

WELCOME TO WEEK 5 TALENT & PASSIONS

M&CSAATCHI
OPEN HOUSE



M&C SAATCHI TALENT GROUP

M&CSAATCHIMERLIN

M&CSAATCHISOCIAL

INTRODUCTIONS



KATIE
Managing Director
Merlin



ALEX
Talent Director
Merlin



LUCY
Head of Talent
Social



ELIZA
Business Development
Social



What do you think an Agent is
and what do we do?

DEAL MAKER

PARENT

THERAPIST

MARKETEER

BUSINESS DEVELOPER

FRIEND

SOCIAL MEDIA SPECIALIST

PHOTOGRAPHER

CREATIVE BRAINSTORMER





M&CSAATCHIMERLIN





CASE STUDY

**JERMAINE
JENAS**

STRATEGY

TRANSFORMING JERMAINE FROM A PROFESSIONAL FOOTBALLER TO A PRIMETIME TV PRESENTER

- Disrupting the marketplace and appearing on platforms where people don't expect.
- Securing high profile broadcast presence across Sport, Documentaries and Entertainment.
- Securing long-term strategic brand partnerships.
 - Building Jermaine as a household name

BROADCAST



THE ONE SHOW



MOTDx



THE TRUTH ABOUT
POLICE STOP &
SEARCH



HUNTING THE
FOOTBALL TROLLS



THE WORLD'S MOST
EXPENSIVE TRAINERS

AMBASSADORSHIPS



L'OREAL



DARE2B



DUNE

HOSTING



WORLD CUP DRAW



THE BEST FIFA FOOTBALL AWARDS

CASE STUDY

**CHLOE
BURROWS**

M&CSAATCHISOCIAL

STRATEGY

ELEVATING CHLOE AWAY FROM THE SHOW AND POSITIONING HER AS A KEY TALENT IN THE YOUTUBE, INFLUENCER, BROADCAST & TALENT SPACE

MAINTAINING RELEVANCE BY:

- Working with key brands
- Aligning with key talent
- Maintaining presence in broadcast and radio space
- Developing a successful YouTube channel

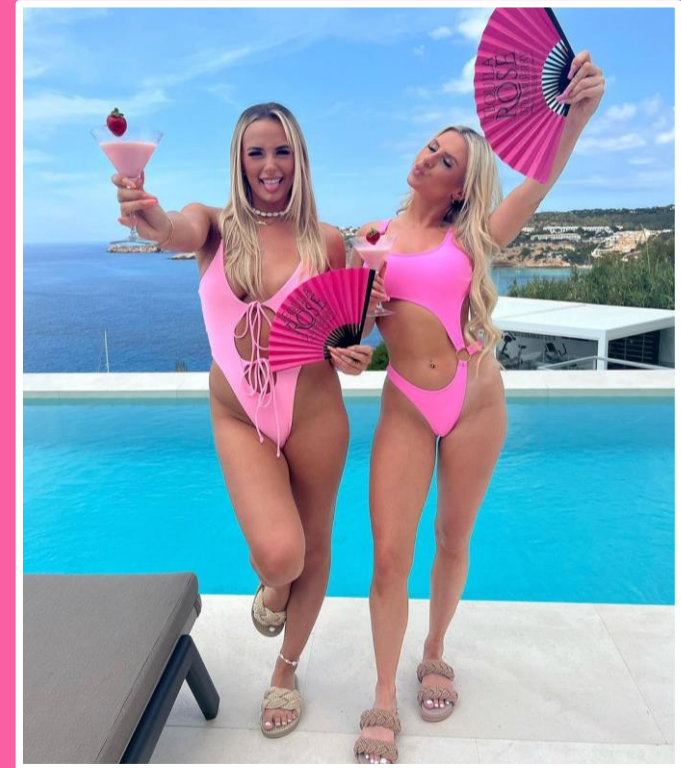
AMBASSADORSHIPS



GOOGLE PIXEL



JD SPORTS



TEQUILA ROSE

BROADCAST



CELEBS GO DATING



SCARED OF THE DARK



CHANNEL 4.0 OWN
SHOW 'BAD BABY'



INTERVIEWING BETH
MEAD & JORDAN
NOBBS ON BEHALF
OF ARSENAL FC



HOSTING KISS FM
RED CARPET

The image features a large, dense crowd of people at a sports event, with many individuals raising their arms in excitement. The scene is filled with a variety of colors from clothing and accessories, creating a vibrant and energetic atmosphere. The text is overlaid on this background, with the letters themselves appearing to be filled with the same crowd imagery.

