

ROCK'N'HALL

ARTIST SERVICES



INTRODUCTION

Welcome to Rock 'n' Hall Artist Services

**'Your music,
your identity,
our expertise'**

The aim of this service label is to offer everything an artist or group needs to make a living from their art.

Starting with the most important and essential thing: physical and digital distribution, across a country, a continent or even a planet, to get an album or EP out there.

Rock'n'Hall Artist Service is also a platform bringing together a pool of experts to meet a wide range of 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, 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 is THE solution for successfully launching your musical project.

Rock'n'Hall Artist Services provides a comprehensive solution for every phase of your project's development:

01

**Recording studio and
mastering studio**

08

Community Management

Grants

02

Publishing

09

03

Manufacturing

10

Images and Videos

Graphics

04

Booking

11

05

Distribution

12

Web and digital creations

Press Officers

06

Trainings

13

07

Communication

14

Musical coaching

OUR MUSICAL GENRES



Pop/Rock



Metal



Urban



World



Classic



Blues / Soul



Jazz



Song



Electro

01 RECORDING AND MASTERING STUDIOS

Customizable packages : *contact Us*

We provide you with the opportunity to collaborate with Dixiefrog's partner studios and sound engineers at competitive rates.



Transform the master of your album



02 GRANTS

Navigating the administrative labyrinth can often be challenging, and it may be unclear what entitlements you possess.

This is why we provide support to guide you in determining “which door to knock on” for assistance or a grant.



03 MANUFACTURING

The crucial phase in any recording endeavor !



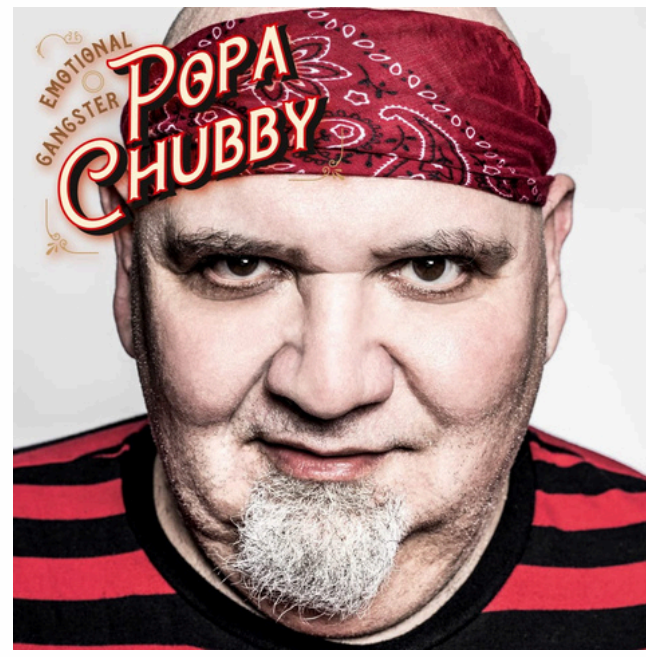
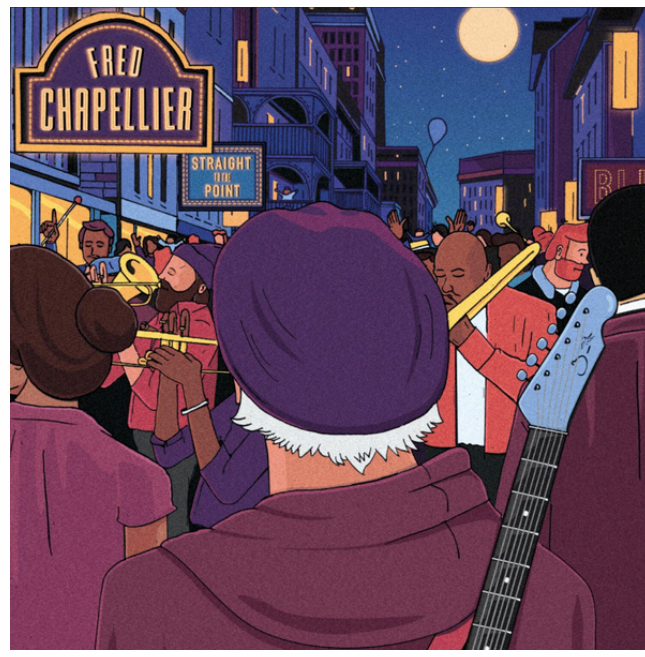
For your CDs, vinyl records,

and merchandise !

