



Be Music

YOUR BRAND, YOUR MUSIC





((01))

The Project

((02))

Our Team

((03))

Ibiza Sonica

((04))

Fares



01 The Project

Differentiation and
positioning

Your Brand Three-dimensional

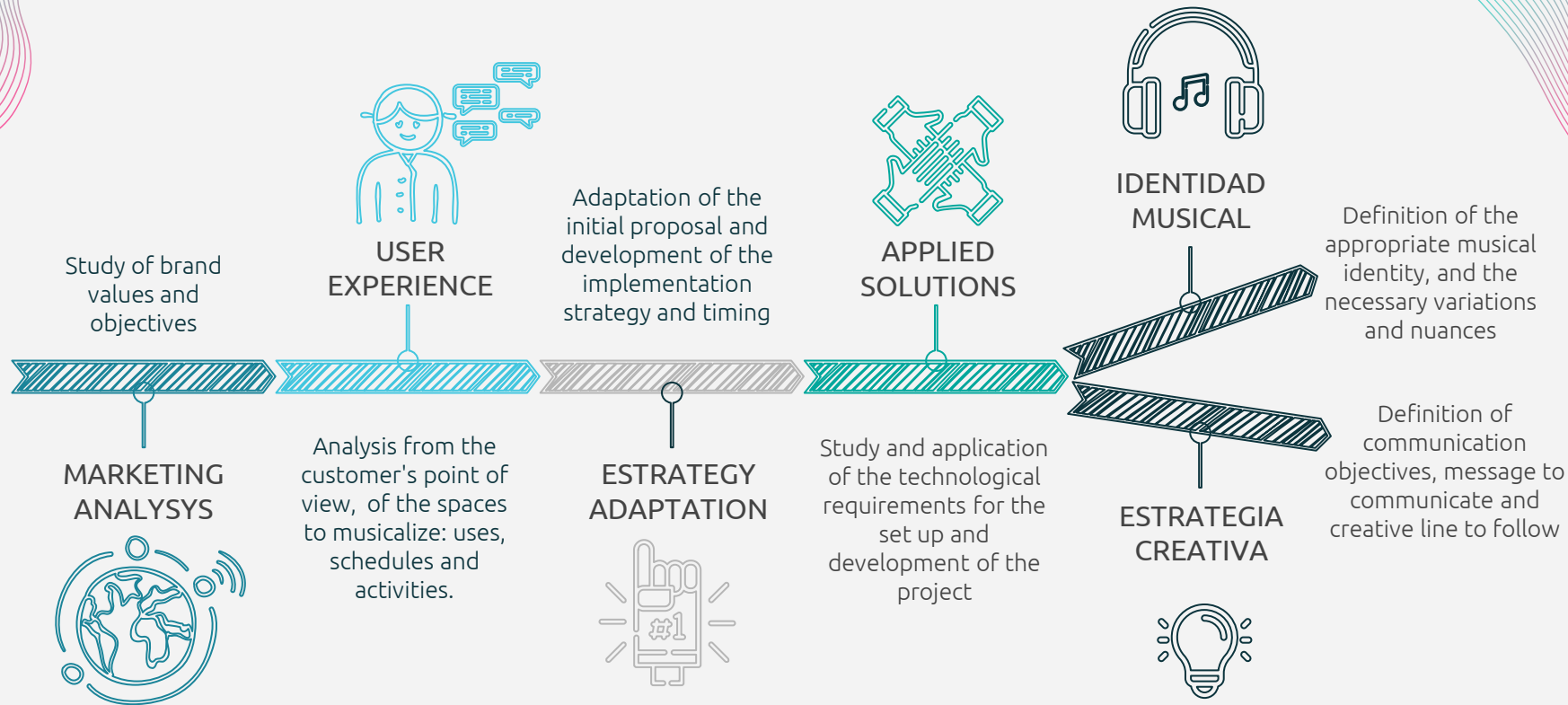
- We define the true musical identity of your brand—

We project it adapted to each moment and space (sensory plane),

We turn it into memorable experiences (physical plane), and

We create a storytelling to develop marketing and communication campaigns
(digital plane)





Workflow

Identidad Musical

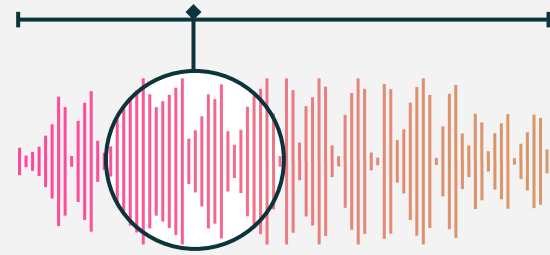


The musical personality of the brand plays an essential role in the customer's perception of the brand identity.

Define, retain and increase the audience and notoriety by positioning your brand as the musical reference in its area for their target

Immerse your clients in a memorable music experience, all by the same umbrella of communication .

Estrategia Creativa



Starting from the analysis of the marketing plan and the musical positioning of the brand, we define the creative strategy applied to the musical identity.

Among other aspects, it includes the definition of the message to be communicated, the graphic image, the tone of the message and the means and formats of communication.