M&CSAATCHI
SPORT&ENTERTAINMENT

HELLO



Charlotte Smith
Business Director

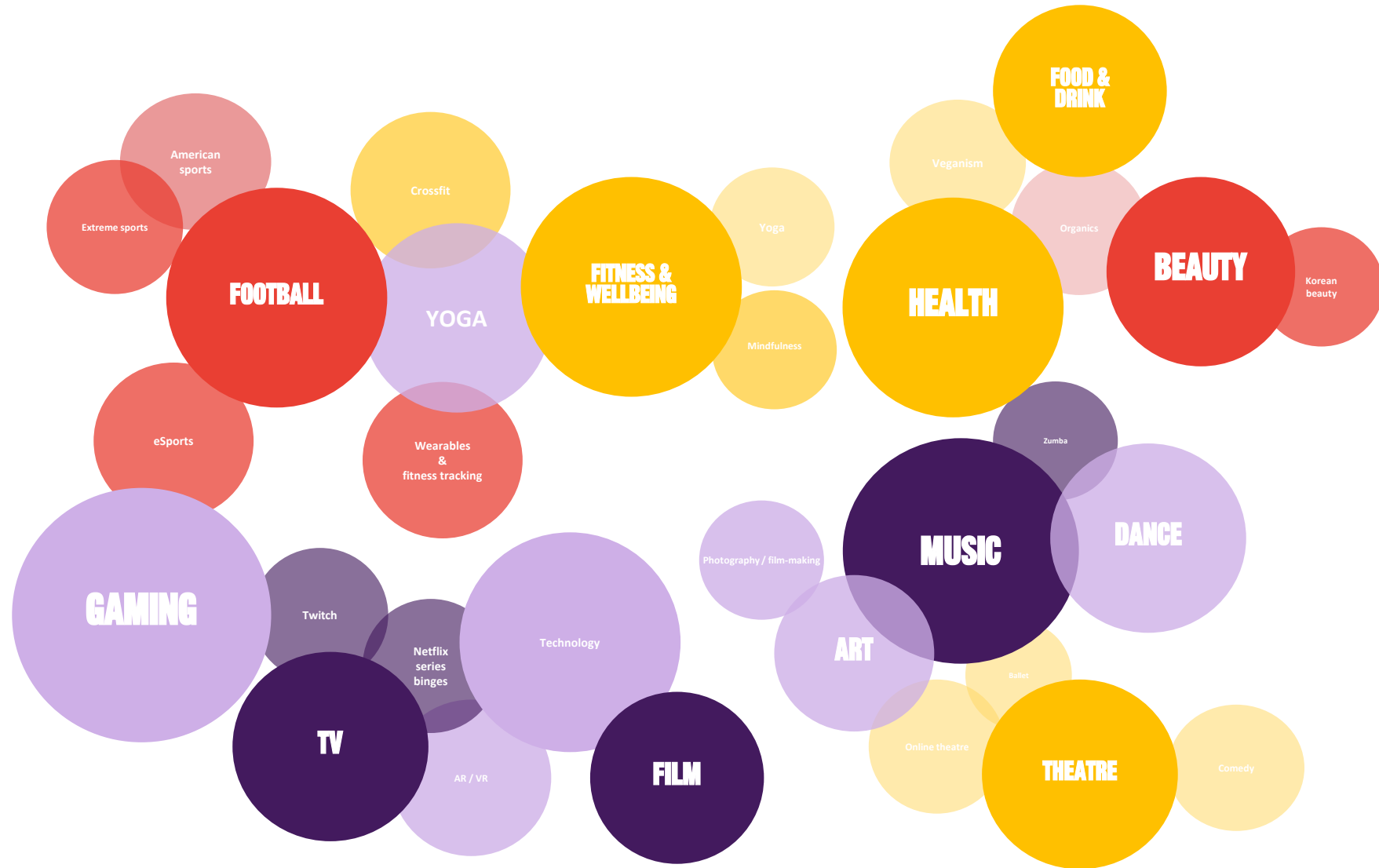


Ade Daramola
Account Executive

What we do

**CREATE CHANGE FOR BRANDS BY MAKING THEM
CULTURALLY RELEVANT IN PEOPLE'S PASSIONS**

WHAT ARE YOUR PASSIONS?



