



max™

MUSIC AUDIENCE EXCHANGE

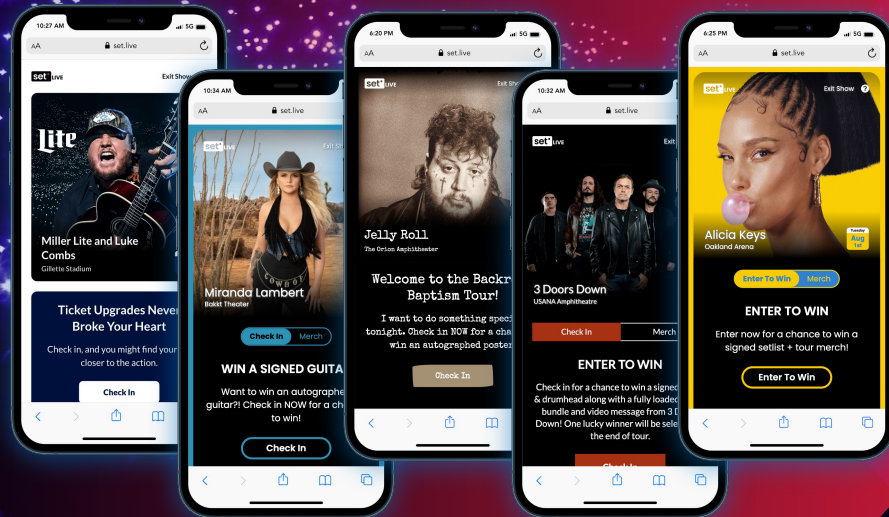
Turn *Fan Love* into *Brand Love*

MAX is the tech platform powering *direct brand x artist* partnerships.

Target & Engage *Custom* Music Audiences

6,000+ Artists Use MAX Tools

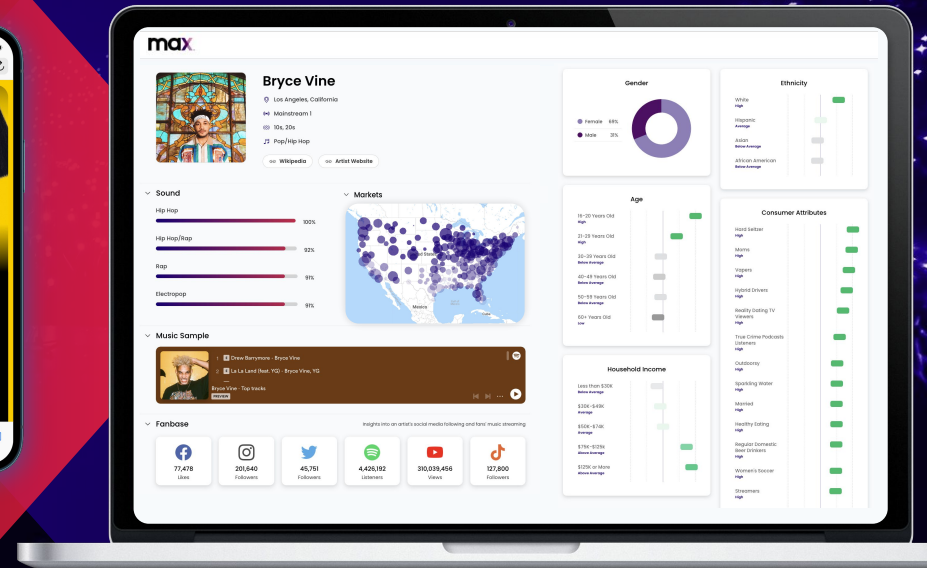
to know and grow their audience w/direct-to-fan marketing



DIGITAL | SOCIAL | LIVE SHOWS | TOUR MARKETING

Billions of Fan Data Points

+ AI-driven insights to create custom addressable audiences



DEMOGRAPHICS | PSYCHOGRAPHICS | BEHAVIORAL INSIGHTS | BUYING PATTERNS



MAX Has Powered 500+ Direct Brand × Artist Partnerships



Built to *Perform.*

Every MAX program is designed to drive specific KPIs.



