



Music Partnerships **meet** Marketing Performance

We've Powered **500+** Partnerships

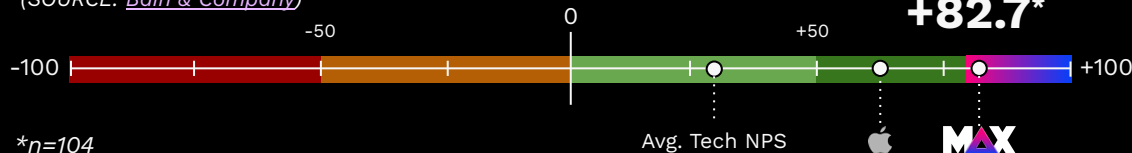
60% of MAX campaigns are rooted in **Multicultural**

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



NPS Score = "World Class"

(SOURCE: [Bain & Company](#))

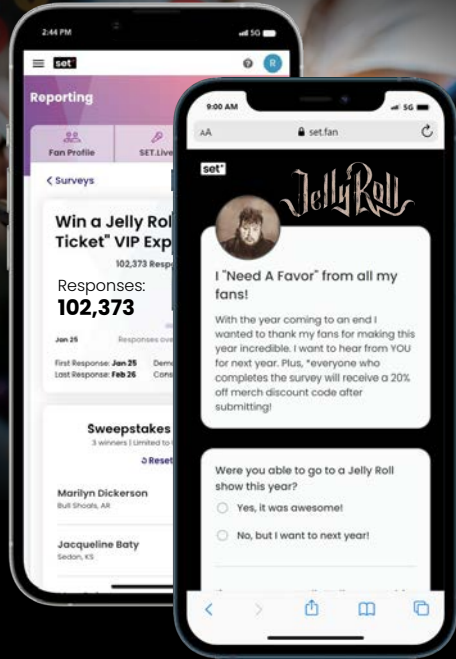


Hear from
Our Clients

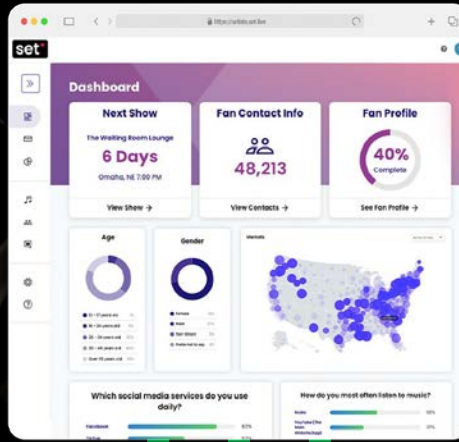
Testimonials

Unlocking Direct-to-Fan *For Artists*

DIGITAL / SOCIAL



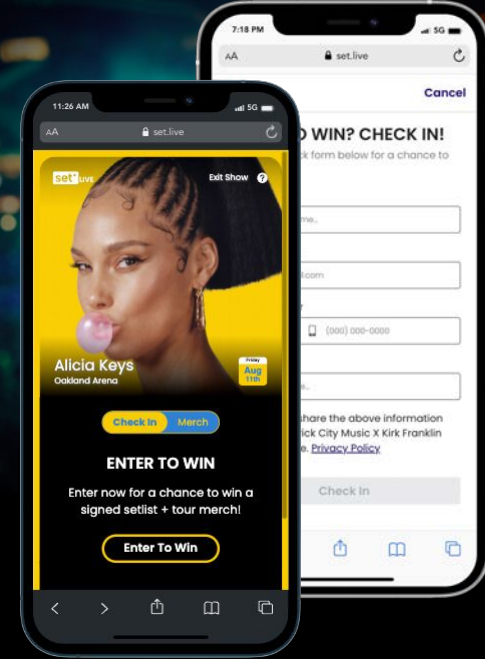
SET.Fan®



SET® Artist Portal:

- ✓ Fan engagement
- ✓ AI-Powered Micro-Surveys
- ✓ Centralized Fan Data/Insights
- ✓ 3rd party CRM / SMS Integrations