04 GRAPHICS

Digital and Print Media

Our graphic designers provide you with unique creations.



05 DISTRIBUTION

Leverage a global distribution network, established over 40 years.



Physical Distribution

Reserved for Rock'n'Hall Artist Services clientele.

Numerous distribution options are available based on your aspirations and the strategic analysis we will conduct collaboratively. For each option, we will store your CDs and vinyl records, as well as manage orders and shipments.

We will compensate you with 75% of the revenue generated from this distribution biannually.

1. Online distribution
2. Online distribution combined with in-store distribution exclusively in France.
3. Online distribution + International distribution.



Digital distribution

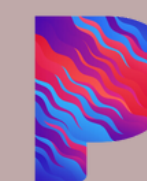
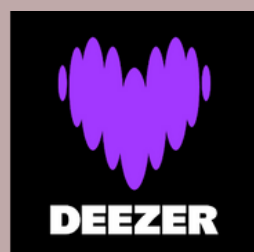
Reserved for Rock'n'Hall Artist Services clientele.

R&H manages all aspects of the process! You will supply us with the necessary information to create an effective "**pitch**", maximizing our opportunities for inclusion in the playlist!



You will be available on all streaming platforms **globally** !

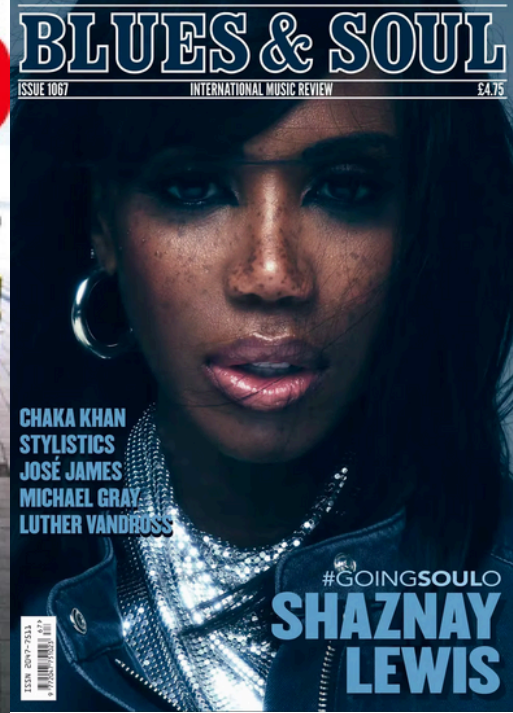
We will compensate you with **75%** of the revenue generated from this distribution biannually.



06 PRESS OFFICERS

Custom-designed packages

Leverage our network of press officers across both traditional and specialized media, as well as online platforms.



Public relations officers

- Distributing a press release, along with subsequent follow-ups, across an extensive array of over **300 webzines, news outlets, cultural news platforms, rock websites, and blogs.**

- *60-day pack*
- *120-day pack*

CLASH

THE UK'S ESSENTIAL BLACK MUSIC MONTHLY

ECHOES

BLUES MATTERS!

Metal Shout



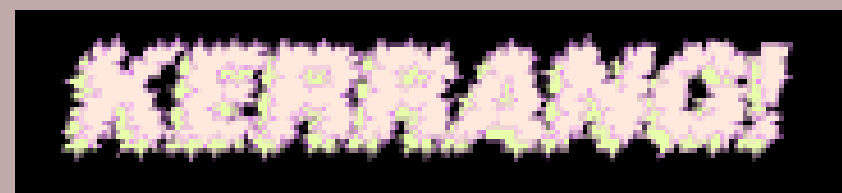
DIY

Rolling Stone
FRANCE

CLASSICAL MUSIC

KLOF
MAG

**UK.JAZZ
NEWS**



SONGLINES
DISCOVER *the* WORLD *through* MUSIC

*and numerous
others...*



Press Officers - conventional and specialized media

Pack 1

- 2 months
- Press release.
- Newsletter
- Enhanced targeted outreach service
- Numerous press mailings
- Sending 20 or 30 CD copies and/or 5 vinyl records
- Processing incoming inquiries
- Final report / press analysis
- Distributing a Release newsletter
- Rock'n'Hall shares updates on its social media platforms.