**WHICH BRANDS STAND
OUT TO YOU BECAUSE OF
THEIR INVOLVEMENT IN
YOUR PASSIONS?**

WHY PASSIONS?

Engaging people through their passions
is good for brands, businesses and society

**“ SPONSORSHIP IS THE
MOST EFFECTIVE CHANNEL
FOR DELIVERING
SIGNIFICANT POSITIVE
BRAND EFFECTS ”**

75%

of fans feel loyal towards
companies that sponsor or
engage with their passion

“ A KEY BENEFIT OF SPONSORSHIP IS THE ROLE IT PLAYS IN BUILDING A STRONG BRAND IDENTITY.

BRAND STRENGTH CONTRIBUTES 60%-80% TO OVERALL SALES.”

64%

of fans more likely to purchase a product from a brand that partners with object of fandom

**“ BEING A PATRON OF
PEOPLE’S PASSIONS
PROVIDES BENEFITS FOR THE
BRAND AND SOCIETY IN
GENERAL ”**

62%

of consumers want
companies to stand up for
the issues they are
passionate about

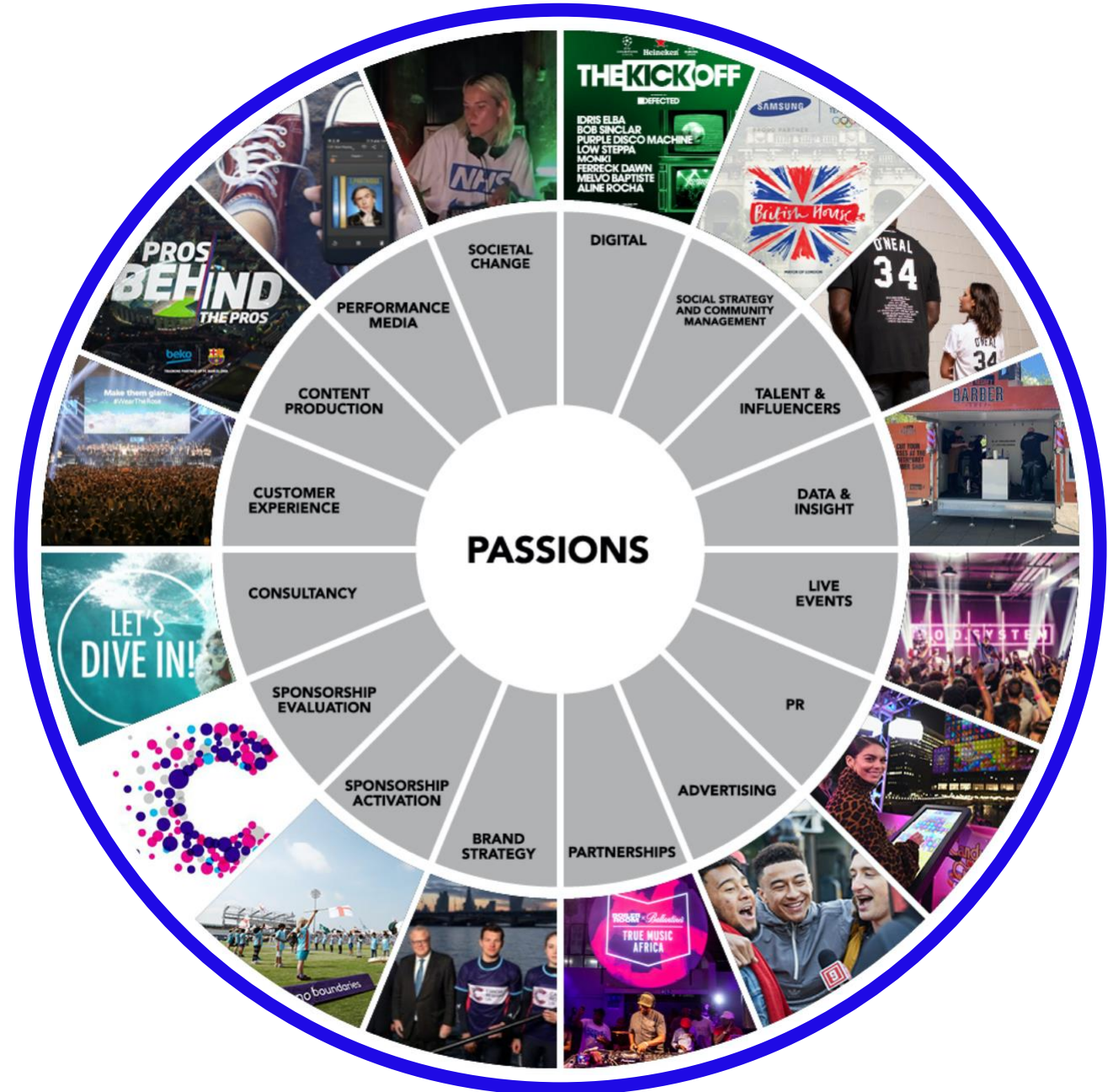
expect brands to be part of
the debate & promote more
progressive values and play a
meaningful role in society

