

ROCK *n* HALL

ARTIST SERVICES BY DIXIEFROG





INTRODUCTION

Welcome to **Rock 'n' Hall** Artist Services
By **Dixiefrog**.

The aim of this service label is to offer everything that an Artist or Group clearly stamped “Roots Music”, and more particularly Blues, Soul or Rhythm 'n' Blues, needs to exist professionally and make a living from their art.

Starting with the most important and indispensable: distribution (physical AND digital), on a national, continental or even global scale, to best distribute an album, or even an EP.

Rock'n'Hall Artist Services By Dixiefrog is also a platform that brings together a pool of experts to meet the most diverse needs.

Whether it's the manufacture of CDs and vinyl, the creation of a graphic charter and/or logo, the design of an album cover and booklet, the establishment of an optimal digital presence (social networks, YouTube, etc.), media distribution, an advertising campaign, photo or video creation, booking assistance, training or coaching, a publishing contract, or a mastering requirement.

Rock 'n' Hall Artist Services By Dixiefrog is THE solution for putting all the chances on your side when it comes to releasing your new musical project and getting it out to the widest possible audience.



Rock'n'Hall Artist Services By Dixiefrog is able to offer you a solution for each stage of the development process of your project in the best conditions :

Recording and mastering studio

With our partners throughout France / New: Dolby Atmos package. Mastering for CD-Vinyl-Digital

Graphic

With the pool of Art Directors, Graphic Designers and Photographers who collaborate on all Dixiefrog projects.

Fabrication

CDs, vinyl and merchandising with our partner 100vinyl

Distribution

Physical and Digital, in France, Europe or worldwide

Press attachés

In France and abroad, Traditional press - TV - Radio - Web

Communication

Management of your digital campaigns on your social networks

Community Management

Plan, monitor and analyse your communications campaigns with professionals

Photos or Videos

With a selection of recognized professionals

Booking assistance

NEW

Courses

Improve your knowledge to manage your own communication on networks

Music coaching

With La Fabrique des Artistes: cross-coaching by a producer and a music coach

Editions

NEW

Website offers

Custom packs to create a site

ROCK'N'HALL

RECORDING STUDIO AND MASTERING STUDIO

CUSTOM PACKAGES

(Contact us)

We offer you the opportunity to work with Dixiefrog's partner studios and sound engineers at particularly attractive rates.



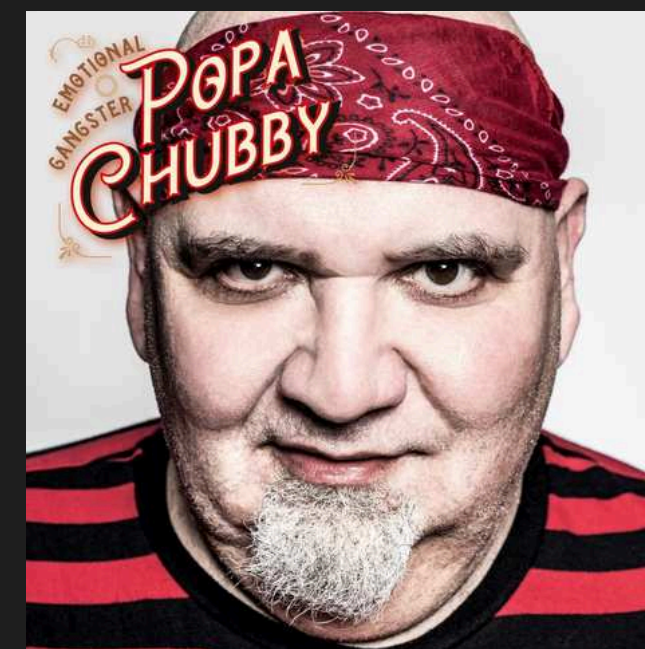
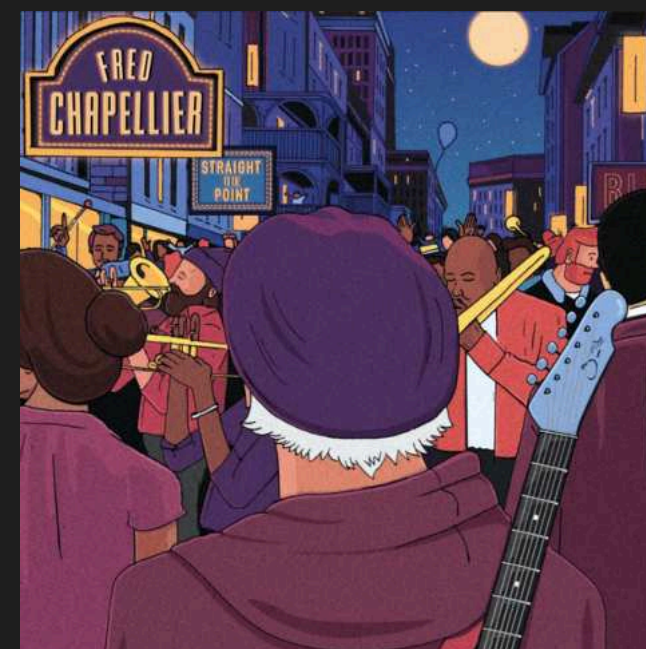
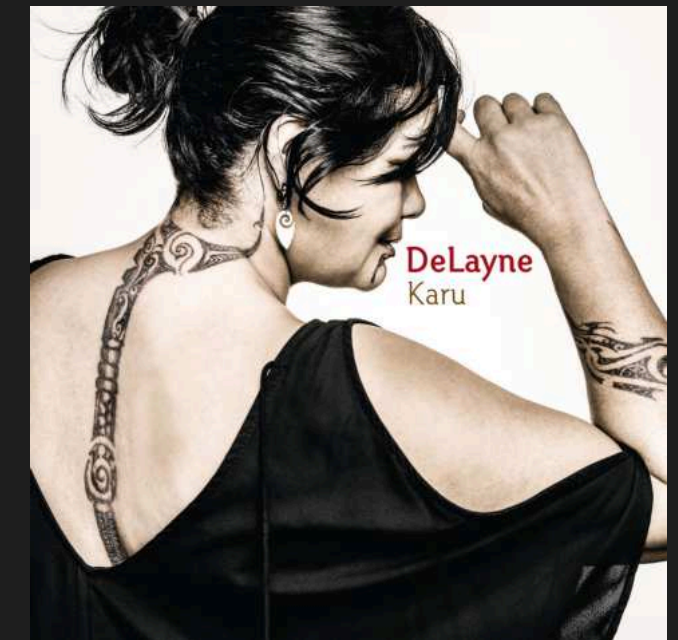
*Convert your album master,
from 800€ ex VAT.*