Pack 2

- 4 months
- Press Release
- Newsletter
- Sending 100 CD copies and/or 10 vinyl records
- Processing incoming inquiries
- Album Release Concert Highlights
- Final report / press analysis
- Distributing the Release newsletter
- Rock'n'Hall shares updates on its social media platforms.

Pack 3

- 6 months
- Press Release
- Newsletter
- Sending 150 CD copies and/or 15 vinyl records
- Follow-up on interviews and promotion of concert dates.
- Final report / press analysis
- Distributing the Release newsletter
- Rock'n'Hall shares updates on its social media platforms.



Press Officers - Television / Radio / Traditional and Specialized Media for Germany, Switzerland, and Austria

Pack 1

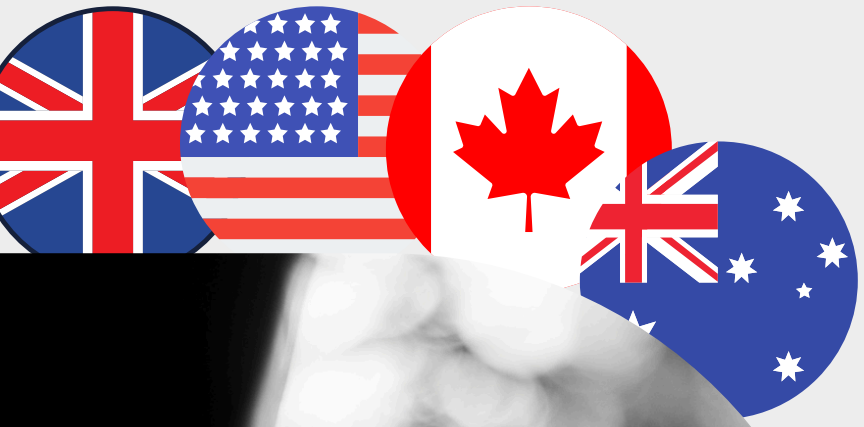
- 2 months
- Mailing to 1,500 targeted contacts
- Sending five CDs and/or three vinyl records.
- Processing of incoming inquiries
- Advertising alternatives

Pack 2

- 3 months
- Mailing to 1,500 targeted contacts
- Sending 10 CDs and/or 5 vinyl records
- Advancement within our network
- Promotion MPN included
- Up to three singles included.

Pack 3

- 6 months
- Mailing to 2,000 targeted contacts
- Sending 20 CDs and/or 10 vinyl records
- Advancement within our network
- MPN promotion included, along with tracking commencing four weeks prior to the release date.
- Up to three singles included.
- Assistance and guidance
- Tour marketing



Press Officers - Television / Radio / Traditional and Specialist Media for the United States, Canada, Australia, and the United Kingdom:

- **Five-month campaigns commencing one month prior to the album release.**
- **Development of a media kit for print media, radio stations, and social networks.**
- **Press: dispatching the media kit to the following publications:**
 - Trade media
 - General media
 - National and regional authorities
 - Digital media

- **Radios :**

Distributing the media kit to selected radio stations.

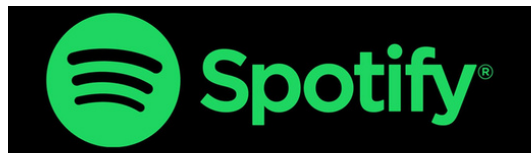
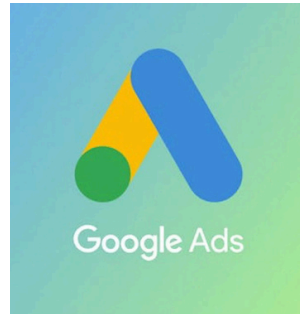
- **Social networks categorized by music genre :**

IBBA (UK), ABARAC (Australia), NACC (North American College & Community), Sirius XM, Billboard, among others.