Awareness



Digital Engagement



Brand Lift/Sentiment

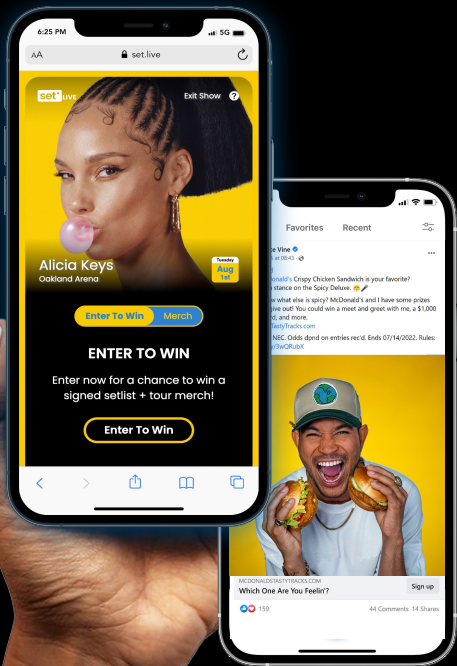


Live Experiences



CRM Data

Amplify Diverse Voices



As a longstanding member of ANA's Alliance for Inclusive and Multicultural Marketing (AIMM), MAX is committed to creating opportunities for our clients that are more inclusive and reflective of diverse segments. We more than understand this space, we **invest** and **believe** in it.

60%
of MAX campaigns are
rooted in **Multicultural**

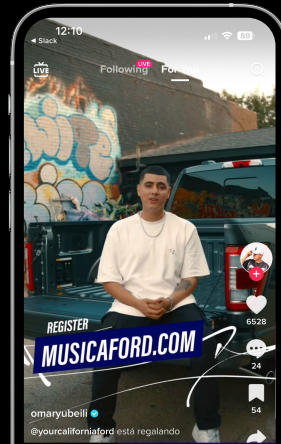
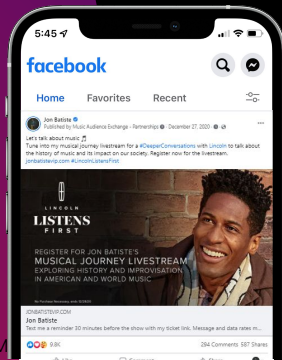
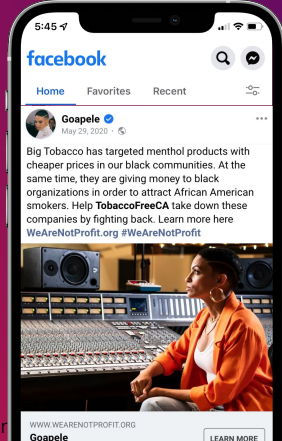
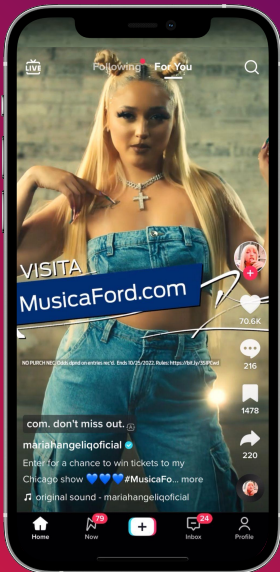
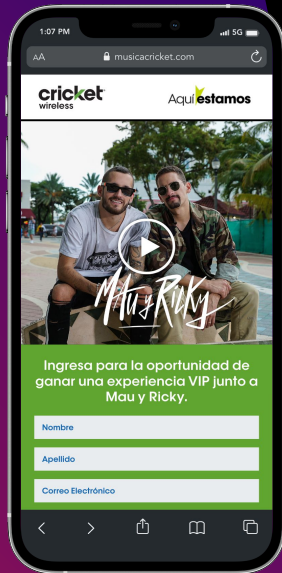
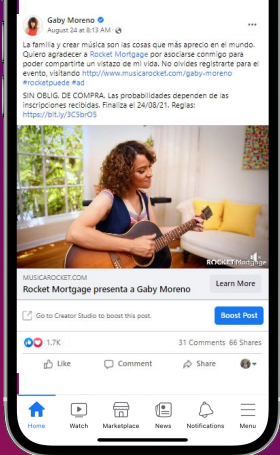
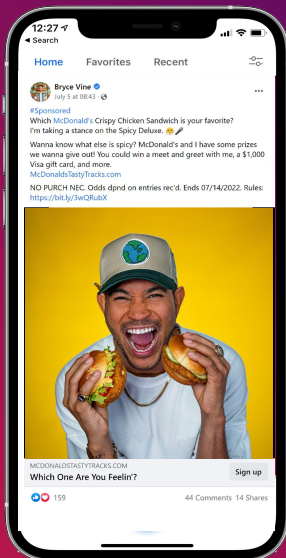
71%
of all MAX artists represent
Inclusive & Multicultural
audience segments