LIVE SHOWS



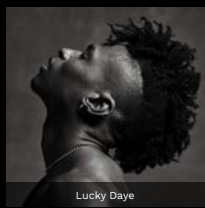
SET.Live®

THOUSANDS of Artists Choose MAX

to *know*, grow, and own their direct audiences



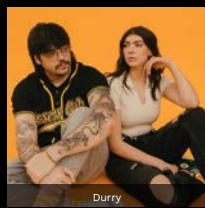
Scotty McCreery



Lucky Daye



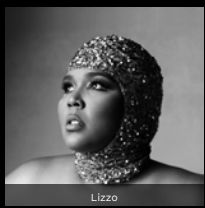
Plain White T's



Diddy



Lecrae



Lizzo



John Legend



The Head and The Heart



Pepe Aguilar



Matchbox Twenty



Lily Rose



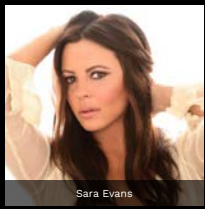
Lawrence



Camila Cabello



Bryce Vine



Sara Evans



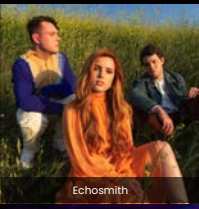
Martina McBride



Trace Adkins



Taylor Acorn



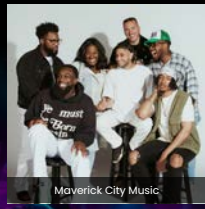
Echosmith



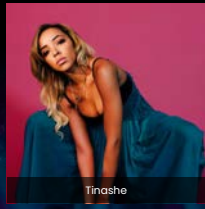
Ice Nine Kills



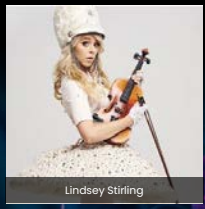
Melissa Etheridge



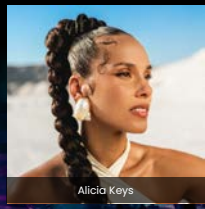
Maverick City Music



Tinashe



Lindsey Stirling



Alicia Keys



Nickelback



Gaelic Storm



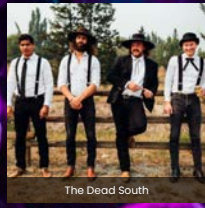
Slipknot



David Cook



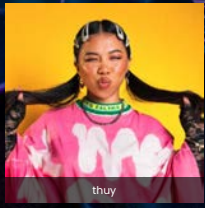
Zac Brown Band



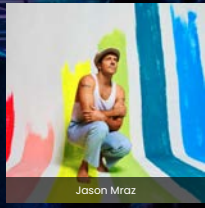
The Dead South



Maggie Rose



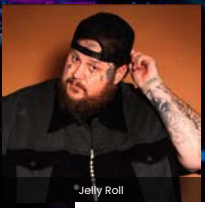
thuy



Jason Mraz



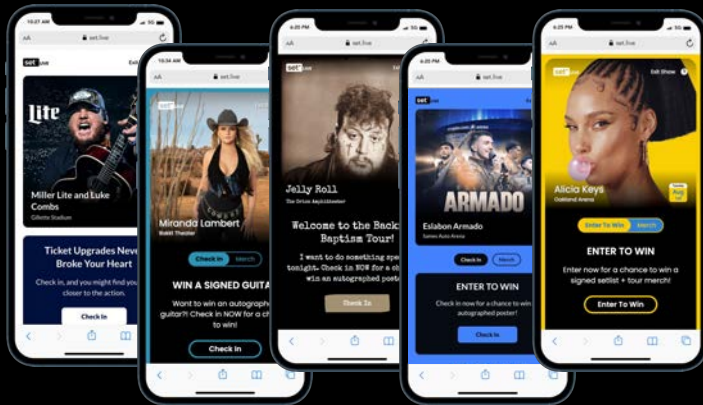
Michael Minelli



Jetty Roll

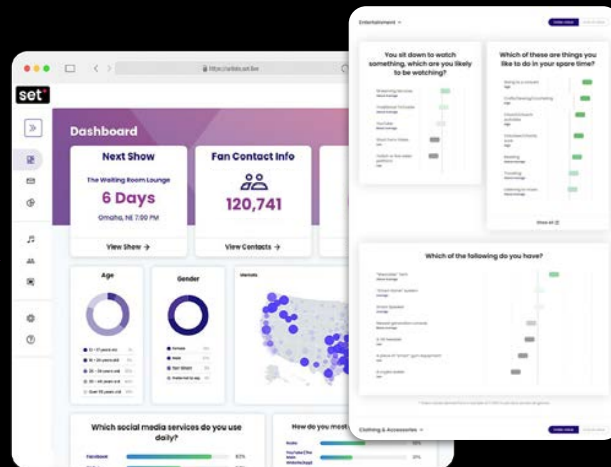
With **BILLIONS** of Fan Data Points

Direct-to-Fan Tools
Used by thousands of artists



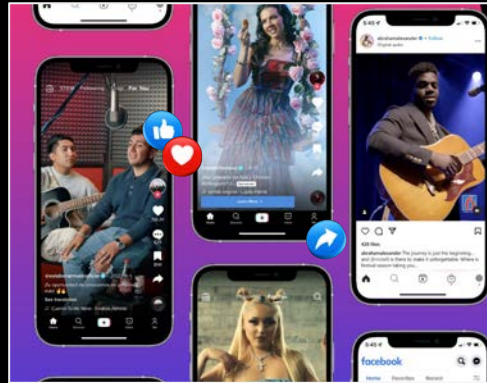
DIGITAL | SOCIAL | LIVE SHOWS | TOUR MARKETING