- **Inclusion in a weekly newsletter distributed to all professionals in the field (media, programmers, festivals, venues, etc)**
- **Weekly radio programming report**
- **Submitting proposals for interviews**

07 DIGITAL COMMUNICATION

We assist you in your digital campaigns across social networks and streaming platforms through our tools that utilize optimization algorithms. We deliver detailed reports on the executed campaigns.



Advertising, marquee, etc.



The dashboard displays performance metrics for two artists: Shawass and Woody. For Shawass, a campaign from Nov 1 to Jan 18, 2024, resulted in 4,799 followers and 53,233 Spotify monthly listeners. For Woody, a campaign from Jan 1 to Jan 29, 2024, resulted in 13.1k followers and 149.8k monthly listeners. The interface includes a 'New Campaign' form with options for 'Auditeurs & Pre-save' and 'Génération de nouveaux auditeurs'. A mobile phone overlay shows a social media post for Woody with 'Listen on Spotify', 'Listen on Apple Music', and 'Listen on Deezer' buttons, along with a link 'woody.y2m.link'. A sidebar lists other artists like BLOWSOM, Woody, Oscar Anton, and Léon The Sin... The dashboard also shows campaign results for 'BLOWSOM - HYWFO - P...' with 200€ spent and 80.82% completion.

08 COMMUNITY MANAGEMENT

- Cultivating awareness on social networks.
- Animation and facilitation of online communities
- Technological and industry surveillance
- Data Analysis
- Execution of a digital marketing strategy
- Developing and disseminating compelling content
- Enhancing brand reputation online
- Performance assessment and enhancements



09 PUBLISHING

publishing featuring Dixiefrog in collaboration with MusicBox Publishing :

Collaborate with a team of experts to secure all your rights and present your works for synchronization opportunities (film, television series, advertisements, etc.). Music for visual media can serve as an additional revenue stream for all artists.

Please reach out to schedule a presentation appointment.



Music Box 
PUBLISHING



10 IMAGES AND VIDEO

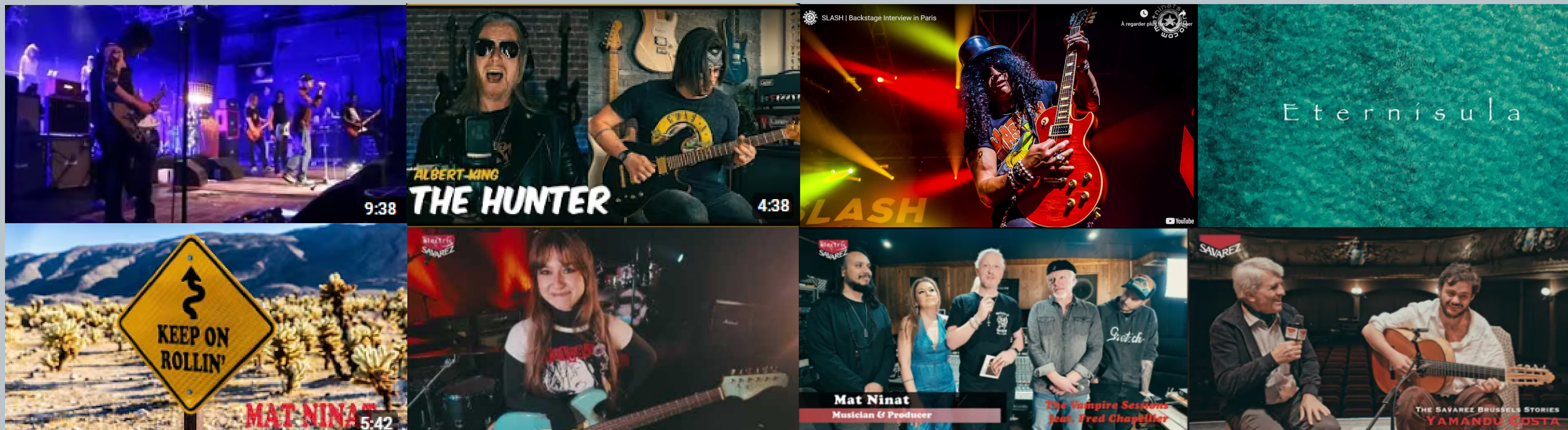
Sound and image are inherently intertwined in any musical endeavor. The caliber and standing of our service providers regarding photography, videography, or AI-generated imagery will ensure an exceptional visual representation of your project.