Products



01 Musicalization of spaces

The musical identity adapted to each area: Different spaces, different moments, different days



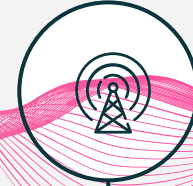
02 Musical experiences

Musical actions that become offline experiences and give content to digital campaigns



03 Digital Content

The musical identity transformed into video / text / audio content

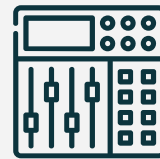


04 Identity Diffusion

Online and offline connection with the client and prospect through experiences, digital content and online dissemination

1.1.

MUSICALIZATION

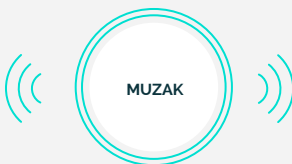


Musicalization

The musical identity adapted to the public that joins the place on the different opening days. Different events, DJs and promoters



A corporate music radio channel 24/7/365, becomes the muzak of the place, with time slots adapted to the target, influx and day of the week/time.



Solutions

Negotiation with artists and agencies to get the best prices based on multiple contracts in other countries in circuit format.

It also includes the management of contracts, payments, and general logistics, coordinating with other departments and making a total follow-up from the moment the artist is hired until he returns to his country after the performance: coordination of flights, transfers, technical rider, hospitality, billing, artist liason, guest list, as well as the image and promo adapted to the creative strategy.

Review and update of musical content on a constant basis, including the content of everything that happens musically in the place. The content is distributed in different time slots according to the moments of consumption and related public, taking into account that it will be heard in different areas at certain times of the day. You can include your own advertising messages or external collaborations.

A 360° service on musicalization and its exhibition

1.2. EXPERIENCES



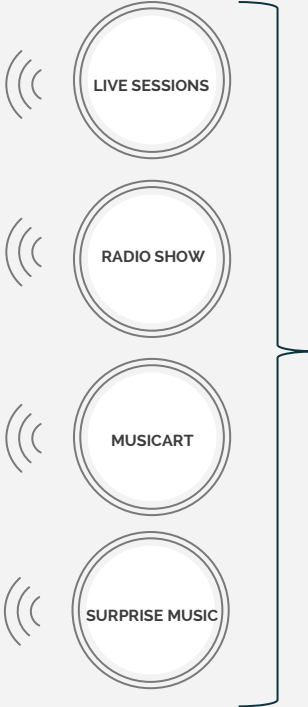
Offline

LIVE MUSIC EXPERIENCE. Jazz, funky, reggae, flamenco, world music. There is something magical about live music, a language that touches the body, mind and soul. Once a month/week, your place can have a live artist roster that will surprise its customers

RADIO SHOW EXPERIENCE. Enjoying the place is a complete musical experience. Customers enjoy a radio program created live in the place itself, while they relax with a cocktail.

MUSICART EXPERIENCE. Music is art, and art pieces can become sensory through the right music. We propose to carry out exhibitions of local artists, and we will create sound pieces that accompany the exhibition.

SURPRISES EXPERIENCE. The cocktails, an album release, a new activity, deserve their own soundtrack. How does each spirit brand sound? You can promote the sales of different brands, with your own musical setting, which means extra opportunities for economic collaboration..



Online

The soundtrack of the cocktails, the live sessions, a radio show where an artist related to the brand is interviewed, as well as the MUSICART experiences, generate video and audio pieces to offer online as podcasts or compilations.

Offline and online connection with the client

1.3.

DIGITAL CONTENT





PODCAST

The identity of your brand alive in podcasting platforms, so booming nowadays, with a regular space with content about the place where the brand is hosted, and thus be able to tell out loud the wonders of the site and the experiences connected with the place.



ARTICLES & INTERVIEWS

Behind every song, every music scene there is a story and human stories touch us very closely. We will create articles and interviews connected with the musical universe (and not only) of your brand.



AUDIOVISUAL PIECES

Always connected with the musical universe of the brand, we will create pieces that work on (social networks) and off (screens for example). Emotional, surprising and entertaining, both short-term (branded stories & reels) and long-term (reports & streams), working directly with a local photographer and/or camera or with our professional team.



Content for reading, listening and viewing, adapted for all online platforms

1.4.

DIFFUSION





MUSICAL RADIO CHANNEL

Corporate music radio channel, with identifiers that affirm and position the brand within the area's electronic music sector, with the defined musical identity.

The music channel is itself a means of dissemination of the brand, since it is broadcast on more than 30 online streaming platforms, and also through the home page of Ibiza Sonica Radio.

It is its own broadcast channel, which projects its messages to the audience, promotes its events, the brand experiences and musical content.



QR CODES

We create exclusive access music content through QR codes that lead to playlists for specific times, which can be used as a gift for customers.

- Winter, Autumn, Spring, Summer List
- Monthly selection list
- Customer Voting Lists
- romantic list
- List to share with friends
- Exclusive selection of a reference artist
- Etc..

Any contact with the client is good to strengthen the positioning and musical experience of the client with the brand.



IBIZA SONICA & SOCIAL NETS

Ibiza Sonica is the appropriate communication media to achieve a musical positioning within the electronic music scene.

With recognized prestige by record companies, promoters, DJs, but also with international recognition by listeners for both the quality of the programs and the musical selection.

In addition, not having traditional advertising that interrupts the programming, gives it added value.

