



A Mega Musical Talent Hunt covering
50 cities across India
Starting 17th Oct 2016

Band of Girls

- An 'All Girls Band' formation - a popular music act featuring Eleven Young Sensational Divas - Performing with various combinations of Instruments on Indo-Western & Fusion Music.
- It is going to provide a big Music Canvas to those remarkably talented females that none has ever thought of.



The Vision...

- This Band is about creating an individual Girl's Band Identity in today's unbeatable Music Industry
- When immensely talented singers, guitarists, drummers, flute artists, violinists and such will unite together, it will certainly lead to a Rocking Band Formation and a Team imbued with Musical Spirit and Enthusiasm
- Phoenix Duo Matrix is very much geared up to provide this platform to the most talented, vivacious females involved in Music & Instruments passionately



The Mission...

- The Band will sweep you off your feet with their dazzling performances and melodious singing; their versatility in music will create an entertaining atmosphere making everyone get up to their feet and dance on their tunes
- Eleven Beautiful Young Women, all in their twenties, will take the stage and stand before an array of exotic and ancient musical instruments
- Although an uncommon sight but the very moment they start to play, it'll place them amongst the gifted and the most glamorous musicians in the world



The Edge...

- As a mentor cum producer, Phoenix Duo Matrix is going to provide the Platform to launch this Girls' Band
- Phoenix Duo Matrix is going to nurture this band as a new-born child
- Where the identity of many new singers just fade away in dark after the Show is over; this will not happen with this Band. This band is going to live every time with the number of Worldwide Lively Performances. Their fate is not going to be dependent on any Music Recording Company
- In today's world, the young blood is all enamored with the Magic of Music. The Female Band in itself is the reason to tune their interest & passion and to make them forget the world through their sparkling and rocking performances



The Formation...

- The Selection process will start with Live Auditions in the Major Metro Cities
- Following will be the Touch Points:
 - All College Campuses
 - Inviting Applications from Leading Music Institutes
- Direct Entries via Media Promotion will also be invited
- A team of five people including a Celebrity Singer, Campus Dean, Radio RJ, Team Phoenix will conduct Auditions in these College Campuses
- It's going to be a Performance based Audition apart from performers' personality judgment



The Jury Members...

- We will have a renowned, intelligent and a creative panel of jury members whose wise and fare decision making sense shall decide the selection of the participants. These members will be from different fields/ industries & will be introduced at the time of Regional Auditions:
- Two Members from an established famous Band
- A Fashion Designer, who will also be styling the Band
- An Add Guru, who will also support in devising the presentation skills of the Band
- A Music Guru accompanied by a leading Composer
- A leading Choreographer



Inviting Participation...

- Massive Media Campaign
 - Radio, Print, TV
 - Outdoor & Posters
 - Social Networks
 - Digital Marketing
 - Personalized invitations to all leading Music Institutions
 - Invitation to the Cultural Bodies of Various Universities, Institutions, Colleges and Cultural Centers



On Ground Promotions/Live Auditions...

- Live Auditions at 50 Girls' Colleges across the Country
 - In every city, One Prominent Girls College will be shortlisted as the venue and the students/ visitors who wish to participate from the same college or from other colleges in the same city will be allowed to participate in these Auditions
 - An Initial Screening Audition will happen in these shortlisted Colleges
 - A Panel of 5 College's Principals and Head of Music Department of these Colleges will be judging these initial Rounds of Auditions
 - Live Recording of these Auditions will be done and will be reviewed later by the Industry Experts





On Ground Promotions/Live Auditions...

- Posters & Banners to be placed at various institutions, corporates, colleges to spread awareness about the auditions
- Promotional Activities at Youth Hangout places and markets to accelerate participation



The Regional Auditions...

- Following 15 cities will be targeted for Regional Auditions:
 - Ahmedabad, Pune, Hyderabad, Chandigarh, Lucknow, Jaipur, Bhopal, Goa, Shimla, Dehradun, Shillong, Imphal, Gangtok, Pondicherry, Jammu
- These Cities are shortlisted on the basis of possibility of getting Desired Participation and their Connectivity with the rest of India



The Semi Final Auditions...