Detailed Fan Insights
Creating uniquely addressable audiences



DEMOGRAPHICS | PSYCHOGRAPHICS | BEHAVIORAL INSIGHTS | BUYING PATTERNS

MAX Offerings for Brands



Artist Partnerships

*Premium Branded Content
Delivered by Artists*

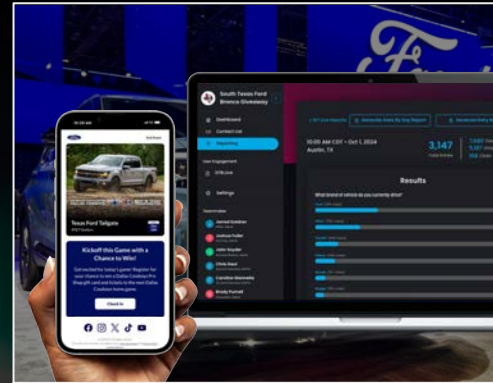
Turnkey solution for branded
content on artists' channels



Live Integration

*Inventory of Brandable Fan
Experiences*

Unique brand integration on
screen, stage, & mobile at live
music events (LOOH)



Software

*Software for Lead Capture
at Live Events*

Easy to use lead capture
software for field marketers at
live activations

Artist Partnerships

Identify the Right Artists

- ✓ Tech-driven artist selection based on billions of fan data points (demographics, psychographics, and consumer behaviors)

Engage Fans on Digital + Social

- ✓ Authentic storytelling promoted through artists' channels for highest engagement & influence

Deliver Maximum Results

- ✓ Drive specific marketing objectives with measurable results



AWARENESS



ENGAGEMENT



LEADS



LIFT



EXPERIENCES





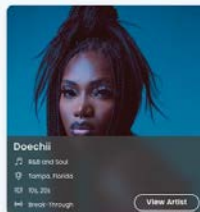
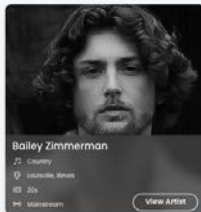
ARTISTS TO WATCH

"Ones to Watch" (Gen Z)



Jan 02, 2025

SAMPLE LIST



Identify the *Right* Artists



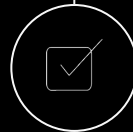
Identify

We identify and rank artists using our platform data, tools, and custom insights for your specific brand initiative.



