

Multicultural Focus360

A Focus 360 Company

- **Billboard Latino 360° delivers the Hispanic consumer through the cultural connection of music. Using Billboard Music as its foundation, Billboard Latino 360° is a multi/channel cross platform strategy that includes:**
 - A brand new two hour BBL Radio show
 - Billboard Latino Television Show on Azteca
 - Billboard Latino Magazine inserted in Hoy and Sentinel
 - MSN Latino Internet Streaming
 - Tie-in with the Billboard Latin Music awards
 - Local Radio activation
- **Advertisers can employ customized extensions that include:**
 - Product integration into the Broadcast shows
 - The ability to repurpose programming via mobile
 - Exclusive customized CD's
 - Artist testimonials
 - Consumer or trade incentives and more
 - Ownership of program segments and venues
- **We also create local music events which can be activated through any channel.**

Why?

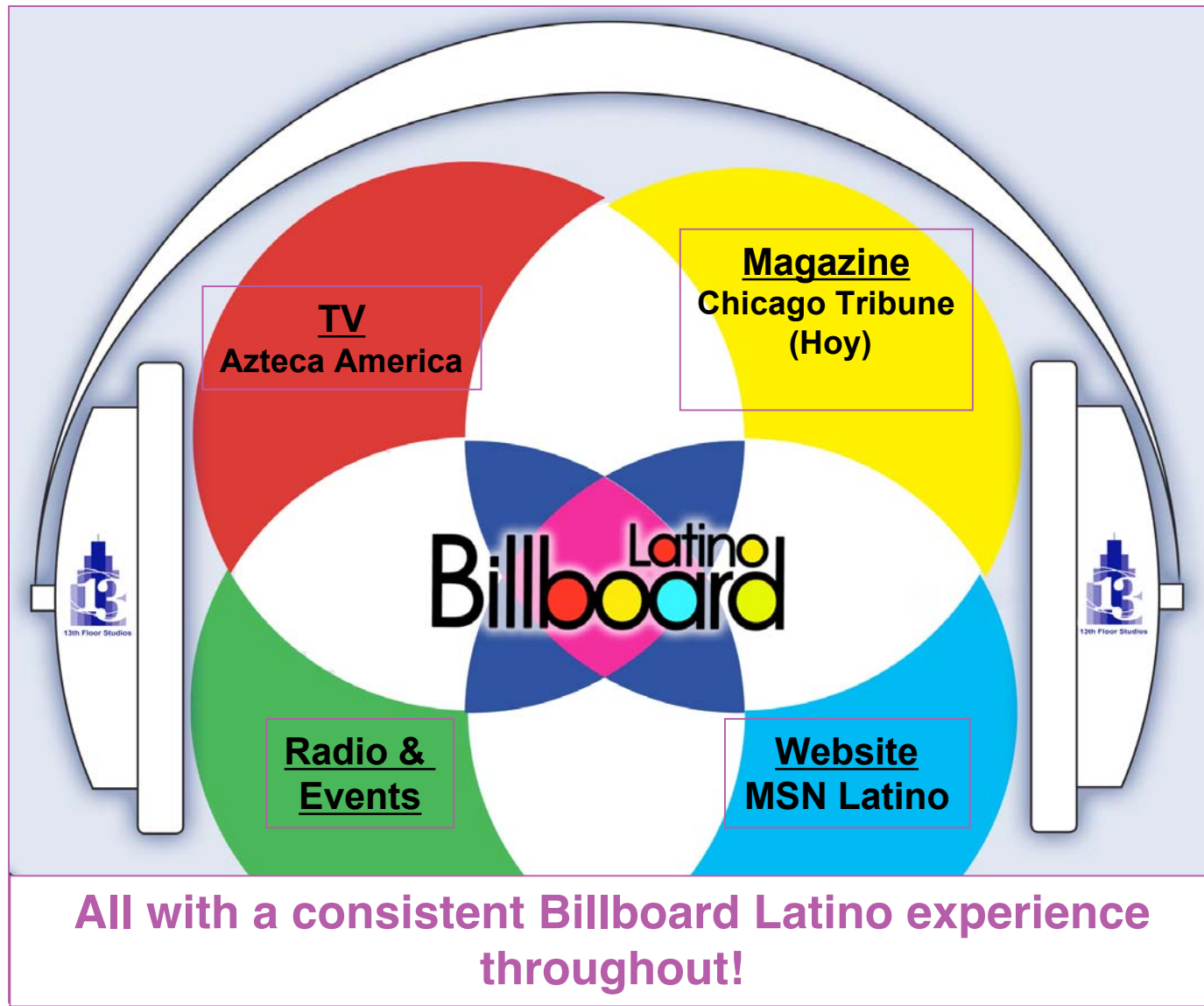
For today's marketer it's no longer enough to buy a station and be satisfied with a one dimensional point of contact with customers.

Marketers are looking for more, they want solutions that build relationships with their Latino consumer.

"Successful integration means reaching the consumer across all consumer touch-points with a consistent message," says Tom Morgan, Media Manager, for Sony.

