



# ASHNIKKO PITCH DECK

SLIDE 1: Hello! Thank you all for being here. My name is Avery Goldsmith and I am a part of the Marketing team with Warner Music. Today, I will be discussing future partnerships and marketing opportunities for our artist Ashnikko.

SLIDE 2: Ashnikko was born in North Carolina and moved to London, England at a young age. In London, she started experimenting with new sounds with music which led her to make electronic pop/rap. Within her music and style, she takes inspiration from anime and video games that gives a cartoony futuristic feel.

SLIDE 3: Ashnikko has already been in many major magazines including ELLE, Cosmo, NY Times, etc. She was also on Jimmy Kimmel and Late Night with Seth Meyers to promote her music. She has had successful partnerships with Beats that is seen in her music video "Daisy" and Lelo, an adult toy company, that is seen in her music video "Slumber Party". She has won two awards for her music video "Hi, It's Me" and another for her partnership with Beats By Dre.

SLIDE 4: Here are some future partnerships and marketing opportunities we wish to bring to Ashnikko.

- Halloweenie x Spirit: Every year, Ashnikko releases a song for Halloween under the name Halloweenie. Around this time of year, Ashnikko can partner up with Spirit Halloween to promote her new Halloween single. Items can be on sale that include, Ashnikko wig, her merch on display, hair dye, and makeup products to look or dress up like Ashnikko.
- Dolls Kill x Ashnikko: Dolls Kill is a fast fashion website that revolves around edgy, goth, anime, type style. Ashnikko can partner with Dolls Kill to promote any new songs by making a limited time only clothing line that include a few pieces made or picked out by Ashnikko.
- Mini Anime Series: For Ashnikko's upcoming album, we believe a mini anime series about Ashnikko within her new album could be made. The Instagram handles on the screen are people that Ashnikko works with on a regular basis. They know what she likes and have the tools and talent to create a mini series. This mini series can be broadcasted on TikTok, YouTube, Instagram, etc.

- Ashnikko x Crazy Colour: Ashnikko has spoken out about which hair dye she uses to get that signature bright blue. Ashnikko can team up with Crazy Colour to promote any new songs or tours by creating a limited time only Ashnikko x Capri Blue hair dye. (Capri Blue is the color of dye)
- Ashnikko NFTs: NFTs (Non-Fungible Token) are commonly used in the digital world. They are digital assets that are used to trade amongst fans. NFTs are also very popular amongst Gen-Z, which is the majority of Ashnikko's listeners. Ashnikko's NFTs can be made from stills from the Mini Series or a pre-release/tease of Ashnikko's new album cover or album art. We can release a limited amount of NFTs which will be bought up very quickly by her fans and will start the trading wars of other fans trying to obtain her NFT. The NFT boom just started in 2021 and I believe it is an untapped market that will increase marketing opportunity for artist to promote new albums or tours. This is used as a promotional tool.

END: And that is the end of the slide show! Thank you so much for listening to my proposal for Ashnikko.