A Trusted Multicultural Partner For:



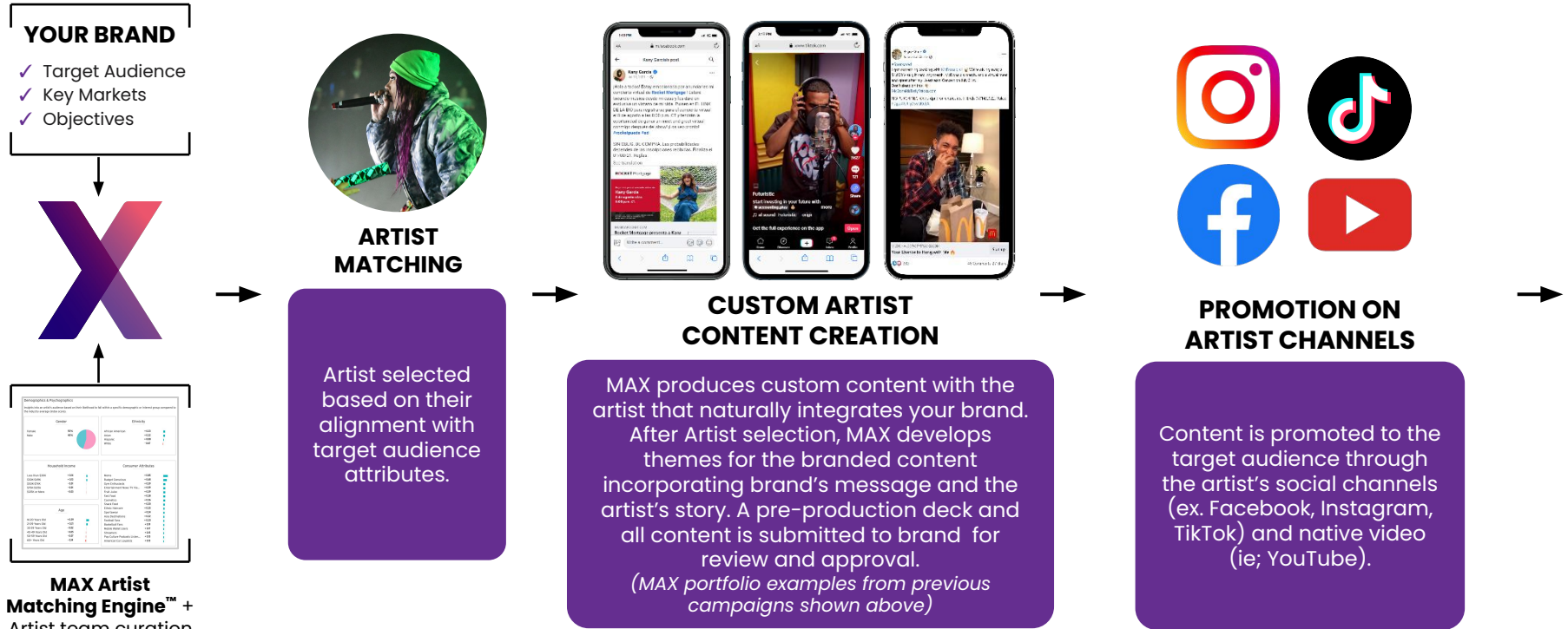
Drive Consumer Engagement

- ✓ Artist influence
- ✓ Authentic storytelling
- ✓ Premium digital content
- ✓ FTM marketing @ live shows
- ✓ Data capture + retargeting