Billboard Latino 360°, provides a multi-channel/ cross platform vehicle for advertisers to surround the Hispanic consumer and reach them at all of their relevant touch-points.

Multi-Channel Strategy



Billboard Latino-Radio



- **Scheduled to launch in 2007**
- **2 hour weekly Spanish language radio show**
- **Hosted by Efrain Barrera, a top Radio Personality, and in collaboration with Billboard's Latin Music Bureau Chief, Leila Cobo**
- **The show combines the best of music and lifestyle segments, including:**
 - **Billboard Weekly Countdown**
 - **Live artist interviews with "A-Level" talent**
 - **Latest industry insights from Leila Cobo**
 - **Contests to giveaway tickets for the Billboard Latin Awards Show, concerts, signed memorabilia, etc.**
 - **Dedication/Shout outs**
 - **Touring and concert information and more**



The TV Show

Christian
Castro



Adassa

- **1 hour weekly Spanish language TV show (Saturday 9pm PST/EST)**
- **Airs on *Azteca America* with over 100,000 weekly viewers**
- **The show combines the best of music and lifestyle segments, including:**
 - **Live musical performances (Descargas)**
 - **Exclusive interviews with Billboard chart artists**
 - **Latin Billboard charts**
 - **Latest music videos**
 - **Features on the news from leading industry insiders**
 - **Special coverage of musical events across the U.S. and more**

Billboard Latino - Magazine

Revista Mensual, Abril 02 de 2005, www.billboardlatino.tv

Billboard Latino

Lo actual
Te recomendamos los siguientes programas
Ventaneando
El ojo del huracán
La Academia
Las Juanas
Los Sanchez

AZTECA AMERICA

Las Mujeres en Billboard Latino opina
Continúa en la pag. 3

LATIN NOTAS
¿Será que **La Ley** se desintegra? No, para nada. Lo que pasa es que **Beto Cuevas**, vocalista del trío chileno, se tomará un descanso para trabajar en un proyecto como solista que lanzará este mismo año. lo que según palabras del propio **Cuevas**, le permitirá a **Mauricio Clavería** y **Pedro Frugone**, desarrollar también trabajos paralelos en el mundo de la música.
Continúa en la pag. 6

ENTREVISTA EXCLUSIVA CON: LOS TIGRES DEL NORTE
Pioneros y artífices de su destino, enriqueciendo el patrimonio musical del pueblo, Los Tigres del Norte siguen caminando a paso firme por los senderos del compromiso y el testimonio, sellando una alianza para toda la vida ahora con su álbum "Pacto De Sangre".
Continúa en la pag. 5

Album más vendidos del Mes

- 1 Hoy Como Ayer, Conjunto Primavera
- 2 Aire, Intocable
- 3 La Sorpresa, Los Tigres Del Norte
- 4 Volveré, K-Paz De La Sierra
- 5 Está Llorando Mi Corazón, Beto y Sus Carneros
- 6 Si La Quieres, Los Periscopos De Durango
- 7 Adios Amor Te Vas, Grupo Morfeiz De Durango
- 8 El Virrey Del Amor, Los Tucanes De Tijuana
- 9 Y Te Vi Con El, Conjunto Alardeador
- 10 Tu Pone En Mi Lugar, Los Huracanes Del Norte

Barcode: 00044 40004 00004

- Hosted by Hoy Magazine
- Distributed to over 425,000 homes in NY, LA, South Florida and Chicago
- Monthly 8-page insert
- Content generated by the weekly TV show, including:

- Billboard charts
- Interviews
- Music News
- Billboard Latin Charts
- Promotions

Billboard Latino - Website

The screenshot shows the Billboard Latino website interface. At the top, there is a navigation bar with links for 'Página principal', 'Hotmail', 'Compras', 'Grupos y Gente', 'Messenger', and 'Iniciar sesión'. A search bar is also present. Below the navigation bar, there is a banner for 'Encuentra el auto de tus sueños' (Find the car of your dreams) featuring a red car and the 'msn Autos' logo. The main content area is titled 'Entertainment' and features a large advertisement for the 'PREMIOS DE LA MUSICA LATINA' (Latin Music Awards) 2005. The ad shows two winners, a woman and a man, and includes the text 'GANADORES, ALFOMBRA ROJA Y TODO SOBRE LOS PREMIOS BILLBOARD 2005'. To the right of the ad is a vertical sidebar with the text 'Noticias en MSN Latino' and a globe icon. Below the main ad, there are several sections: 'Ganadores, Videos y Más' (Winners, Videos and More) featuring a photo of P. Diddy and a list of links; 'Galerías de fotos' (Photo Galleries) with two sub-sections: 'Ceremonia 2005' and 'Alfombra Roja 2005'; and 'Chismes y Noticias' (Gossip and News) with two sub-sections: 'Lo bueno y lo no tan bueno de la noche de premiación' and 'Artistas y cantantes en la fiesta después de la ceremonia'. The footer contains copyright information and a disclaimer.