GRAPHICS PACKAGE

DIGITAL AND PRINT GRAPHICS

Have your cover designed by Dixiefrog artists!



From €210 ex-VAT for CDs and €330 ex-VAT for vinyls.

FABRICATION *in partnership with 100vinyl.*

An essential step in any recording project!



Estimate your project [here](#).

*PRIX HORS TAXE ET HORS TRANSPORT

12" STARTER PACK

VINYLE NOIR + ETIQUETTES QUADRI + POCLETTE QUADRI + CELLOPHANE

100 EX = 880,00 €*
200 EX = 1370,00 €*
300 EX = 1500,00 €*
500 EX = 1930,00 €*
1000 EX = 2900,00 €*

DISTRIBUTION

Benefit from the Dixiefrog distribution network. This international network, consolidated for almost 40 years, will advise and support you for optimal distribution, both physical and digital.



PHYSICAL DISTRIBUTION

dedicated to Rock'n'Hall Artist Services customers.

Several distribution options depending on your ambitions and the strategic analysis we'll carry out together. For each option, we **stock** your CDs and Vinyls, manage orders and shipments.

Every six months, we pay you **75%** of the revenues generated by this distribution.

1. On-line distribution via Amazon / Bandcamp / Discog / Shopify etc...
2. On-line + in-store distribution in France only.
3. On-line distribution + International distribution.



fnac

amazon.com

 **shopify**

Cultura

 **bandcamp**

DIGITAL DISTRIBUTION

dedicated to Rock'n'Hall Artist Services customers.

R&H takes care of everything! You'll provide us with the information we need to put together a good **pitch**, and give yourself every chance of appearing in the **Playlists** !



You'll be on every streaming platform in the **world** !

We will pay you **75%** of the income generated by this distribution every six months.



PRESS ATTACHÉS

CUSTOM PACKAGES

Take advantage of Dixiefrog's network of press attachés, in the traditional and specialized press, as well as on the web.