Reach Targeted Audiences *Everywhere*

Artist Selection + Online Content + Media Amplification



Artist & images for placement only





Own the Live Experience

Yitty x Lizzo

Multiple Points of Entry for Fans

Physical Footprint



Concession Stand Screen Takeover



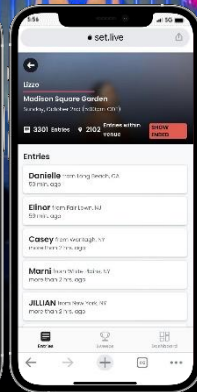
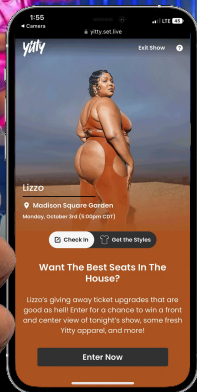
In-Venue Signage



In-Venue Video



Watch Lizzo's In-Venue Pre-Roll Video



FEATURE STORY

ADWEEK

Seeing Lizzo on Tour? Consider Stopping By This 15-Foot Booty, Courtesy of Yitty

TOUR RESULTS:

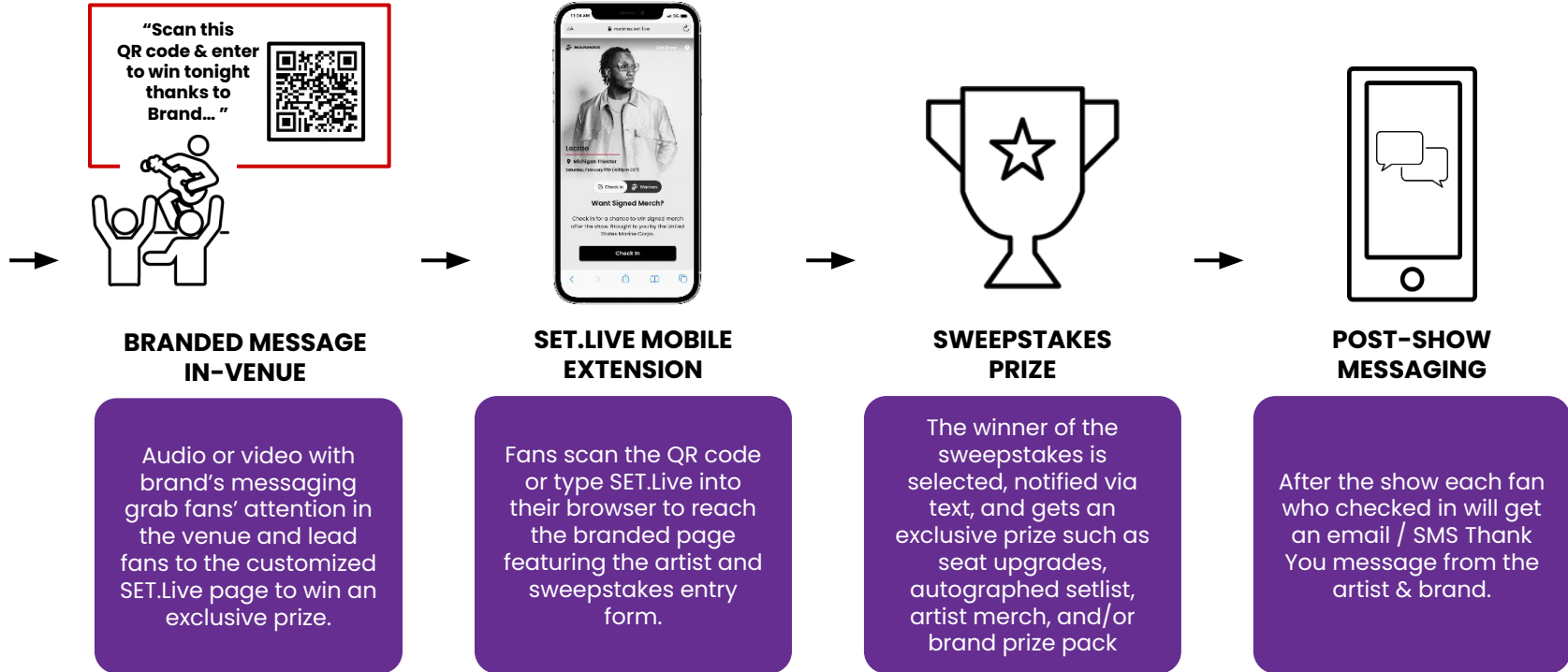
- ✓ 21 Tour Stops
- ✓ 313,000+ Fans Reached
- ✓ 59,000+ Fans Engaged (18.9% Engagement Rate)
- ✓ 53,000+ Leads Collected