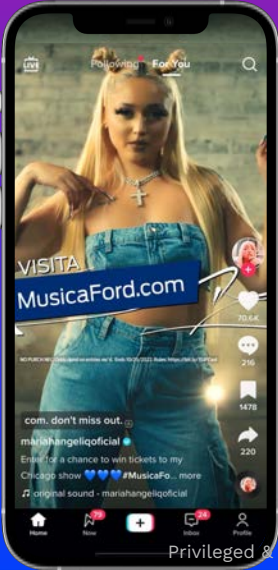
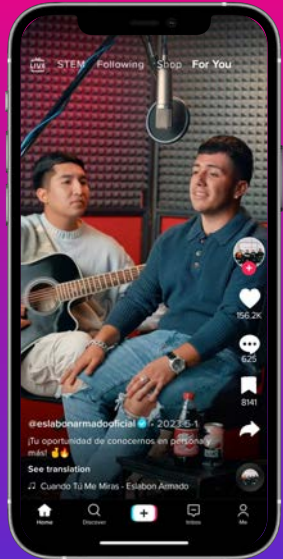
Review

AR team reviews the artist's social media, brand-specific requirements, catalog, background and solidifies final recommendations to brand.



Confirm

Once brand confirms alignment with identity & messaging, AR begins official process to RFP artists.



Engage Fans on **Digital + Social**

- ✓ Artists = #1 for Influence & Attention
- ✓ Authentic Storytelling
- ✓ Promoted through Artists' Channels for Highest Engagement
- ✓ Fan Contact Info + Retargeting



Deliver Maximum Results



AWARENESS



ENGAGEMENT



BRAND LIFT



LEADS



EXPERIENCES

McDonald's ARTIST: Lupita Infante | FLIGHT DATES: September 15 - October 8, 2023

Music Drives Results and We're Lovin' It...

Campaign Summary

	Impressions
TOTAL DELIVERED:	1,616,560

	Impressions
SOCIAL (Facebook)	531,556
SOCIAL (Instagram)	406,223
SOCIAL (TikTok)	678,781

SOCIAL

- Published Posts: 4
- Impressions: 1,616,560

ARTIST: Lupita Infante | FLIGHT DATES: September 15 - October 8, 2023

Exceptional Value with MAX

By working with MAX, McDonald's was able to partner with an artist who provided additional value outside of campaign requirements:

- Additional Social:** Lupita Infante shared an additional Instagram post featuring content from the McDonald's campaign
- Upgraded SET.Live Activation:** The SET.Live activation originally included a pull-up banner next to the merch table. Lupita and her team upgraded the activation to include on-stage video screen signage and a shout out from Lupita sharing her favorite McDonald's meal

ARTIST: Lupita Infante | FLIGHT DATES: September 15 - October 8, 2023

Objectives & Campaign Markets

MARKETS

- San Francisco - Oakland - San Jose
- Santa Barbara - Santa Maria - San Luis Obispo
- Monterey - Salinas

Drive awareness for McDonald's Chicken McNuggets® and ordering through the global McDonald's MyRewards ordering app.

Drive engagement with Hispanic Gen Z audiences during Hispanic Heritage month with culturally reflective and relevant content.

Identify and partner with a culturally relevant artist who genuinely loves McDonald's, performs well in the target markets.