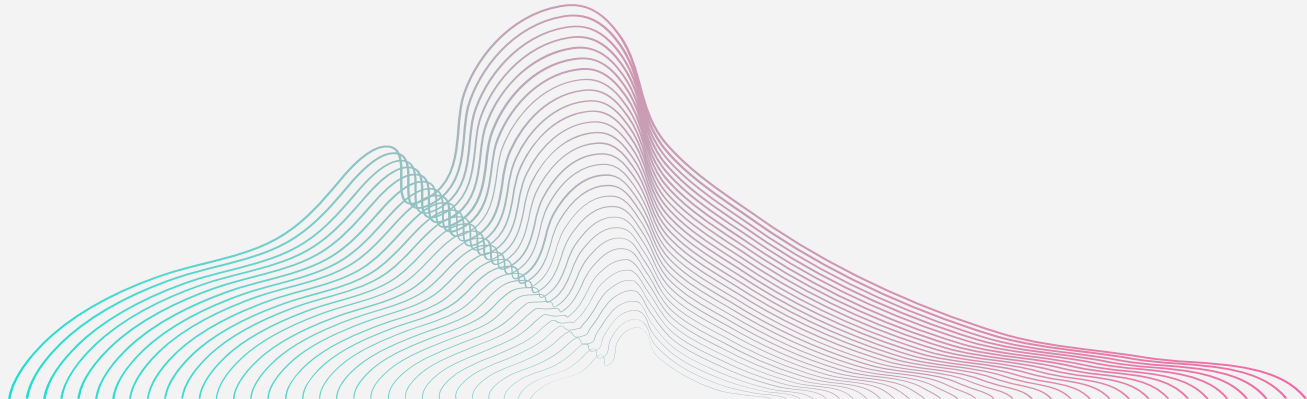
The brand appears organically within the programming and communication of Ibiza Sonica Radio, with the presentation by our announcers and as content of interest in the Social Networks



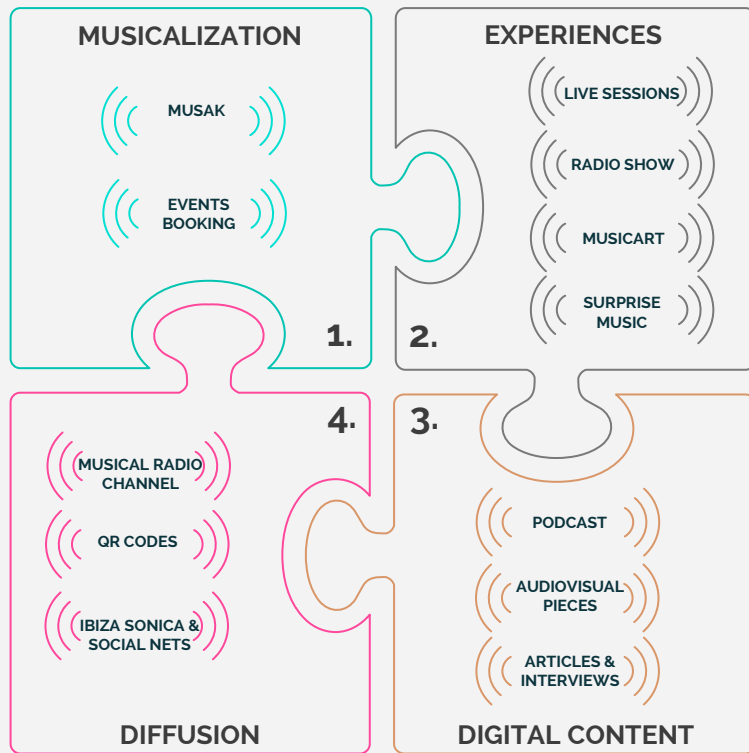
The musical footprint of GARAGE at every moment, in every place.

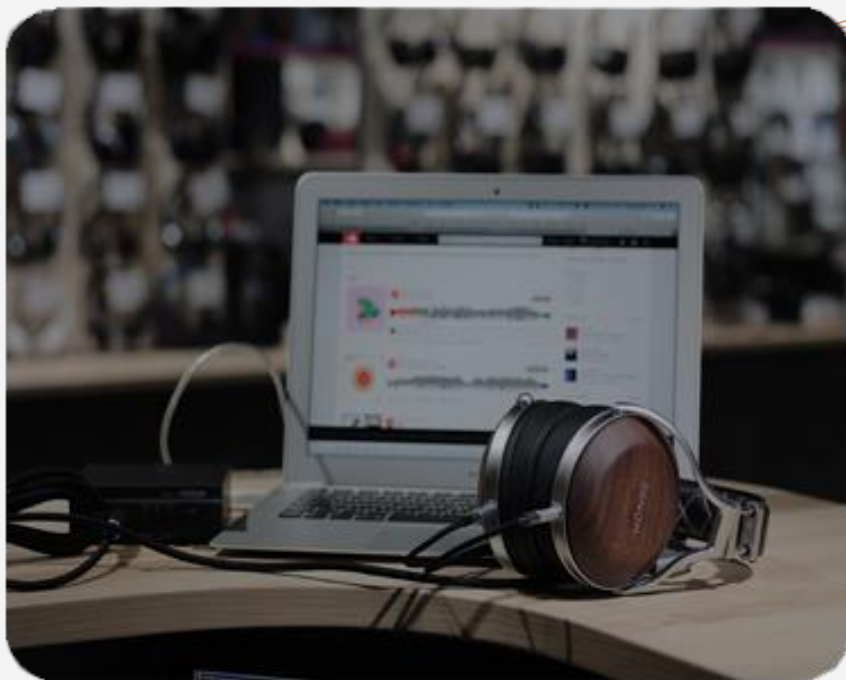


“The secret of success in business is synergy”
- Farshad Asl.




