

audible treats

LIFESTYLE . ENTERTAINMENT . MARKETING



**CROSS-MEDIA
MARKETING**

**ONLINE AND
PRINT PUBLICITY**

**ONLINE MARKETING
AND MEDIA BUYS**

**SOCIAL MEDIA
CONSULTING AND
MANAGEMENT**



KREAYSHAWN

"Gucci Gucci" Video received > 3 million views in 3 weeks after Fader premier
 Massive exposure led to signing with Columbia Records
 MTV VMA nominee for Best New Artist



J*DAVEY

Extensive press in SPIN, Rolling Stone, People, XLR8R, URB, XXL, BET, ConcreteLoop, eMusic
 New York Times full-page show review
 Incentivized J*Davey Navy (fans) to vote for MTV/Garnier Fructis video campaign



T-PAIN

Launched massive viral voting campaign, which led to addition of "Buy U A Drank" on BET's 106 & Park and MTV Video Awards for Monster Single of the Year.

#1 Peak position for The Billboard 200, Top R&B/Hip-Hop Albums for Epiphany and Hot R&B/Hip Hop Singles & Tracks and The Billboard Hot 100 for "Buy U a Drank"



ANTHONY HAMILTON

Launched Valentine's Day-themed Facebook promotion, resulting in over 5k installs the week of album release.

Extensive press on AOL, MySpace, Idolator.com, Metromix
 RIAA certified Gold - best sales record to date

Three Grammy nominations: Best R&B Album, Best R&B Vocal Performance, and Best Traditional R&B Vocal Performance



ARTISTS

- T-PAIN, NELLY
- E-40, TOO SHORT
- K'NAAN
- MOBB DEEP
- ANTHONY HAMILTON
- ED LOVER
- TALIB KWELI
- THE PHARCYDE
- SLIGHTLY STOOPID
- BLACK MILK
- J*DAVEY
- AND MANY OTHERS.

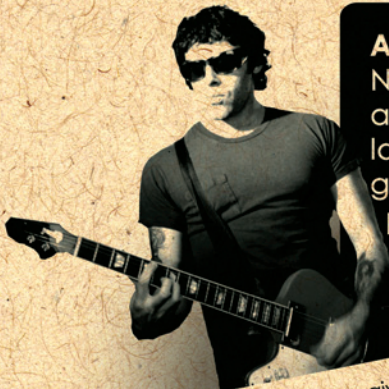
CLIENTS

- UNIVERSAL MUSIC
- ESPN ACTION SPORTS
- SONY MUSIC ENT.
- DEF JAM RECORDINGS
- RANE/SERATO
- MOTOWN RECORDS
- J RECORDS
- FAT BEATS RECORDS
- JIVE RECORDS
- WARNER MUSIC
- GEFFEN RECORDS
- DELICIOUS VINYL



THE STORY

Audible Treats was founded in 2004 by two grads of New York University's Music Business master's program and has executed over 400 campaigns for major labels, indie labels, celebrities, DVD releases, video games, music tech companies, and websites. AT provides print press, creative online marketing, digital strategy, and social media consulting services.



"Audible Treats have always given the many projects on our diverse roster the individual attention necessary to create successful marketing campaigns and opportunities"
- Tajai Massey, CEO Clear Label Media Group and Hieroglyphics Imperium

"Audible Treats isn't afraid to get their hands dirty and go the extra mile for their clients. Always quick to react and adapt."
- Jami Stigliano, Associate Director, Digital Marketing/Advertising, Jive Records

RECENT ACHIEVEMENTS

RIAA CERTIFIED GOLD & PLATINUM ALBUMS
TOP 10 DEBUTS ON ITUNES
ANNUAL CMJ SHOWCASE
ANNUAL SXSW SHOWCASE
SYNCS FOR ESPN, QUIKSILVER, DC SHOES, ETNIES

AOL SONG OF THE DAY
NPR SONG OF THE DAY
MTVU FRESHMEN FIVE VIDEOS
YOUTUBE FEATURES
MYSPACE PREMIERES

UGC-BASED CONTESTS
FACEBOOK, IPHONE APPS
X-PROMOS WITH LIFESTYLE,
MUSIC TECH CO'S
BUZZED ABOUT MARKETING STRATEGIES

**audible
treats**

Lifestyle.
Entertainment.
Marketing.



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