WEB PRESS ATTACHÉS WITH OUR PARTNER ATTITUDE

Press release, follow-up and follow-up on a vast panorama of over **300 webzines, news and cultural sites, rock sites and blogs.**

45 days

Budget : 1400 euros (excl. VAT)

120 days

Budget : 1900 euros (excl. VAT)

**nouvelle
-vague**
.com

**JUST
MUSIC.FR**
L'ACTU MUSICALE EN UN SEUL CLIC !

Si Souffle inédit

**Melo
LIVE**

**artistik
rezo**.com

hexagone
REVUE TRIMESTRIELLE DE LA CHANSON

**POZZO
LIVE**
CONCERTS LIVE BLABLA

FrancoFans
LE BIMESTRIEL INDÉ DE LA SCÈNE FRANCOPHONE

Songazine

RollingStone
FRANCE

SENSATION
ROCK

MaXoE


LE BLOG ROCK
CHRONIQUES & PLAYLISTS

C
Cultea
Rendre accessibles
la culture et l'art

**ROCK Made in
France**

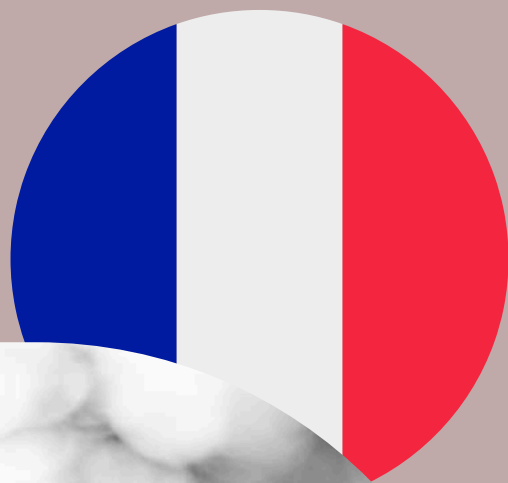
**Actu
Mag.fr**
Le magazine de l'actualité

**LA GROSSE
Radio.com**

**PERFECTO
MUSIC.FR**

B#AWARE

*and
more..*



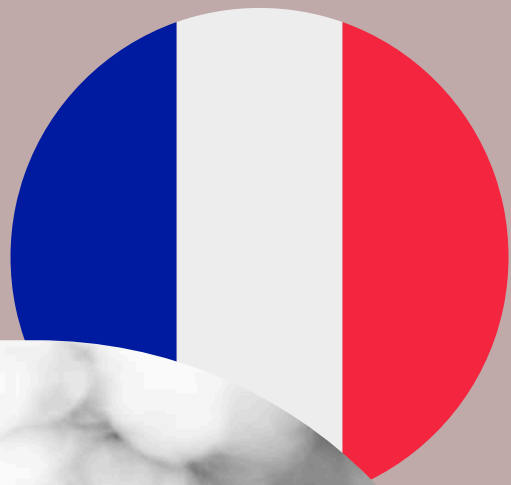
PRESS ATTACHES - TV / RADIO / TRADITIONAL AND SPECIALIZED

PRESS, FOR FRANCE

PACK 1

- **Newsletter mailing** (based on an R&H template, and elements supplied by you) to **300 targeted contacts** (press, radio, web).
- A **blast press mail** out will be arranged especially for you, and sent **1 time**.
- Processing of incoming requests provided by you.

Budget : 300 € ex-VAT

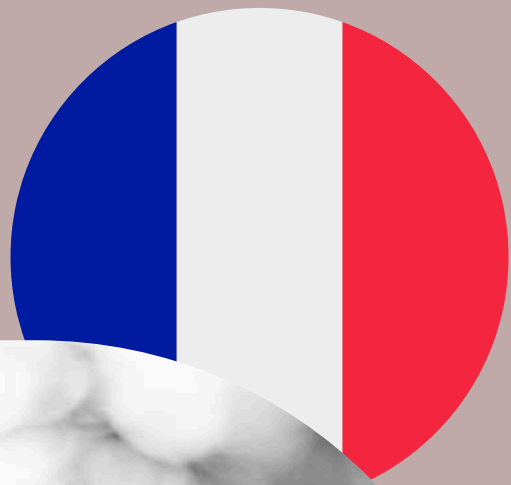


PRESS ATTACHES

PACK 2

- **Help with creating** and formatting the **press release** + help with creating the **digital presentation folder**.
- Creation of a **newsletter** (content subject to your approval).
- Newsletter mailing to our extensive world wide targeted contacts (press, radio, web).
- **2 blast press mail outs** will be arranged especially for you.
- Handling of incoming requests by you.