Musical Identity





02 Our Team

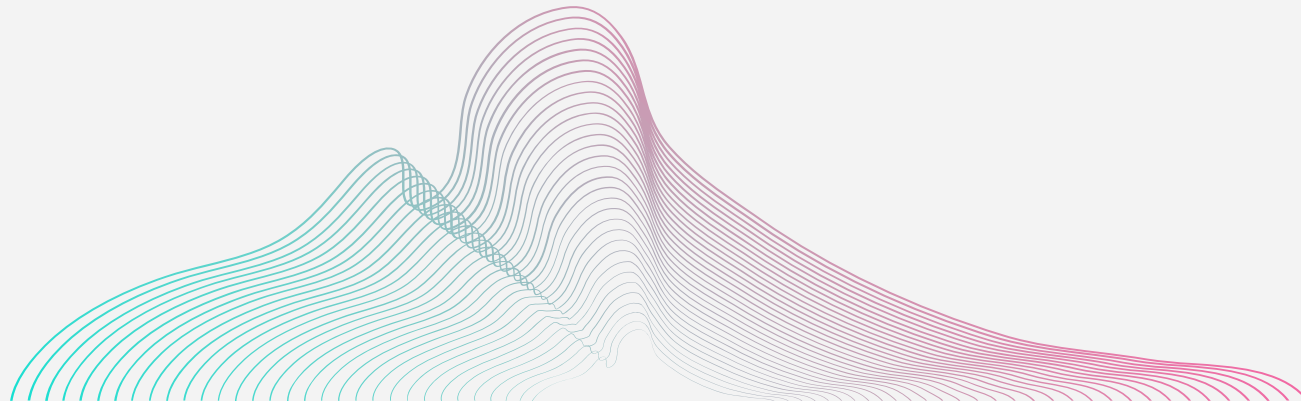
Professionalization with
knowledge and
recognition



Ibiza Sonica has a **team of professionals with more than 20 years of experience in different areas of the music industry**: artist booking, record labels, artist management, production of electronic music events and festivals, coordination of musical projects, creation of multimedia-music content, music curators and promoters.

There are also **graduates in Advertising and Public Relations and graduates in Marketing**, who have developed their professional career for more than 20 years both in the music sector and in mass consumption and tourism, as creative directors, product managers, strategic marketing managers and specialists in digital marketing.

The entire Ibiza Sonica team will contribute their vision and professionalism in the creation, development, start-up and development of the project.

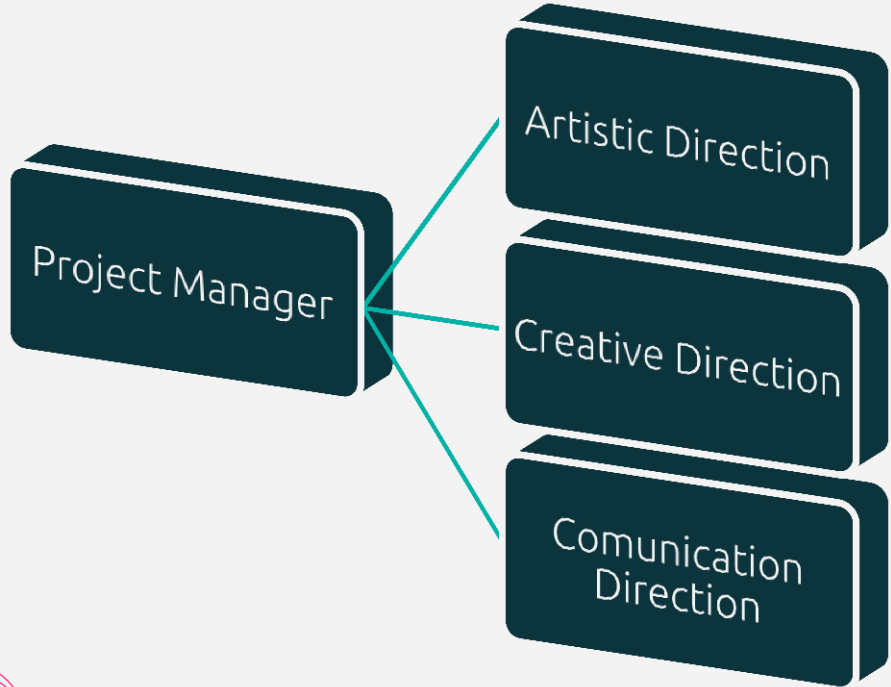


Integral Evolution

- The value of exclusive dedication -

A Project Manager will be assigned. He has a holistic vision of the project and will be in direct and constant contact with the brand team.

He directs, adapts and improves the product integrally at all times and manage the team of professionals.





BOOKING SERVICE

-BACKGROUND:

Bookings of artists for events such as:

One Ibiza Festival: Guy Gerber, Nic Fanciulli, Dosem, Matthias Tanzmann, Reboot.

Beachouse Ibiza 2018 season : Lee Burridge, Blondish, Oceanvs Orientalis, Armonica

Animo Open Air: Who Made Who.