... with Deep Brand Integrations at Live Shows

On-Premise/Live In-Person Experience

Sponsor Live Events Like Never Before!
Click [HERE](#) to learn more.



MAX portfolio examples from previous campaigns shown above





Experiences

Live

max™

Engage Fans Everywhere

Audio

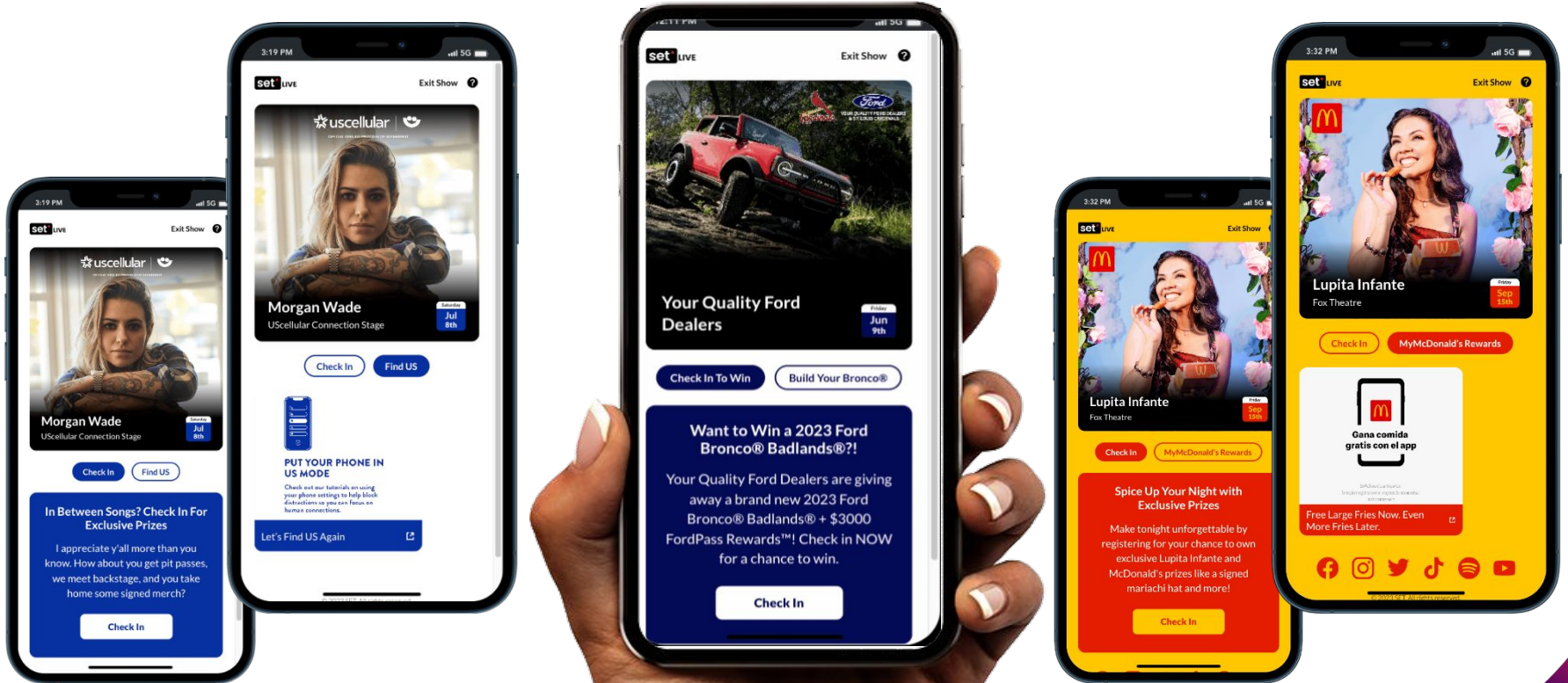
Video

Content Hub

Social




Additional Branded Messaging Examples




Cultural Tentpoles


Always Ripe For An Music Evergreen Strategy




Black History Month
February [Click Here](#)



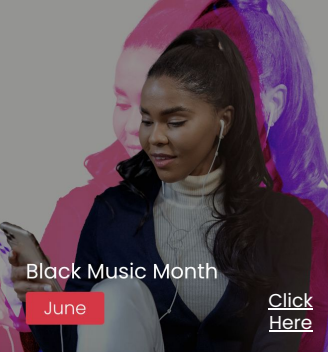
Women's History Month
March [Click Here](#)



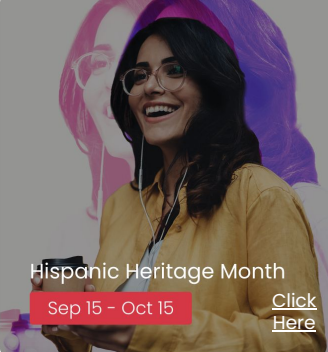
Asian American & Pacific
Islander Heritage Month
May [Click Here](#)



Pride Month
June [Click Here](#)



Black Music Month
June [Click Here](#)



Hispanic Heritage Month
Sep 15 - Oct 15 [Click Here](#)



