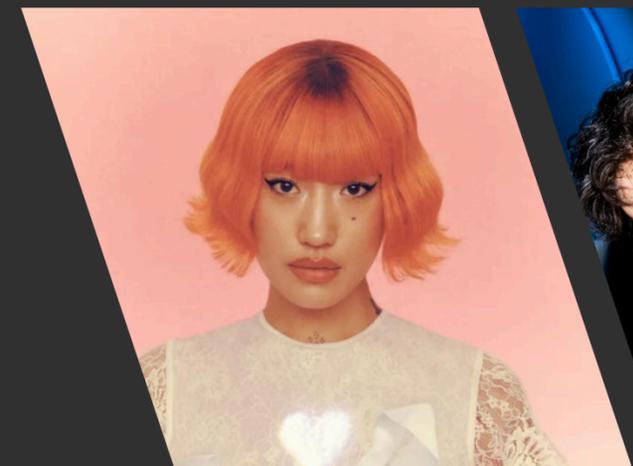
### COST:

4X WEEK: \$1375 [INC GST].

2X WEEK: \$715 [INC GST].

### INCLUDES:

EXPERIENCE A BESPOKE SERVICE TAILORED TO EMPOWER ARTISTS IN EXPERTLY PRESENTING THEIR RELEASES TO THE MEDIA LANDSCAPE. OUR COMPREHENSIVE CAMPAIGN CONSULTATION COMPRISES ENGAGING WEEKLY GOOGLE MEET CALLS, EACH LASTING UP TO ONE HOUR, WHERE WE COLLABORATE WITH ARTISTS TO METICULOUSLY STRUCTURE THEIR RELEASES. THIS ALL-ENCOMPASSING SERVICE SPANS THE GAMUT OF MEDIA OUTLETS, INCLUDING ONLINE PLATFORMS, DSPS, RADIO, AND PRINT, WHILE ALSO PROVIDING INVALUABLE ASSISTANCE WITH ANY RELEASE ADMINISTRATION QUERIES. ARTISTS RECEIVE EXCLUSIVE ACCESS TO AN EXTENSIVE NETWORK OF MEDIA CONTACTS, INVALUABLE RESOURCES, AND PROVEN STRUCTURES, ENSURING NOT ONLY A PROFOUND UNDERSTANDING OF THE PIVOTAL ROLE OF COMMUNICATIONS BUT ALSO EQUIPPING THEM WITH THE TOOLS TO FLAWLESSLY EXECUTE THEIR PROMOTIONAL ENDEAVORS.



# LABEL SERVICES.

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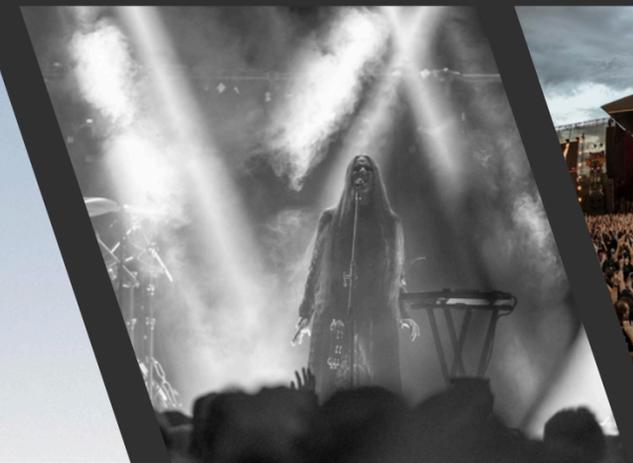
**AU / NZ COMMERCIAL RADIO.**

**AU / NZ SPECIALIST / DIGITAL RADIO.**

**AU / NZ COMMUNITY RADIO.**

**INDEPENDENT PLAYLISTING.**

**ONLINE MEDIA.**



**PRICING FOR SERVICES WILL BE DISCUSSED AND AGREED UPON BEFORE STARTING, BASED ON THE CLIENT'S NEEDS.**

# SOCIAL & DIGITAL STRATEGY.

A COMPREHENSIVE STRATEGY DEVELOPED FOR SOCIAL AND DIGITAL MEDIA PLATFORMS, FOCUSING ON REFINING ARTISTS & EVENTS ONLINE PRESENCE, ENHANCING AUDIENCE ENGAGEMENT, AND EXPANDING REACH TO EFFECTIVELY CONNECT BRANDS WITH THEIR NICHE AUDIENCE.

THIS SERVICE GOES BEYOND JUST POSTING CONTENT AND DELVES MORE INTO AUDIENCE REACH, RETENTION, AND STRATEGY FOR CONNECTION.

COST IS \$1650 [INCL GST] PER MONTH.  
[MIN 3 MONTHS.]



TAILORING SOCIAL AND DIGITAL PROFILES TO DRIVE CONSUMPTION AND DISCOVERY.

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