Enchanted Forest: Nico Stojan, Stavroz.

Rudfunk festival Zurich: A man called Adam, Pete Herbert, Kenneth Bager.

Kumharas Closing: Bedouin, Hosh, Uppercut, Guy Gerber

Ibiza Sonica Opening: Apollonia, Newman, Los Suruba, Squire

-CURRENT SITUATION

Artistic direction and coordination of the new venue Akasha Ibiza and Las Dalias.

Management and contracting of all Pareidolia events where artists such as Behrouz, YokoO, LUM, Nico Stojan, Modd, Oonah Dahl, Sabo, Matthias Meyer, Amonita, Newman, Yamil have passed.

-ARTISTS & PROMOTERS

Many of the artists available, but not the only ones:

Sasha, Ida Engberg, Sebastien Leger, Behrouz, Nic Warren, Hernan Cattaneo, Audiofly, eelke Kleijn, Roy Rosenfeld, HOSH, Unders, LUM, Megablast, Luca bacchetti, Tim Green, Seth Schwarz, Britta Arnold, Luna City express, Hraach, Lost Desert, Stavroz, Sainte Vie, Birds of mind, DSF, Los Suruba, Uppercut, Viken Arman, Moscoman, Francesca Lobardo, Mimi Love, Be Svendsen, Jan Blomqvist, Satori, Guy Mantzur, Eduardo Castillo & Mar de leva, Ape Chimba , Mira, Sabo, Kerala Dust, Xique Xique, Nu, Santiago Garcia.

Promoters: Café del Mar and Blue Marlin Ibiza



03


Ibiza Sonica

The alliance that spreads to
the related target

Prestige Alliance

Increase your brand value through an alliance with a specialized radio, with more than 16 years of experience, and with international recognition both by the industry and by the listener / client.





On an island where current musical culture is as significant as historical heritage, when it comes to the field of radio, Ibiza produces the cream of the crop. Case in question? Broadcast experts Ibiza Sonica...

Founded in 2006 by DJ Igor Marijuan and event organizer/marketing manager Miguel Valverde with the desire to create a non-commercial radio station delivering a slice of Ibiza's amazing musical landscape to the world, Ibiza Sonica experienced a swift rise to the top of its game. The internet has played a fundamental role in Ibiza Sonica's worldwide success beaming their programming schedule across the globe simultaneously with the FM broadcast on the island reaching more than 28.000.000 connections per year.

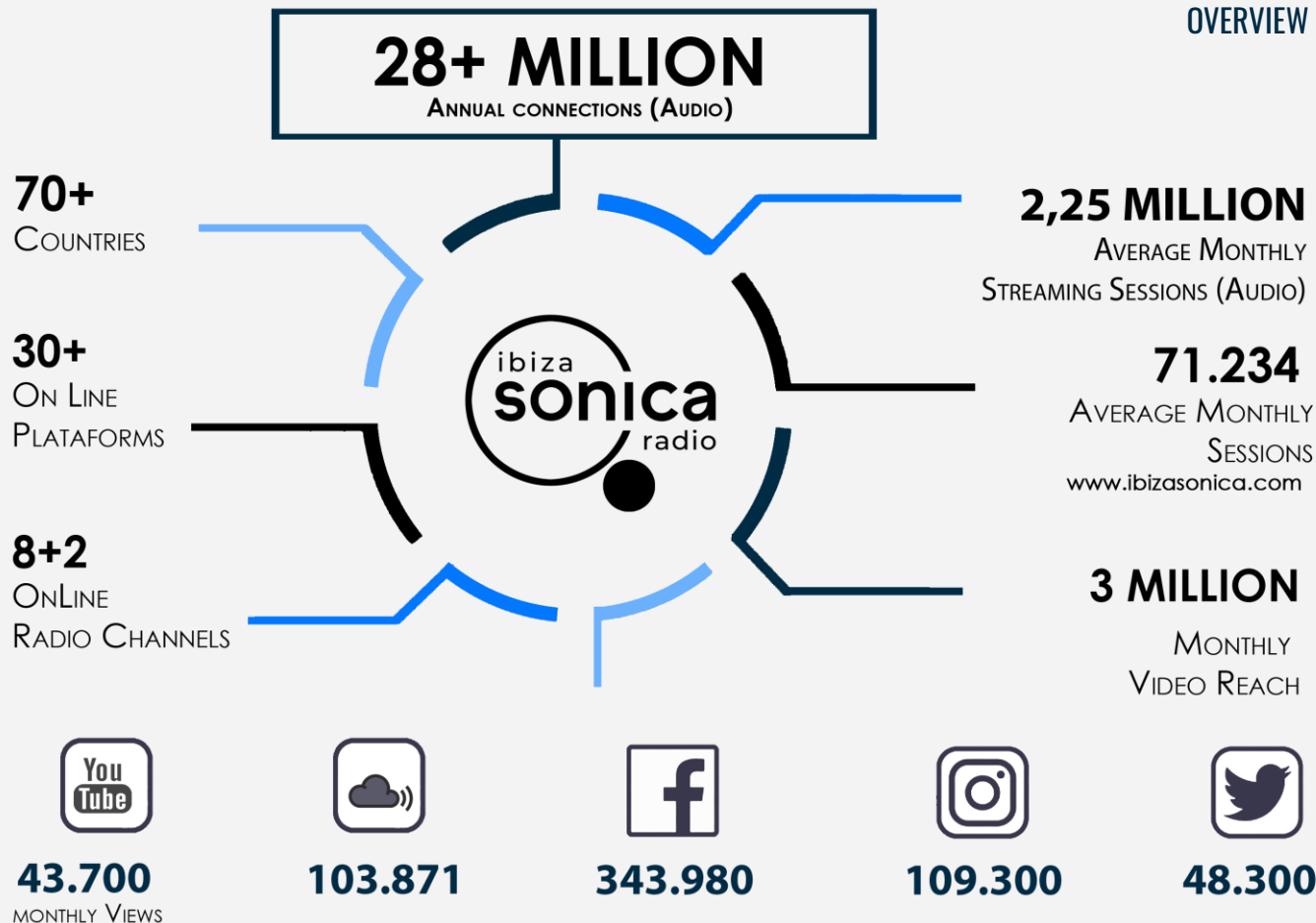
Boasting line-ups to rival any super club, it's no surprise thousands of listeners tune in for their daily Ibiza Sonica fix. Easing you into the day with lounge sessions, leading into afternoon Balearic beats with shows from the likes of Nightmares on Wax, Igor Marijuan, Andy Wilson, Karlos Sense, and Valentin Huedo, and specialist programmes featuring the crème de la crème of international talent – including Carl Cox, John Digweed, Seth Troxler, Soul Clap, Anja Schneider, Ralph Lawson, Kevin Yost, Kiki, and Andrea Oliva amongst others – air daily along with live shows from locations and special events across Ibiza and Worldwide such as the International Music Summit, SONAR, The BPM FESTIVAL, International Radio Festival, TimeWarp, Love family Park and Creamfields Argentina.