Live Integration



Reach Live Music Fans

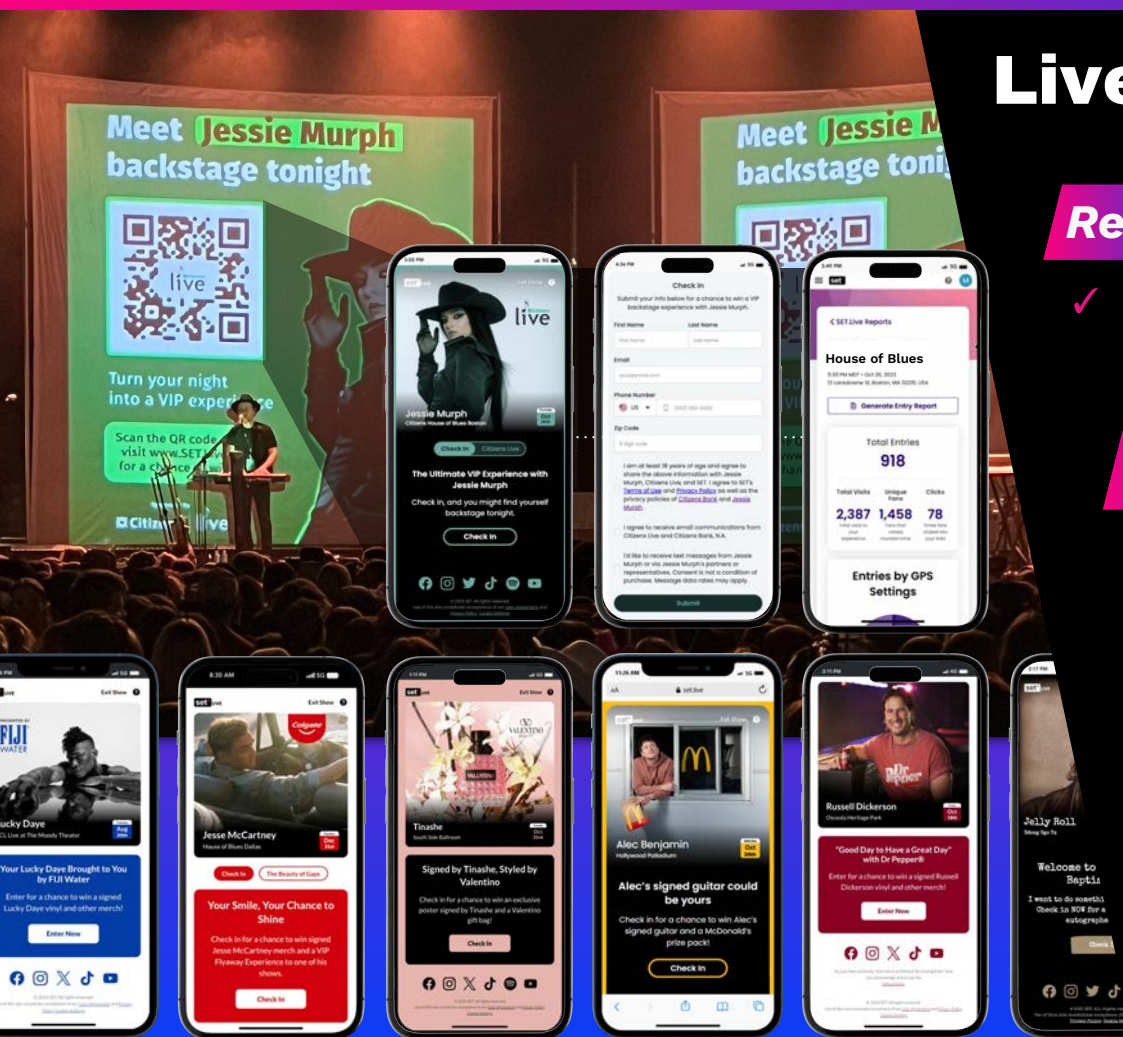
- ✓ Unique in-venue brand integration on screen, stage, & exclusive mobile extension at live music events (LOOH)

Drive Deeper Fan Relationships

- ✓ Own the live experience with sweepstakes, branded meet & greets, and custom experiential activations.

Expand Beyond the Show

- ✓ Add pre-show media promotion and post-show branded follow up from the artist with custom messaging.