Gen Z "Ones to Watch" Artists

Click Each Artist for Details



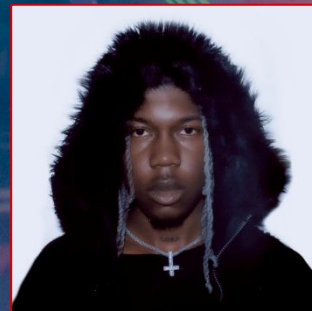
Tate McRae



Bailey Zimmerman



Jessie Murph



Destroy Lonely



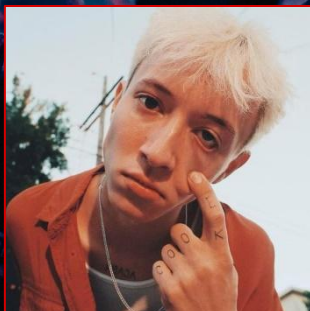
Omar Apollo



YEBBA



Doechii



Jack Kays



Reneé Rapp



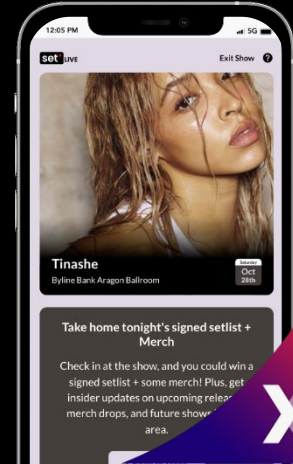
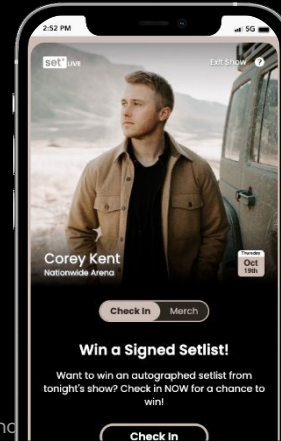
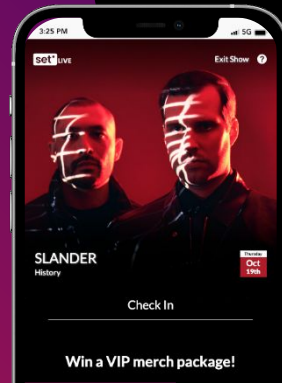
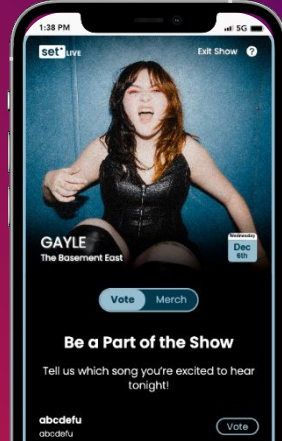
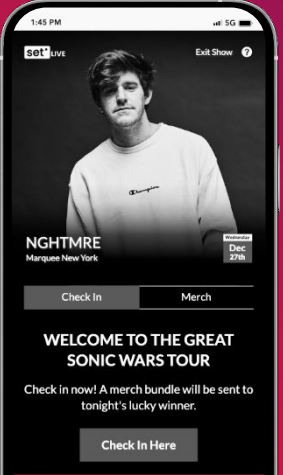