In addition to winning several awards such as DeeJay Mags 2009, International Dj Awards 2010, Mixcloud Award 2010, Ibiza Sonica won "Best International Radio" award at The International Radio festival 2012 for "raising the standards of radio and create new styles and formats of broadcasting". From the Mayan Riviera to Berlín, from Moscú, Kho Phangan, Lima, Mar del Plata, Paris, London, Panamá, Miami or Barcelona...the global output of the brand is raising and raising.

Ibiza Sonica is much more than a radio station, it is also a booker, touring agency -Ibiza Sonica Tour-, an event producer - Sonica events-, a live broadcast service -Sonica Broadcast-, an on-line radio station manager -Estudio Sonico-, and a concierge service - Sonica Experience-.

Ibiza Sonica brings you music from the world's best Dj's with live studio sessions and of course live broadcasts, including sunsets, club extravaganzas, boat parties or exclusive mixes live and direct from very special places like the kitchen of Carl Cox's villa (yes really!). Sonica brings a slice of the White Island thru its broadcastings wherever you are. A radio who shares its love for music, hedonistic, young heart and free-spirited. Like the island of Ibiza.

Tunein
Shoutcast
Apple iTunes Internet Radio
Microsoft Internet Radio
Deezer
Steema
Audials
Radio Garden
Radio Volna
Online Radio Box
Streamfinder
Radio.net,
vTuner
Onlineradiosearch.com
Emisora.org.es
Live Online Radio
Online Radio Streaming
Radio.com
Radio-directory.me
Radio Forest
Phonostar
DAR.fm
Onrad.io
Blindradio
Streamingthenet
DeliCast
Screamer Radio
Radioguide
nRadio
Logfm
and many others



ONLINE RADIO CHANNELS

OWN CHANNELS

[LISTEN TO] [IBIZA SONICA](#)



[LISTEN TO] [SONICA CLUB](#)



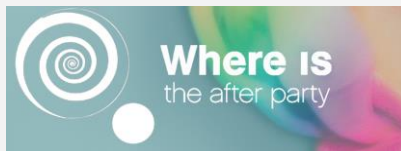
[LISTEN TO] [PIONEER DJ RADIO](#)
(from 2012 to 2019)



[LISTEN TO] [SONICALM](#)



[LISTEN TO] [WHERE IS THE AFTER PARTY](#)



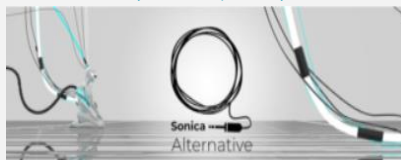
[LISTEN TO] [RADIO VENAO](#)



[LISTEN TO] [SONICA FUTURA](#)



[LISTEN TO] [SONICA ALTERNATIVE](#)
(from May, 2021)



BRANDED CHANNELS

[LISTEN TO] [BLUE MARLIN IBIZA RADIO](#)