- Following 5 Metros will be targeted for Zonal Auditions:
 - Mumbai, Delhi, Bangalore, Chennai & Kolkata
 - At these locations, Day 1 will be dedicated to the contests for local contestants, who will be further participating in Semi Final Rounds in the same cities during Zonal Contests
 - Day 2 will be dedicated for the Semi Final Rounds from all 20 cities, including Zone Cities
 - At every Zonal location, shortlisted 44 candidates from various regional locations will be contesting to make their place in the Finale



The Final Eleven...

- Location: Delhi
- Shortlisted 44 Finalists from all the Zones will participate in the Finale. During this, the Final Eleven Girls who will be the Chosen and the Privileged Ones to be part of Band of Girls, will be announced by the Phoenix Duo Matrix
- These shortlisted Final Eleven will then be groomed to be the desired Divas of the Band
- These selections will be done keeping in mind the various chapters of Performance and Personality Development



The Grand Finale...

- This will be the Mega Live Event to be scheduled at Chandigarh
- On this Big Day, all Eleven Divas will perform Live as One Band- “Band of Girls”
- The Event will be witnessed by thousands of Music Lovers



Fact Files

Touch Points	Locations	Activity	Contacts
ATL Promotions			
<i>Radio Campaign</i>	20 Stations, Covering 50 Cities	Commercials & RJ Mentions	50,00,000 Audiences
<i>TV Coverage</i>	Pan India Divided into 4 Regions	Commercials & Coverage	35,00,000 Audiences
<i>Outdoor Media</i>	Branding at 600 Colleges	Posters, Banners	10,00,000 Audiences
<i>Digital Media</i>	Pan India	Facebook, mail blast to Gmail, Yahoo & Rediff	1,00,00,000 Audiences
BTL Promotions			



<i>Live Auditions</i>	50 Colleges PAN India	Anchor Based Activity, Inviting Applications	3,40,000 Students
<i>Posters & Banners</i>	1000 Colleges PAN India	Posters Inviting Participation	5,00,000 Students
<i>Direct Mail</i>	400 Music & Vocational Training Institutes	Physical Mailers with Application Forms	1,00,000 Students



Title Sponsorship

- Title Sponsor Mileages:
 - Title Sponsor Brand's Logo will be incorporated and pronounced with the Band's Name and Logo
 - This association will last till complete financial year, i.e. whenever the Band will be perform in any part of World, Same logo unit will be used
 - Your Logo and Communication will be a part of all the ATL & BTL Communications and will be part of the Band's Name
 - We will provide you with an exclusive prominent space of 18 Sq. Mtr. at all the Activation and Audition Locations for your Product Promotional Activities

- 50 City Auditions Locations in Various Colleges
- 15 Regional Auditions Locations at Various Capital Cities
- 5 Zonal Auditions Locations
- 1 Grand Finale



Associate Sponsorship

- Associate Sponsor Mileages:
 - Sponsor Brand’s Logo will be incorporated and pronounced as “in association with”
 - This association will last till Grand Finale, i.e. for all the Promotional Activities and On-ground Activities, including the Regional & National Auditions
 - Your Logo and Communication will be a part of all the ATL & BTL Communications and will be part of the Band’s Name
 - We will provide you with an exclusive prominent space of 12 Sq. Mtr. at all the Activation and Audition Locations for your Product Promotional Activities
 - 50 City Auditions Locations in Various Colleges
 - 15 Regional Auditions Locations at Various Capital Cities
 - 5 Zonal Auditions Locations
 - 1 Grand Finale



Supporting/Participating Brand

- Participating/Supporting Brand Mileages:
 - Activity space of 9 Sq. Mtr. at all 100 colleges to display and showcase your products and services during live audition activities within the college premises
 - These are pre-identified locations allotted by the college management. All participating/supporting brands will be given space in this area
 - These locations will be prominent locations and will be near the College Auditoriums where the auditions are planned.
 - 50 Cities 'Audition Locations in Various Colleges