Unique In-Venue
Brand Messaging

Pre-show Video



On-Stage Image



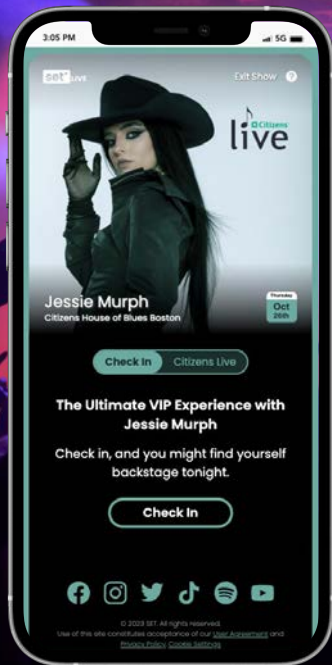
In-Venue Image



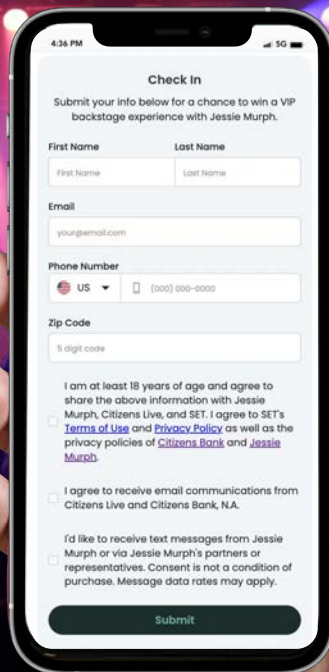
Engage Fans Like Never Before

WITH **LIVE MUSIC** INTEGRATION

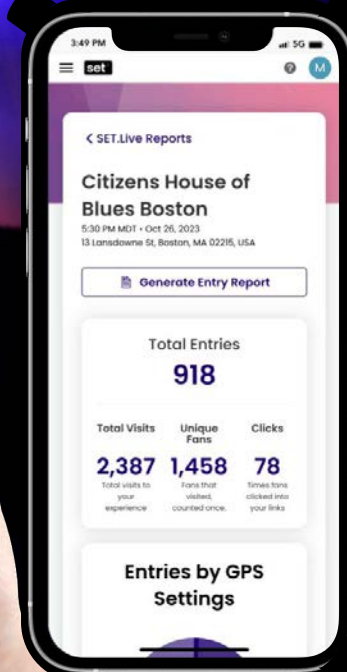
**Branded Mobile
Experience**



**Sweeps + Fan
Contact Info**



**Reporting & Direct
Messaging**



Fully **INTEGRATED** Into the Fan Journey



PRE-SHOW

Targeted Media

Social | Video

IN-SHOW

Live Engagement

On Stage | Mobile

POST-SHOW

Direct Messaging

Email | SMS

RECAP & RECALL

Highlights & Insights

Email | Social

Fully **INTEGRATED** Into the Fan Journey



PRE-SHOW



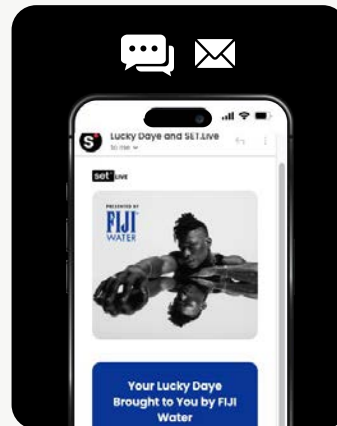
✓ Impressions

IN-SHOW



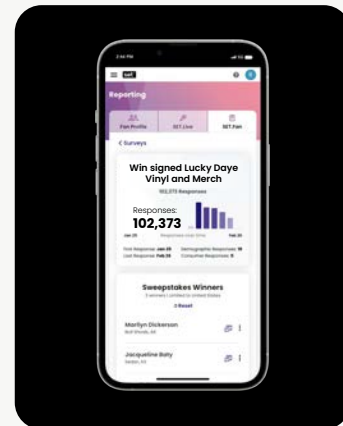
✓ Engagement

POST-SHOW



✓ Follow-Up

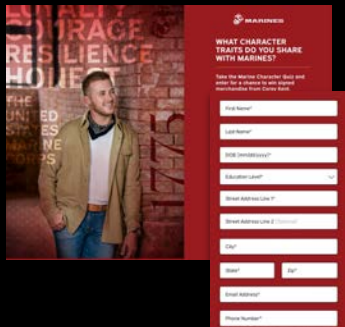
RECAP & RECALL



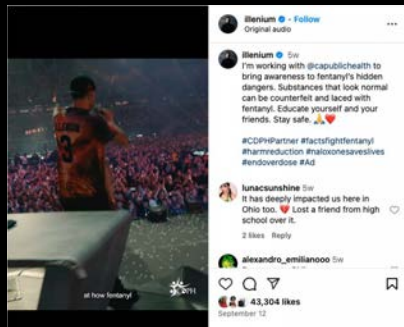
✓ Lift

Driving **Deeper Relationships** With Fans

Campaigns That Drive Specific Objectives



Qualified
Lead Gen



