



AGENCY PORTRAIT



At G7 Entertainment Marketing, WE BELIEVE IN THE POWER OF THE FAN.

We are fan-first thinkers, doers and evangelists. Our philosophy is to approach our work through the lens of unforgettable fan experiences blending strategy and creative to emotionally connect; understanding that when brands put fans first, everyone wins. This statement informs how we go to work in the development of our marketing and activation strategies for each client and opportunity.

Born out of a music marketing and experiential background, over the past ten years, G7 has evolved to become a fully integrated entertainment marketing agency specializing in entertainment strategy, talent booking, and event production & activation. Our unique perspective has earned us a position as a thought-leader, idea engine and expert on bringing brands to life with a variety of clients spanning across various industries including automotive, spirits, technology, CPG and lifestyle brands.

By putting our extensive entertainment marketing knowledge and experience to work for our clients each and every day, we have been fortunate to create moments that move hearts, minds, and business results for long standing clients such as Sazerac, Ram Trucks, and Salesforce.

The past year has been an exciting one for the team at G7, growing personnel by 73%, and welcoming popular brands into the fold including Fujifilm, YETI, Mike's Hard Lemonade, Spotify, and Nissan. Over the past twelve months, our event activation teams, comprised of 26 in-house and 10 field personnel, have been busy executing 15 mobile tours resulting in brand activations at 300+ music, food & wine, lifestyle & cultural festivals and global music tour stops, allowing our clients to engage directly with tens of millions of fans and for our beverage clients specifically, to deliver over 440,000 unique samples to consumers.

We'd like to highlight a recent execution for Spotify. After successfully managing the official grand opening of Ole Red, Blake Shelton's new bar/restaurant/music venue in downtown Nashville, we led the complete rebranding of the 5-story building in under 5 hours overnight to mark the official kickoff of Spotify's Hot Country 4-day takeover event during CMA Fest 2018. The multi-day event was a complex logistical endeavor featuring performances by 54 of the hottest Country acts. G7

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worked with Spotify and Opry Entertainment Group to book and advance all scheduled and surprise talent, handling on-site production and VIP activities, and the creation and distribution of over 65,000 pieces of branded merchandise. Not only did we think this was one of the hottest events in town during CMA Fest, Rolling Stone agreed and featured our activation in their "Top 30 Best Things at CMA Fest 2018" for Best Lineup.

Within G7, we have one of the top corporate, roster agnostic, talent booking teams in the industry, whose expertise, strong industry relations, and negotiating power allows us to work with our trusted partners across management, agency, and labels to find the most ideal talent fit for each client's needs in order to deliver the best event for their audience whether that be a music performer, comedian, speaker, or interactive artist. Over the past year, some of our 150+ booking highlights include Bruno Mars, Michelle Obama, The Chainsmokers, Natalie Portman, and Imagine Dragons.



Always wanting to deliver more than what is tasked of us, our team works cross-functionally to deliver added value to each project. This has been especially true with some of our ongoing, trusted relationships with clients such as Mack Trucks and Cisco. Recently we built upon a talent booking opportunity with a Cisco corporate event by aligning the brand with multi-platinum, Grammy Award winning singer, songwriter and musician John Legend. By finding shared beliefs between Legend's charity LRNG, focused on education and learning initiatives for all people and closing the equity gap by transforming how young people access ad experience learning, and Cisco's Spark Board technology, we were able to foster the perfect partnership for Cisco's Connected Education platform that extended well beyond Legend's performance at Cisco's Chairman's Club event.

All of this great work could not be possible without the talents of our dedicated team and support and trust of our clients.

We get a rush out of doing work that we love with the people we love to work with. We celebrate being part of the dynamic and growing cultural and business phenomena that is Nashville today, working hard to leave our mark while also giving back to the community. We are obsessed with our clients' business and are passionate about blending that obsession with personalized service. While being boutique has its benefits, we also harness the global resources afforded us by being part of Project Worldwide, a network of 14 independent agencies in service of creativity.

We are proud of our growth while remaining humble and hungry for more.