MAT NINAT STUDIO - Video Service - Clip

A video production expert will support you in crafting your teasers, clips, interviews, and promotional videos !



- EPK concert or studio
- Video Clip

Potential travel and accommodation expenses are not included.

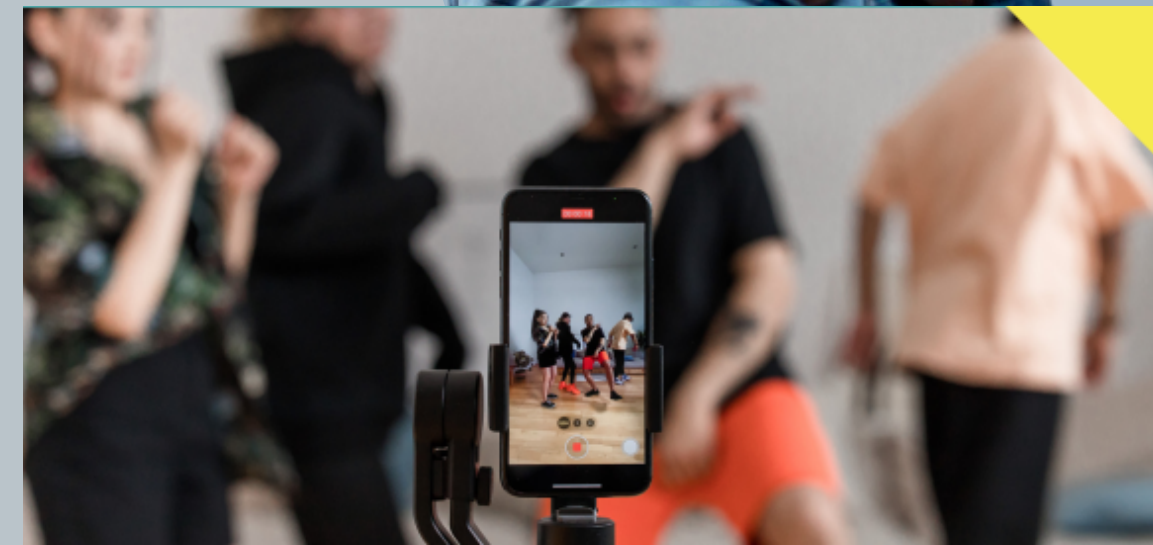
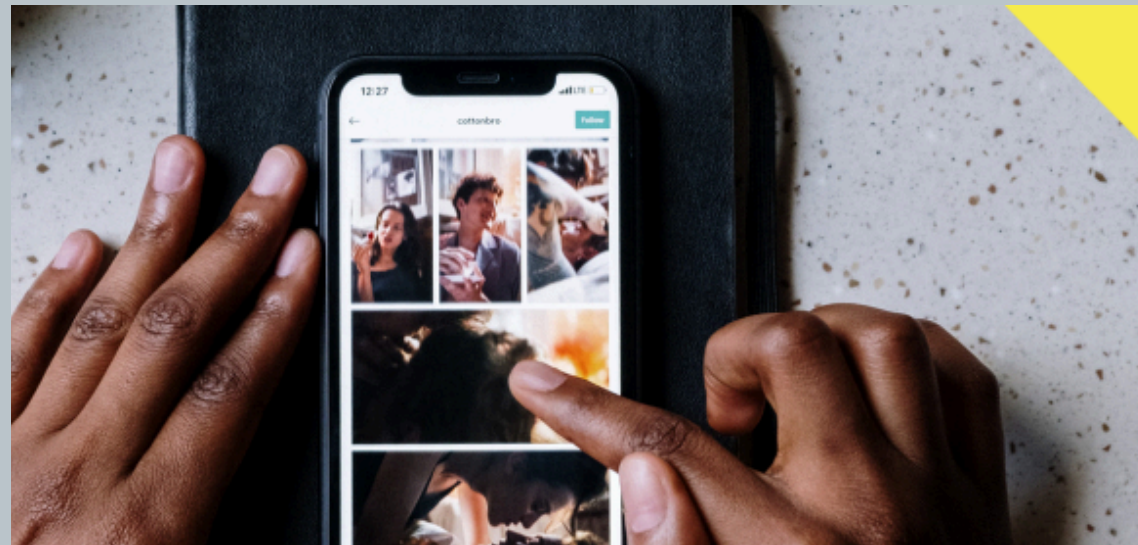