Social
Engagement



Site
Conversions



E-commerce
Traffic



Multicultural
Relevance



Extensions Tailored to Your Goals



360 Tour Sponsorship



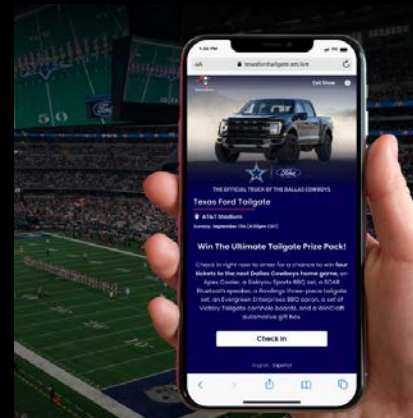
In-Venue / On Premise



Drive to Retail

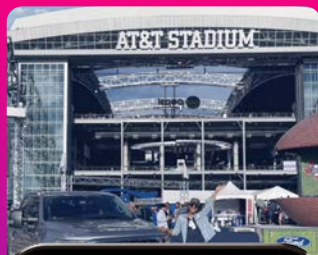


Extend Existing Partnerships



Measure Existing Sponsorships





Lead Capture Software

Capture Leads Anywhere

- ✓ With geo-fencing, centralized data, and AI-powered event pages, field marketers can maximize *any* live activation effortlessly.

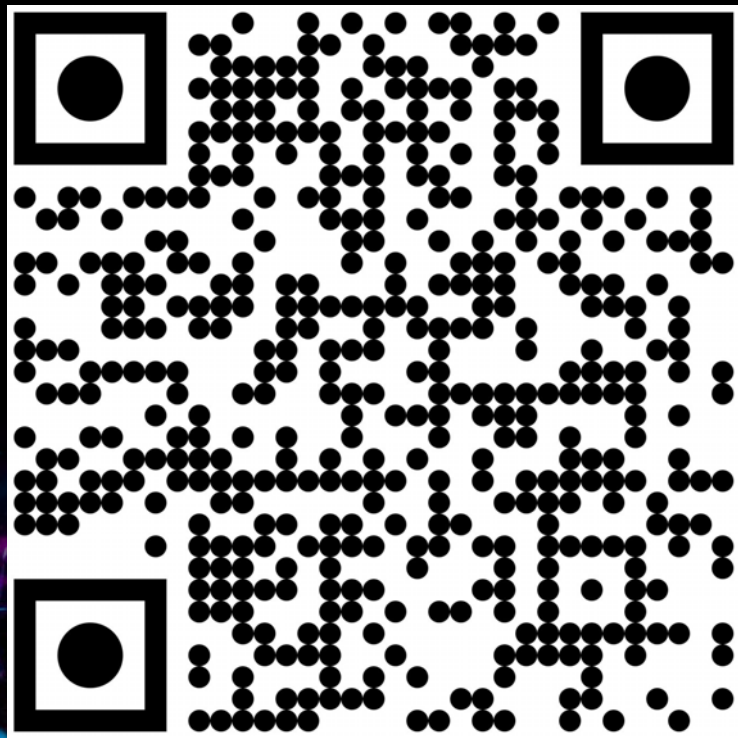
Measure Existing Sponsorships

- ✓ Measure activation impact with real-time insights and seamless reporting for HQ teams.

Secure Opt-in Experiences

- ✓ Live sweepstakes results, personalized follow-ups, and on-site redemption tracking to measure engagement.

Now, **CHECK IN** for a chance to **WIN!**



Scan QR, or go to:
SET.Live



Between 3ANC

Triple Driver Active Noise Cancelling Wireless Earbuds



Want An Encore?

max.live/contact
hello@max.live