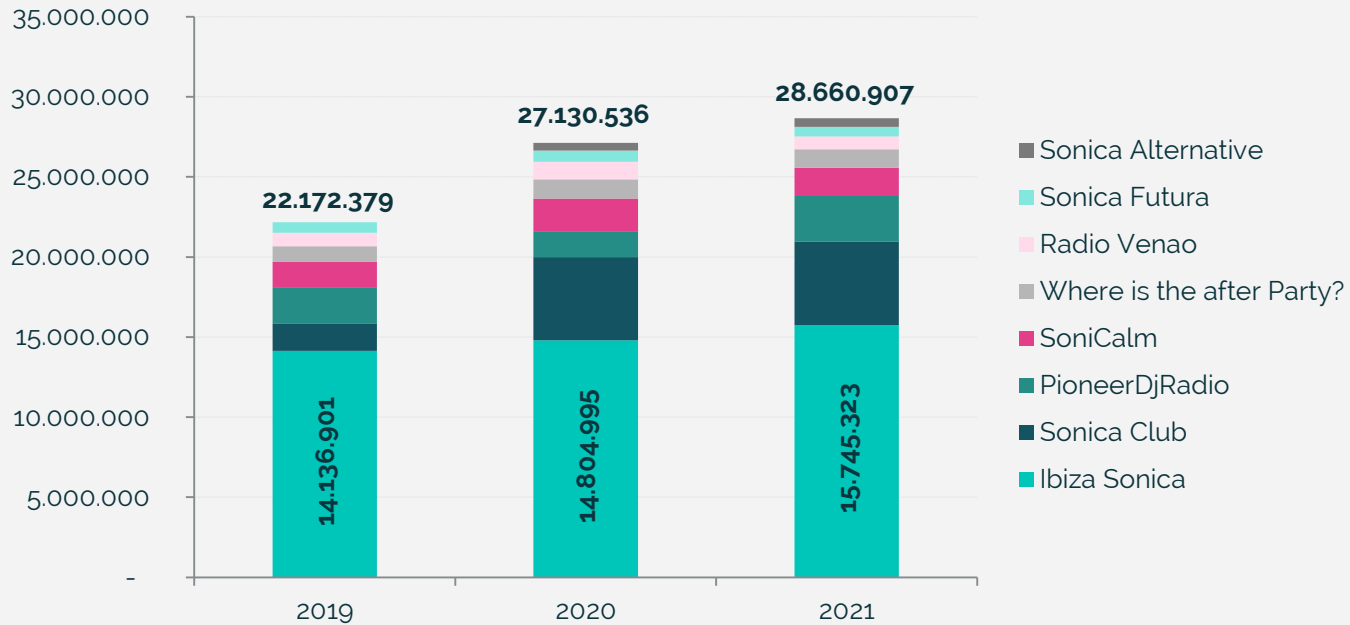


[LISTEN TO] [BLESSYOURSOUND](#)