Service Video Comprehensive IA

Three hours of post-production

Envision capturing footage with your smartphone, and in an instant, artificial intelligence will animate your video capsules. Once your concepts are recorded, our AI* refines every detail to ensure outstanding results.

Als utilized include Capcut, InShot, and Adobe Podcast.



Video service - Capture your moments with Philip Ducap



In 1992, Philip Ducap joined Claudie Ossard's team as a set photographer, subsequently honing his skills in fashion photography in Miami. Upon returning to Paris in 1995, he became Michel Comte's assistant, delving into haute couture and refining his techniques in lighting and photographic formats. His collaboration with New York photographer Alban Christ took them on two world tours, navigating the realms of fashion and art photography.

Philip subsequently showcased his work in Paris at the Galerie Carré VIP of the Palais Royal, where he unveiled "Délicat Dictat," a series that critiques anorexia in haute couture, highlighting the perils of unrealistic beauty standards. Presently, his artistic focus centers on humanity within urban environments, capturing silhouettes frequently from behind, thereby interrogating identity beyond mere facial features.

After distinguishing himself at various festivals, including Juan-Les-Pins, he became the official photographer for the Dixiefrog and Rock'n'Hall labels in 2020. He continues to blend his passion for music with his photographic expertise, thereby enriching his portfolio with portraits and captivating musical scenes.

11 BOOKING

By selecting the “Booking Assistance” option from Rock’n’Hall Artists Services, you will have the opportunity to present your project to our team of bookers for the purpose of incorporating their catalogue of artists.



11 WEBSITE DEVELOPMENT

We provide the opportunity to develop a distinctive website tailored to your requirements, along with optimizing its search engine visibility. Crafted by our website development expert.



12 UNTIL ... and digital innovation

We assist you in establishing a visual identity and a high-quality graphic charter.



13 TRAININGS

INDIVIDUAL OR COLLECTIVE

Enhance your understanding to effectively manage your communication across networks.



Training in digital technologies

(by means of videoconference)

- Digital Communication Strategy
- Optimal strategies for social networks
- B2B Promotion and Marketing
- Develop "Brand Content"
- Focus: video



Charlotte Le Gal, an expert in digital marketing and communication, specializes in the music industry.

Pack 1

INITIATION

45 min

Pack 2

THE FUNDAMENTALS

Half a day

Pack 3

BECOME A PROFESSIONAL

A full day

14 MUSICAL COACHING

With the Fabrique des Artistes: the collaborative mentorship of a producer and a musical coach.

OUR COACHING METHOD emerged from a collaboration between a show producer and a music coach, aimed at integrating their expertise to create tailored support for artists that is both individualized and universally accessible.

We equip musicians with a comprehensive skill set derived from the combined insights of our two founders and their experiences, enabling us to identify the strengths and needs of each project and to establish customized support.



The presenters

Géraldine Llabador and Lucie Chabrol convened in a milieu where prominent figures of jazz and French chanson intersected (Petrucciani, Brassens, Ferré, Hallyday, Michel Benita, etc.). In light of the various transformations within the music industry, artists are now expected to embody the role of “artist-entrepreneurs,” adeptly managing both artistic endeavors and the facets of communication, promotion, and distribution (booking, pitches, storytelling, video, audience research, etc.). Consequently, Lucie and Géraldine decided to collaborate in 2022 to establish La Fabrique Des Artistes, providing comprehensive support that addresses the diverse needs of contemporary artists.

Lucie Chabrol, music coach

A graduate in philosophy, musician, editor, composer, and educator, with a rich artistic background, her expertise and diverse skill set have enabled her to offer coaching and instruction to various audiences for over 15 years. Lucie is adept at adapting to any repertoire.

His approach fundamentally emphasizes the artist's strengths while incorporating robust artistic and technical tools, complemented by his training in jazz arrangement and composition.