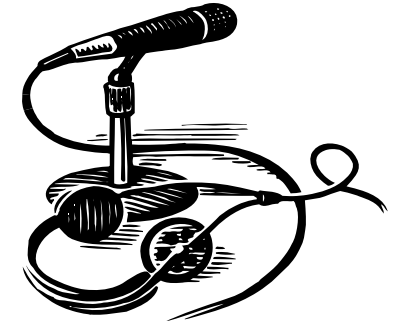
- Hosted by MSN Latino
- 5M monthly page views; 1M monthly unique users
- Online and content synergistic with TV show and Magazine
- Billboard Latino musical events and tour updates
- Chats with host
- Online Promotions & giveaways
- Music Videos
- Live performances (Descarga)
- Full interviews not seen on TV

Billboard Latin Music Conference and Awards



- In 2007, the Billboard Latin Music Conference & Awards celebrates 18 years
- Over 1000 industry executives, artists, press and invited guests attend
- 4-day event includes panel discussions on key industry issues, a one-on-one interview with a Latin music superstar, music showcases, pre-Awards parties and many other fun-filled festivities
- Capping off the conference, is the most prestigious awards show in the music industry, The Billboard Latin Music Awards
- Awards show is broadcast LIVE on Telemundo network with close to 2 Million viewers

Local Radio



- **Local Radio will be negotiated as part of the platform and used to heavy up in key markets and to activate a local presence. Activation and customization can include:**
 - **Local appearances at key accounts**
 - **Staging of local concerts or club nights**
 - **Personality endorsements**
 - **On-air promotion to win a trip to the Billboard Latin Music Awards**
 - **On-air giveaways**

Turnkey Solutions

- h **Coordinates all aspects of the campaign including:**
 - h **Promotion Negotiation and Clearance**
 - h **Negotiation for Personality Endorsement**
 - h **Radio Copy and Spot Production**
 - h **Trafficking of Radio/TV Spots**
 - h **Product Sampling and Coupon Distribution**
 - h **Design, Implementation and Fulfillment of Web-based promotions**
 - h **Consumer Response Data Collection and Analysis**
 - h **Sweepstakes Design and Fulfillment**
 - h **Customized Premium and Signage Production and Distribution**
 - h **Securing of Local Partners**
 - h **E-commerce Partnership Programs**
 - h **Sales Binders and Performance Reviews**
 - h **Comprehensive Recap upon Program Completion**

Idea Starters

- **Nace Una Estrella de Billboard**
 - Search for the Next Billboard Latino Star
 - Finalists perform in local market & the winner chosen by text messaging votes
 - National winners perform on Billboard Latino Television
- **Billboard Latino Nights**
 - BBL will host local parties in key demographic cities (LA, Miami, Houston, etc.)
 - Live performances, battle of the bands, etc.
 - Supported via local radio, BBL TV show and BBL Magazine
- **Billboard Latino Descargas and Interviews Presented by State Farm**
 - BBL weekly airs exclusive Live performances with top Latin artists
 - Recording studio now transforms into a private and intimate club with a live audience
 - Advertiser branding includes neon light, table tents, mugs, and more
 - To air on BBL TV and Radio Shows
 - Advertiser will be the exclusive sponsor of an 8 minute Interview on BBL Radio.
 - Develop the Advertiser Quick Questions segment (TV, Radio and Magazine)

Success Story: Fusion

- The Gillette Fusion brand was made relevant to African American men through an integrated, \$1 million+ campaign driven by radio, the web and local club events. Called Music Mix, the multi-layered campaign consisted of two waves of media support in 17 markets and incorporated multiple consumer touch points, resulting in a strong connection to the brand.
- The first wave encouraged aspiring DJ's to enter a music soundbite on the Gillette website for their chance to "Music Mix" at a local nightclub. Two winners were selected to perform live after which the crowd chose the winner by cheering loudest for their selection. The winners from each market were then featured on the Gillette Fusion website with a three-minute mix of their best music.
- The second wave directed listeners to the website, where they listened and registered for their choice of a winner. The winner and one listener, randomly drawn, received the Grand Prize trip for two to Miami's Spring Fest, where the winning DJ performed in front of over 25,000 people.

Success Story: Fusion

- **The culmination of the campaign exceeded all expectations.** The winner of Gillette's Music Mix Promotion, DJ Furious, after receiving a standing ovation from the crowd following his performance at Spring Fest, filled in for national recording artist Mila J. when her DJ did not show up. He has since joined Mila J. on summer tour.
- **The media metrics were stellar.** The branding alone, delivered over 90% of their target 10+ times. The promotion delivered more than one to one in promotional value with over 340 DJ endorsements and 250+ promotional appearances.

Next Steps

- Advertiser/Agency determines budget.
- Advertiser/Agency selects appropriate program elements.
- **Focus 360** builds out all details of program elements.
- **Focus 360** presents hard costs and additional requirements to advertiser/agency for approval.
- Timeline is created for execution.



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