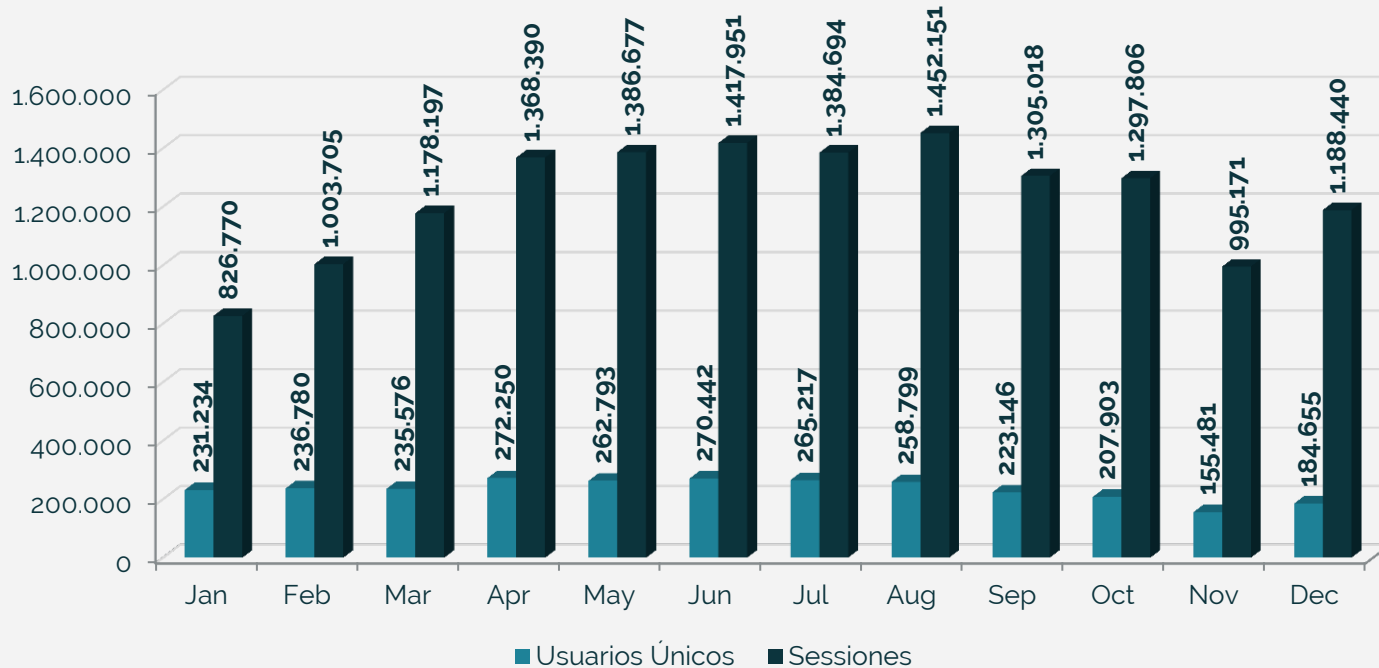
IBIZA SONICA – ALL CHANNELS –

Sessions by Channel



IBIZA SONICA - MAIN CHANNEL -

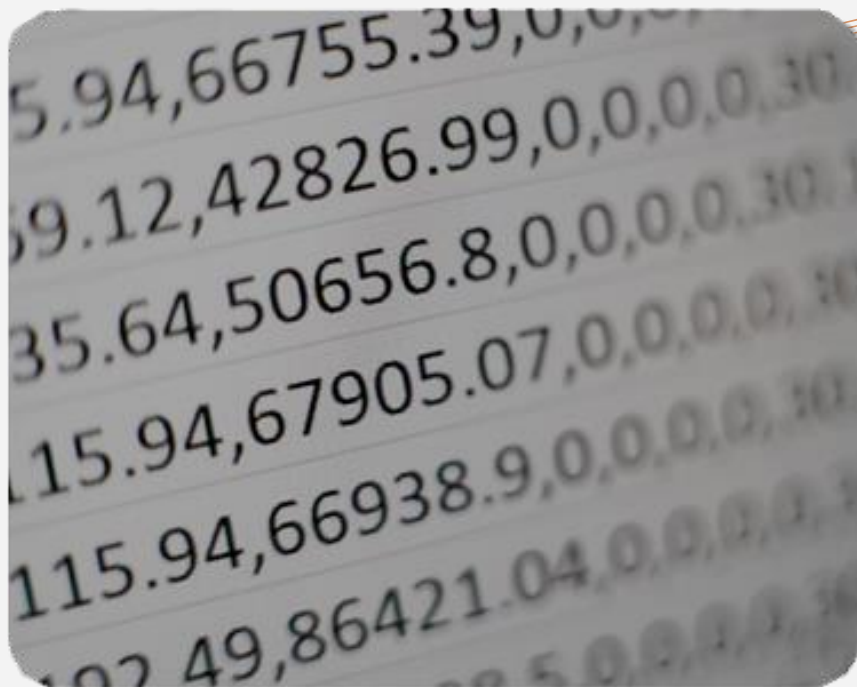
Usuarios únicos & sesiones 2021



	Germany	17,4 %		Finland	0,4 %
	Spain	10,6 %		Lithuania	0,4 %
	Russian Fed	6,9 %		Portugal	0,4 %
	United States	6,8 %		Chile	0,4 %
	United Kingdom	6,5 %		Belarus	0,3 %
	Netherlands	5,7 %		Croatia	0,3 %
	Italy	5,4 %		Sweden	0,3 %
	France	5,3 %		Slovakia	0,3 %
	Switzerland	3,3 %		UAE	0,3 %
	Romania	2,7 %		Slovenia	0,3 %
	Unknown location	2,3 %		Ireland	0,3 %
	Belgium	1,7 %		Israel	0,2 %
	Argentina	1,6 %		Ecuador	0,1 %
	Mexico	1,5 %		Uruguay	0,1 %
	Austria	1,5 %		Latvia	0,1 %
	Ukraine	1,4 %		India	0,1 %
	Colombia	1,2 %		Costa Rica	0,1 %
	Estonia	1,2 %		Luxembourg	0,1 %
	Poland	1,2 %		Moldova, Rep	0,1 %
	Turkey	1,1 %		Iran	0,1 %
	Japan	1,1 %		Thailand	0,1 %
	Hungary	0,9 %		Panama	0,1 %
	Serbia	0,8 %		Hong Kong	0,1 %
	Canada	0,8 %		Macedonia	0,1 %
	Brazil	0,8 %		Taiwan	0,1 %
	Greece	0,6 %		New Zealand	0,1 %
	Denmark	0,6 %		Montenegro	0,1 %
	Czech Republic	0,6 %		Korea, Rep	0,1 %
	Bulgaria	0,5 %		South Africa	0,1 %
	Australia	0,5 %		Malta	0,1 %
	Norway	0,4 %		Venezuela	0,1 %
	Peru	0,4 %			

Distribución de la audiencia por países





04 Fares

Scalable budget to a
customizable project

Ad hoc budget

Fully personalized and scalable service to the desired and needed coverage



Musical identity & Creative Strategy



- Together with the brand management, an analysis of marketing, SWOT, user experience and other variables is carried out.
- Development of the strategy, positioning and communication axis

Artistic Direction



- Negotiation with artists and agencies to get the best prices based on multiple contracts in other countries in circuit format
- Includes: contract management, payments, and general logistics: flights, transfers, technical rider, hospitality, image and promo, artist liaison, guest list, etc.

Musical Radio Channel



- Creation of the channel with its musical identity
- 3 Time slots with adequate and specific content for the place schedule
- Selection and musical renewal
- Performing Rights management
- Promotion and Communication in Ibiza Sonica and RRSS
- On air @ Ibiza Sonica

Musical Experiences



- Experiences created on demand, as examples:
- Live musical performance (weekly, monthly, punctual...)
 - Radio program created live, with retransmission and advertising
 - Music and Art Festival (exhibition of artistic works set to music)
 - Musicalization of selected moments

Communication & Diffusion



- Calendar, content creation and production
- Calendar, strategy and management of Social Media
- Web content improvements
- Advertising in Ibiza Sonica
- Advertising management of the brand music channel
- Advertising hiring in related media for ticket sales

The top-left and top-right corners of the slide feature decorative wavy lines. The lines on the left are orange and pink, while the lines on the right are pink and purple.

ThankS!



www.ibizasonica.com