69%

HOW WE FORGE CONNECTIONS

**WE WORK ACROSS
LOTS OF
CHANNELS**

**“VERTICAL
SPECIALISTS”**



**FOR BRANDS THAT
BELIEVE IN
MAKING CHANGE**

Coca-Cola

KLM

Virgin media

adidas

Reebok

Dettol

UEFA
women's
EURO
ENGLAND 2022

TRADE MARK
Heineken

Red Bull

WHOOOP

M

Ballantine's



BUILDING CAMPAIGNS



What type of briefs happen in passions?

A brand that is looking to stay relevant to a younger audience

A brand that is looking to drive sales or value share through a partnership

A brand that is looking to drive earned media through a cultural platform

A brand with an existing sponsorship or partnership that needs to it work harder

A brand that wants to use consumers' passions to create a more equitable world

A brand that has a partnership that needs a world-class digital campaign around it

A brand that is looking to create incredible live events which engage consumers

1

Objectives

Dissect client brief to understand what they want to achieve

2

Insights

Gather insights to inform – cultural, audience, brand, product

3

Strategy

Use insights to develop strategic direction

4

Creative

Develop ideas that align to the strategy

5

Activation

Develop timeline, outputs, project manage delivery

6

Evaluation

Meaningful results that ladder back to objectives

**HOW CAN FOOTBALL MAKE
PEOPLE LOVE THEIR BANK?**



HOW CAN YOU USE THE SPOTLIGHT OF THE WOMEN'S EUROS TO HIGHLIGHT THE WORK YOUR BRAND DOES IN THE WOMEN'S GAME?





**CREATE A CAMPAIGN THAT CONNECTS THE ELITE GAME TO
THE THE FIRST CHANCES YOUNG GIRLS GET TO PLAY
FOOTBALL**

**BROUGHT TO LIFE WITH CONTENT, PARTNERSHIPS AND
TALENT**

IT ALL STARTS WITH A CHANGE







TVC



REACTIVE

If girls are not allowed to play football

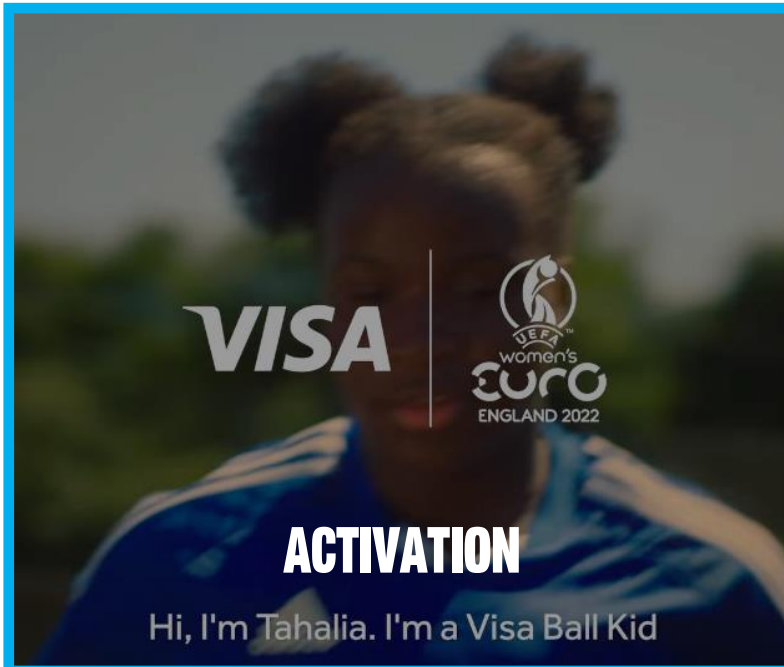


SOCIAL

"It's all about giving girls the opportunity to take part in football and be inspired."