Budget : 600 € ex-VAT

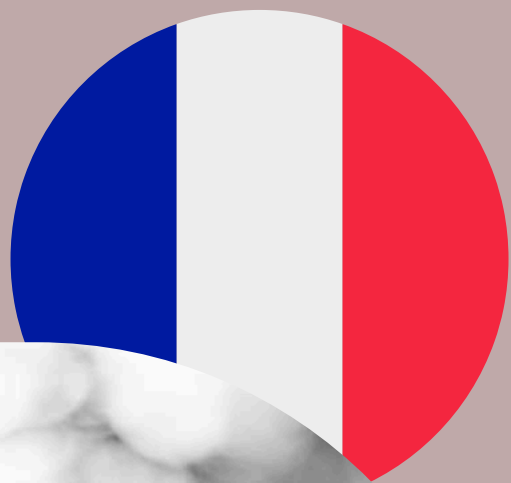


PRESS ATTACHES

PACK 3

- Mission duration + follow-up : **60 days** (1 month before release + 1 month after release).
- **Creation** and layout of **press release**.
- Creation of a **newsletter** (content subject to your approval).
- Newsletter mailing on our **extended service** of world wide **targeted contacts** (press, radio, web).
- **Multiple blast press mail** outs will be arranged especially for you (content to be modified if necessary).
- Mailing of **20 or 30 CD copies** and - or **5 vinyl** copies to selected media. (Mailing costs and albums are your responsibility).
- **Processing of incoming requests** (interviews, live reports...).
- **Final report / press review**.
- **Release newsletter** and/or **show case** sent to **all Dixiefrog customers**.
- **Dixiefrog Social Media launch** includes Release Day support : FaceBook and Instagram.

Budget : 1500 € ex-VAT

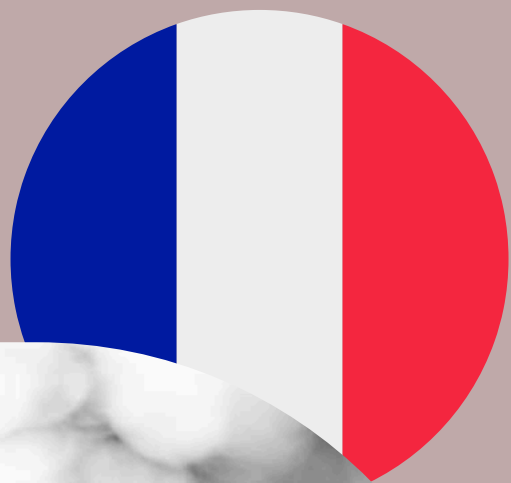


PRESS ATTACHES

PACK 4

- Duration of mission + follow-up : **4 months** (1 month before exit + 3 months following release date).
- **Creation** and layout of **press release**.
- Creation of a **newsletter** (content subject to your approval).
- Newsletter mailing to **1500 targeted contacts** (press, radio, web, TV).
- The mailing will be sent **5 times** (content to be modified if necessary).
- **Mailing of 100 CD copies** and - or **5 vinyl copies** to selected media. (Mailing costs and albums are your responsibility).
- **Processing of incoming requests** (interviews, live reports...).
- **Promotion of album release party**.
- **Final report / press review**.
- **Sending of release** and/or **showcase newsletter to all Dixiefrog customers**.
- **Dixiefrog Social Media launch** includes Release Day support : FaceBook and Instagram.

Budget : 3000 € ex-VAT



PRESS ATTACHES

PACK 5

- Mission duration + follow-up : **6 months** (2 months before release + 4 months after release date).
- **Creation** and layout of **press release**.
- Creation of a **newsletter** (content subject to customer approval).
- Newsletter mailing to **3,000 targeted contacts** (press, radio, web, TV).
- Dispatch of **150 CD copies** and/or **5 vinyl records** to targeted media (dispatch costs paid by Rock'n'Hall, CDs and vinyl records supplied by you).
- **Follow-up interviews + promotion of concert dates.**
- **Final report / press review.**
- **Release** and/or **showcase newsletter sent to all Dixiefrog clients.**
- **Dixiefrog Social Media launch** includes Release Day support : FaceBook and Instagram.

Budget : 4500 € ex-VAT



PRESS ATTACHES - TV / RADIO / TRADITIONAL AND SPECIALIZED PRESS, FOR GERMANY PACK 1 :

- **Mailing to 1,500** carefully selected **contacts** (relevant media).
- Start 8 weeks before release + basic e-mail follow-up with key media 8 weeks after release.
- **Live report** including KPIs & press reviews 6 weeks before release, final report 8 weeks after release day (PDF).
- **Mailing of up to 5 CDs and 3 LP copies** to media-controlled radio stations, selected print, online and new media.
- **Management of all returns, interview and press requests, advertising options.**

Budget : 1500 € ex-VAT

Options : Extended shipment of products (max. 50 CDs / 15 LPs) :
300 € HT (shipping included).