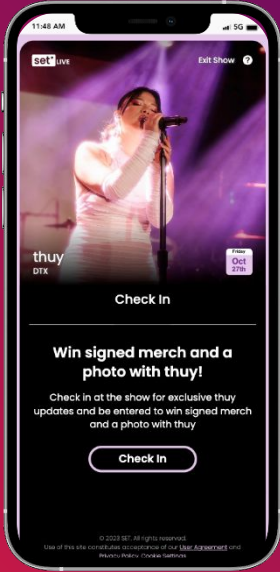
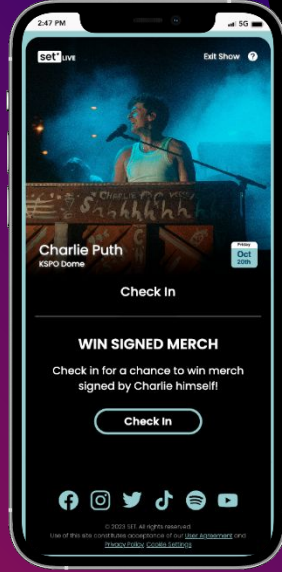
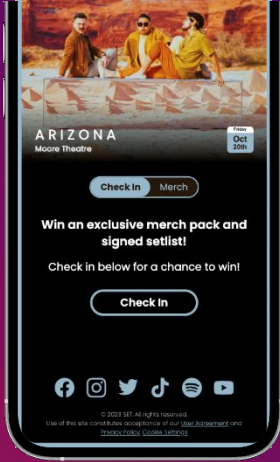
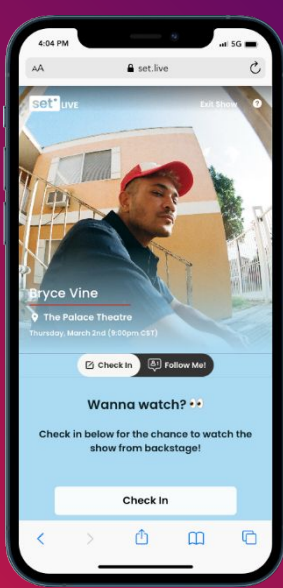
Lizzy McAlpine



Artists Using SET.Live

Over 6,000 artists use MAX tech to power *direct-to-fan* relationships.

Shown here are a few examples of Gen-Z relevant artists who have found value using SET.Live to connect with their fans.



Thank You!



JUDE TRAPP
SVP, Brand Partnerships