Géraldine Llabador, expert in contemporary music

A clinical psychologist and music producer, Géraldine is actively engaged in the Réseau des Musiques Actuelles de Paris at the highest echelons. As a music educator catering to diverse audiences, she has championed independent Musiques Actuelles projects for over 13 years across multiple dimensions: production, communication, artistic direction, comprehensive artistic coaching, dissemination, professional structuring, and training.

OUR PROPOSITIONS

Each module may be completed individually or collectively (if you are part of a group), either in person or remotely via video (with the exception of stage coaching).

MODULE 1 - Strategic Action Plan (2 hours)

Initial interview

- **Present condition**
- **Tailored and adaptable quotation**

This session enables us to establish the objectives of the collaboration with the musicians and to design its framework.

- **Administrative and organizational elements**
- **Aesthetic elements**
- **Aesthetic elements**
- **Professional dimensions**

MODULE 2 - (3 hours) Enhancing your project

- Sound and music production
- Articulate and justify a composition.
- Improved interaction among instruments.
- Establish a unifying theme
- Capture the attention
- Engaging an audience
- Stimulate desire
- Session featuring the two speakers

MODULE 3 – (3 hours) Professional Development

- Comprehensive audio production
- Remove a component.
- Discover and enhance a collective sound.
- Create and assign significance to a directory.
- Explore the technical dimensions
- Engaging with the public and professionals
- Select a network.
- Identify your audience
- Select a professional setting.
- Communicate.
- Present your project
- Formulate a statement of intent.
- theatrical production
- Session featuring the two speakers

MODULE 4: (3 hours) Aesthetic Dimension

- Crucible of initiation
- The initial scenes.
- theatrical production.

MODULE 5: (3 hours) Administrative and Structural Aspects

- Contemporary Music in France?
- Professional frameworks
- Assistance in establishing your own framework
- The sporadic entertainment schedule.
- Contracts
- Grants

MODULE 6: (3 hours) Essential Aspects of Grant Applications – in Collaboration with the Producer

- Letter of intent.
- Evaluate the developmental stage targeted by each grant and ascertain the appropriate timing for your project.
- Create a budget.

A close-up, warm-toned photograph of a brass instrument's valve section. The focus is on the three valves and their piston, with the instrument's tubing curving through the frame. The lighting is soft, highlighting the metallic texture of the brass.

REQUEST YOUR CUSTOM QUOTE

contact@rocknhall.com

ROCKnHALL
ARTIST SERVICES BY DIXIEFROG

They trusted us



LOVESICK



KID CALLING



JUSTINE BLUE



DENIS AGENET



BEX MARSHALL



BONEY FIELDS



LOLITA CARABINE



MAMA KANDY



LORENZO SANCHEZ



CAT SQUIRREL



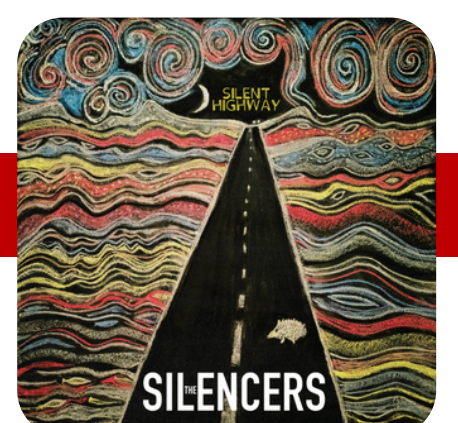
ABDULAYE KOUYATE



RIMENDO



THE BLUE FOOTED BABY



THE SILENCERS



Salah Khaïli



Phil Vermont



Leo Benmass



and numerous others...

Our team



André Brodzki

Partner



**François
Maincent**

Partner



Tara Nicolas

*Production
Assistant*



**Aurel
de Chastenet**

*Communication
director*



**Laurence
Martimort**

*Management -
Governance*



CONTACT US

CONTACT@ROCKNHALL.COM

EMAIL

WEBSITE

[HTTPS://ROCKNHALL.COM/](https://rocknhall.com/)

366 TER RUE DE VAUGIRARD, 75015, PARIS

ADDRESS

THANK

YOU