PACK 2 :

- **Mailing to 1,500** carefully selected unique **contacts** (relevant media).
- Service includes **all elements and high-quality downloads** for press and radio.
- **Priority management** : start 8 weeks before release with targeted follow-up (calls and e-mails) 8 weeks after.
- **Live report** including KPIs & press reviews 6 weeks before release, final report 12 weeks after release day (PDF).
- **Mailing of up to 5 CDs and 3 LP** copies to selected media-controlled radio stations, print, online and new media.
- **Management of all returns**, interview and press requests, advertising/marketing options
- **Promotion within our corporate network** (social networks, newsletters, sales team)
- MPN promotion (professional promotional service for radio, TV, press, online, new media) to “selected contacts” mailing list (public service broadcasting); **basic cost 28 € included.**
- **Up to 3 singles included**, additional mailings for singles and sampling (digital), additional follow-up in combination with album promotion for extended awareness.

Budget : 2500 € ex-VAT

Option : Dispatch of physical products (max. 50 CDs / 15 LPs) : Recipient list ‘All contacts’ MPN upload : €300 excluding VAT (including postage).

PACK 3 :

- **Mailing to an extensive list of 2,000** carefully selected relevant media with high contact quality.
- The service includes **all elements and high-quality downloads** for press and radio.
- **Priority management** : start 8 weeks before release with targeted follow-up (calls & e-mails) 12 weeks after.
- **Live report** including KPIs & press reviews 6 weeks before release, final report 16 weeks after release day (PDF).
- **Mailing of up to 20 CDs / 5 LP** copies to media-controlled radio stations, selected print, online and new media - Management of all returns, interview and press requests.
- **Promotion within our corporate network** (social networks, newsletters, sales team)
- **MPN promotion** (professional promotional service for public service broadcasting and private radio and TV stations, press, online, new media) to “all contacts” mailing list (MPN fees included) **plus follow-up starting 4 weeks before release day.**
- **Up to 3 singles included**, additional mailings for singles and sampling (digital), additional follow-up in combination with album promotion for extended awareness (selected MPN contacts included per single).
- **Support and advice** for the media plan, proactive marketing plan, organization of marketing actions (prize draws, etc.), consulting service to boost visibility in GSA, online and in print media.
- **Extra effort** to develop the artist's profile.
- **Tour promotion** (special mailing and follow-up to local magazines, local daily press and radio stations).

Budget : 3850 € ex-VAT

A world map with a dark red color scheme, centered on the Atlantic Ocean. The continents are outlined in a slightly lighter shade of red against a black background.

INTERNATIONAL PROMOTION

Packages with our partners in the USA, UK, Benelux
and Eastern Europe, to suit your budget.

CONSULT US

DIGITAL COMMUNICATION

We support your digital campaigns, whether on social networks or streaming platforms, with our tools using optimization algorithms. We provide you with comprehensive campaign reports.

From €200 ex-VAT



The dashboard displays performance metrics for two artists: Shawass and BLOWSOM. For Shawass, a campaign from Nov 2023 to Jan 2024 shows 504 followers (+16), 3.3k followers (+423), 2 followers (0), 1.0k followers (+371), and 53.2k monthly listeners (+38.8k). A 'CHAMPAGNE 1' campaign is marked as 'Campaign Ended' with a budget of 670 € and 100% completion. Campaign results for France on Instagram show a 67.93% redirect rate, 14 followers, and 45 adds. For BLOWSOM, a campaign from Jan 2024 to Jan 2024 shows 13.1k followers (+328) and 149.8k monthly listeners (+75.1k). A 'KISTING CAMPAIGN HYWFO - ENG' campaign is marked as 'Campaign Ended' with a budget of 200 € and 80.82% completion. A mobile app interface for 'Woody' is shown, featuring 'LISTEN ON SPOTIFY', 'LISTEN ON APPLE-MUSIC', and 'LISTEN ON DEEZER' buttons, along with a 'woody.y2m.link' URL. A sidebar lists artists including BLOWSOM, Woody, Oscar Anton, Léon The Sin..., Woody - ADS..., BLOWSOM - AD..., Twenty9, Sün Jün, Oscar Anton, Milena Lebla..., and Praa.

COMMUNITY MANAGEMENT

- Developing brand awareness on the networks.
- Leading and moderating online communities.
- Technology and sector watch.
- Data analysis.
- Implementation of a digital marketing strategy.
- Creating and publishing engaging content (photo/video editing).
- Promotion of brand image on the Internet.
- Performance measurement and optimisation.

From 750€ ex-VAT





SERVICE VIDEO - CLIP

A video production professional can help you create teasers, clips, interviews and promotional videos ! Having worked with many big names, he'll know how to adapt to your needs.



- **Concert or studio EPK** : from 650€ ex-VAT.
- **Video clip** : from 1300€ ex-VAT.

Travel and accommodation expenses not included.



FULL IA VIDEO SERVICE

3 hours of post-production

Just imagine filming with your smartphone, and in the blink of an eye, artificial intelligence will bring your video vignettes to life. Once your ideas have been captured, our AI* optimizes every detail for outstanding results.

**The AIs used are Capcut, InShot and Adobe Podcast.*



From 360€ ex-VAT.

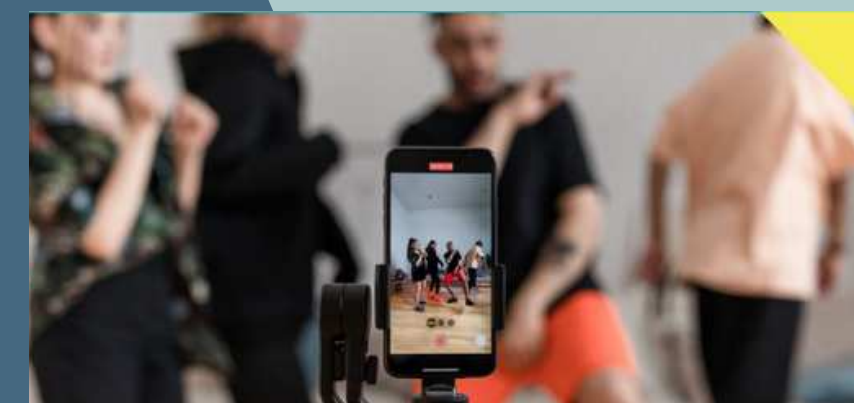
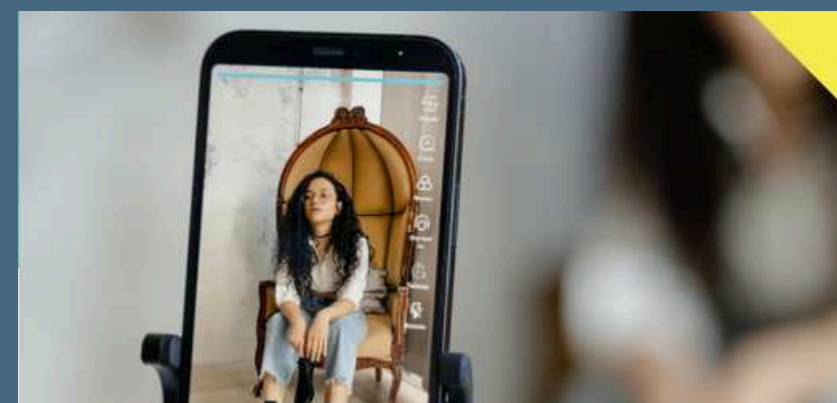
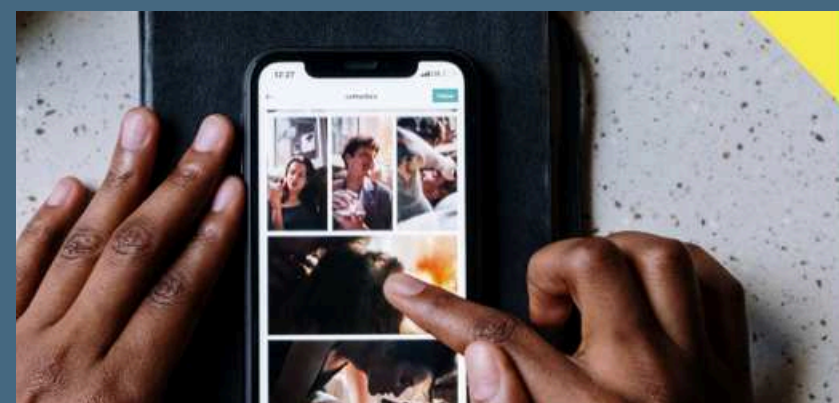


PHOTO SERVICE - MAKE YOUR PICTURES WITH PHILIP DUCAP



In 1992, Philip Ducap joined Claudie Ossard's team as a set photographer, before honing his skills in fashion photography in Miami. Returning to Paris in 1995, he became Michel Comte's assistant, exploring haute couture and perfecting his techniques in lighting and photographic formats. His collaboration with New York photographer Alban Christ led to two world tours, oscillating between fashion and art photography.

Philip then exhibited in Paris at Galerie Carré VIP du Palais Royal, where he presented "Délicat Dictat", a series criticizing anorexia in couture, raising awareness of the dangers of unrealistic beauty standards. Currently, his work focuses on the human in the urban, capturing silhouettes often from behind, questioning identity beyond the face.

After making a name for himself at festivals such as Juan-Les-Pins, in 2020 he became the official photographer for the Dixiefrog label, where he continues to fuse his passion for music with his photographic expertise, enriching his portfolio with portraits and captivating musical scenes.

From 800€ ex-VAT.

BOOKING ASSISTANCE

Regular touring is the lifeblood of every artist and every band !

By choosing the Rock'n'Hall Artists Services “Booking Help” option, you'll be able to submit your application to our team of booking agents, with a view to becoming part of their artist catalog.



OUR COURSES

INDIVIDUAL OR COLLECTIVE

Improve your knowledge to manage your own communication on networks.



DIGITAL TOOLS TRAINING

(by videoconference)

- Digital communication & promotions strategy
- Social networking best practices
- B2B Promotion & Marketing
- Creating Brand Content
- Focus : vidéo



*With Charlotte Le Gal,
Digital marketing &
communications expert,
specializing in music.*

PACK 1

**FORMULA
GETTING STARTED**

45 min

From 75€
ex-VAT

PACK 2

**FORMULA
THE BASICS**

Half a day

From 500 €
ex-VAT

PACK 3

**FORMULA
BECOME A PRO**

A whole day

From 750 €
ex-VAT

MUSIC COACHING

WITH THE FABRIQUE DES ARTISTES: CROSS-COACHING BY
A PRODUCER AND A MUSIC COACH

OUR COACHING METHOD was born out of the project of a show producer and a music coach to combine their skills in order to offer comprehensive support for artists, adapted to each individual and accessible to all.

We make available to musicians the full range of skills derived from the two founders' combined vision and experience, to identify the strengths and needs of each project, and to define a tailor-made accompaniment program.



THE SPEAKERS :

Géraldine Llabador and Lucie Chabrol met at an early age in an environment where the great names of jazz and French chanson (Petrucciani, Brassens, Ferré, Hallyday, Michel Benita...) rubbed shoulders. They know all the codes and customs of the profession. Both are native speakers of French and fluent in English.

Following the various revolutions in the music business, today's artists are required to be true "artist-entrepreneurs": able to manage artistic aspects as well as communication, promotion and distribution (booking, pitching, storytelling, video, audience research...). This is how Lucie and Géraldine decided to join forces in 2022 to create La Fabrique Des Artistes and offer cross-disciplinary support to meet the multiple needs of today's artists.

LUCIE CHABROL, MUSICAL COACH :

A graduate in philosophy, musician, editor, composer and teacher, and herself from an artistic background, her knowledge of the milieu and her multiple skills have enabled her to provide coaching and courses to a variety of audiences for over 15 years.

Her method is essentially based on highlighting the artist's strengths and putting in place solid artistic and technical tools, in addition to her training in jazz arranging and composition. She has helped actors (Bernadette Laffont, Helene Vincent...), TV presenters (Eglantine Emayé) and bands achieve their short- and long-term artistic goals. In her triple role, she has also edited ethnomusicology for Claude Levi-Strauss's Revue, and helped young people win auditions for musicals, bands and competitions (Radio France and the Paris Maîtrise).

A graduate of a Franco-American jazz and contemporary music school, Lucie can adapt to any type of repertoire. Lucie has been running blues workshops and courses for over 10 years.



GÉRALDINE LLABADOR, CURRENT MUSIC PROFESSIONAL :

Géraldine is a clinical psychologist, music producer, member of the Paris Réseau des Musiques Actuelles at the highest level, and music teacher for a wide variety of audiences. For over 13 years, she has supported independent contemporary music projects on a variety of levels: production, communication, definition of an artistic line, ensemble artistic coaching, distribution, professional structuring and training.

Born into a family of musicians, her dual training as a musician (first at the conservatory, then at a jazz school in piano and electric bass) and as a psychologist enables her to offer truly customized accompaniment, based on solid knowledge and tools. Her work has enabled very different projects to consolidate the presentation of their content in order to convince new partners, to be selected in the final phases of springboards and competitions...

Géraldine can also help you define ambitious and achievable goals, and strategies to reach them.



Photo Thomas Guerigen

OUR OFFERS

Each module can be taken individually or as part of a group, either face-to-face or remotely via video (except for stage coaching).

MODULE 1 - Action plan (2 hours)

First interview, first meeting with the project: identify and dumper the assets - with the coach and the producer

1. **Assess your current situation**, determine your needs and **objectives**.
2. Following this interview, you will be offered a **quote** for the creation of an action plan that will enable you to achieve your objectives.
3. All proposals are **flexible**.

This session enables us to define the objectives of the accompaniment with the musicians, and to design the architecture.

- **Administrative and structuring aspects**
 - **Artistic aspects**
 - **Stage aspects**
 - **Professional aspects**

Budget : 170€ ex-VAT for module 1, then 335€ ex-VAT per module. (excluding any travel expenses).

MODULE 2 - (3 hours)

Advancing your project (all objectives combined)

- **Working with sound and music** - with the coach.
- **Defining and defending** a piece.
- **Improving dialogue** between instruments.
- **Giving a common thread** and highlighting your repertoire.
- **Use music to attract** listeners.
- **Addressing an audience** - with the producer.
- **Creating desire** and expectation in listeners.
- Session with the two speakers : linking the two aspects of the work.

MODULE 3 - (3 hours)

Professionalization

- **In-depth sound work** - with the coach.
- **Getting a song off the ground.**
- Finding and developing a **group sound**.
- **Build and give meaning** to a repertoire.
- Digging deeper into certain **technical aspects** to encourage listening.
- **Addressing an audience and music professionals** - with the producer.
- Choose a **network**.
- **Find an audience**, build loyalty and expand.
- Choose a **professional entourage**.
- **Communicate**.
- **Pitch** your project, work on your written presentation, prepare an interview.
- Draw up a **note of intent**.
- **Stage acting** from a professional point of view.
- Session with the two speakers: linking the two aspects of work.

MODULE 4 : (3 hours)

Scenic aspect - with the coach

- **Baptism by fire** : acquiring tools and solid tips.
- **First scenes.**
- Tailored development of **stage acting.**

MODULE 5 : (3 hours)

Administrative and structuring aspects - with the producer

- Who does what in the French **Contemporary Music** scene?
- **Professional music structures.**
- Help with **setting up your own structure** if you need/want to.
- The **intermittent entertainment system.**
- Music **contracts.**
- **Subsidies** (main principles).

MODULE 6 : (3 hours) Key points in grant applications - with the producer

- Write a **note of intent.**
- **Evaluate** each grant's stage of development and **determine** the right time for your project.
- Draw up a **budget.**

EDITIONS

Editions with Dixiefrog in co-edition with **MusicBox Publishing** :

Work with an expert team to collect all your rights and offer your works for synchro (cinema, series, commercials...). Music for pictures can become a source of additional income for all artists.

Contact us for a presentation appointment.

Music Box 
PUBLISHING



WEBSITE CREATION

We'll create your unique website, tailored to your needs, and optimize its SEO. Realized with our web design specialist.

From €800, please contact us.



DIGITAL CREATION

We can help you set up a high-quality visual identity and graphic charter.

This can include, for example, the creation of banners for social networks, as well as scanning for these networks. We can then offer you audits and optimization advice.

Tailor-made rates on request.



A close-up, warm-toned photograph of a trumpet's valves and pistons. The focus is on the three main valves, with the fourth valve partially visible. The metal has a polished, golden-brass appearance. The background is softly blurred, showing the bell of the trumpet.

ASK FOR YOUR CUSTOMIZED QUOTE

contact@rocknhall.com

ROCKnHALL
ARTIST SERVICES BY DIXIEFROG

OUR TEAM



**François
Maincent**

Associate



**André
Brodzki**

Associate



**Frédérique
Dublanc**

Management -
Booking



Tara Nicolas

Production
Assistant



**Aurel
de Chastenet**

Communication
manager

THEY PUT THEIR TRUST IN US



LOVESICK



KID CALLING



JUSTINE BLUE
TRUE



DENIS AGENET



BEX MARSHALL



BONEY FIELDS
JUST
GIVE
ME
SOME
MORE



LOLITA
CARABINE



MAMA KANDY



LORENZO
SANCHEZ
BLUE AVENIDA



CAT SQUIRREL



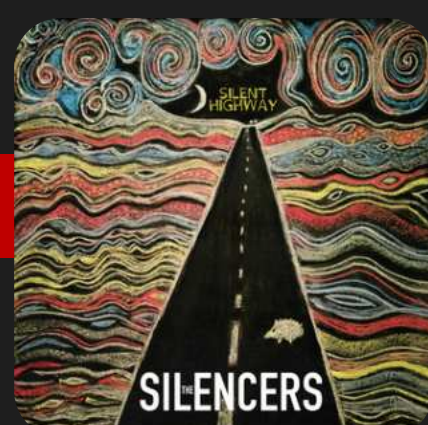
ABDULAYE
KOUYATE



RIMENDO
LA FURIE



THE BLUE FOOTED
BABY



THE SILENCERS

They put their trust in us



CONTACT



<https://dixiefrog-records.myshopify.com/>



contact@rocknhall.com



366 ter rue de Vaugirard
75015 Paris

**WE THANK YOU FOR YOUR ATTENTION,
AND WE LOOK FORWARD TO WORKING TOGETHER.**

**THE WHOLE TEAM AT
ROCK'N'HALL ARTIST SERVICES.**



ROCK'N'HALL
ARTIST SERVICES BY DIXIEFROG