TALENT



VISA



ACTIVATION

Hi, I'm Tahalia. I'm a Visa Ball Kid




ON PITCH

I never thought I'd have this opportunity to come and play football on this pitch.



 Liked by claudiawhitcomb and 383 others

barclaysfootball Congratulations Lionesses,
#WEURO2022 Champions! You've inspired the nation

 ... more



**WHEN PASSIONS POWER GREATER
DIVERSITY, EQUITY AND INCLUSION**



The image features two hands raised in a gesture of support or solidarity. The background is a combination of the rainbow flag (horizontal stripes) and the transgender symbol (a circle, square, triangle, and cross). The text is centered over the image in a bold, blue, sans-serif font.

**CONSUMERS EXPECT BRANDS TO
HAVE A POSITIVE IMPACT ON SOCIETY**

A woman in a black, long-sleeved, floor-length gown with a long train is walking down a set of stairs. She is wearing black high-heeled shoes. The stairs are covered in a light-colored carpet with a green floral pattern. In the background, a group of photographers in dark suits are taking pictures with their cameras. The scene is set outdoors with a green hedge in the background.

**PASSIONS REPRESENT THE FUNDAMENTAL CULTURAL
PILLARS OF SOCIETY**

A young man with short dark hair and a serious expression stands in the center of the frame. He is wearing a dark-colored Burberry jacket with white panels on the shoulders and red horizontal stripes. The background is a brick building with a window and a dark roof. The overall lighting is dim, suggesting dusk or dawn.

**THEY CAN BE A POWERFUL DRIVER FOR
POSITIVE CHANGE**

A soccer player in a white jersey with the number 10 on his shorts is kneeling on the grass. In the background, another player in a white jersey with the number 7 is also kneeling. The scene is set on a soccer field with a red stadium in the background. The text "BUT THEY CAN BE INHERENTLY UN-INCLUSIVE" is overlaid in the center of the image.

**BUT THEY CAN BE INHERENTLY
UN-INCLUSIVE**

**BRANDS IN PASSIONS HAVE A RESPONSIBILITY TO
CHANGE THIS**



**BOILER
ROOM** & *Ballantine's*

TRUE MUSIC

A GLOBAL PLATFORM TAKING US TO THE HEART OF MUSIC CULTURE

A CONTENT ECOSYSTEM DRIVEN BY THE RIGHT PLATFORMS AND PARTNER PUBLISHERS

A crowd of people is silhouetted against a bright blue stage light. Several people have their hands raised in the air, some in a peace sign gesture. The scene is dimly lit, with the primary light source being a large, bright blue light fixture hanging from the ceiling. The overall atmosphere is that of a live music performance.

BUT HOW COULD BALLANTINE'S BE PROACTIVE AT ADDRESSING D,E, & I ISSUES IN MUSIC CULTURE?

Our L.O.V.E process

LEARN

Learn about the problem they push against

OPPORTUNITY

Understand the opportunities for action

VALIDATE

Validate thinking with a collective of authentic voices

EQUITY

Create an actionable campaign that will deliver equity

CREATE AN ACTIONABLE CAMPAIGN THAT WILL DELIVER EQUITY

The result

RESETTING THE DANCEFLOOR

BALLANTINE'S PLEDGES TO SUPPORT, CHAMPION AND PURSUE EQUITY IN MUSIC CULTURE.

A THREE-YEAR STRATEGY TO INVEST IN MAKING DANCEFLOORS MORE INCLUSIVE

WE IDENTIFIED REAL ISSUES THAT WOULD GO ON TO INFORM REAL SOLUTIONS

THE COLLECTIVE



DOPE SAINT JUDE



HE.SHE.THEY



JAMAL EDWARDS MBE



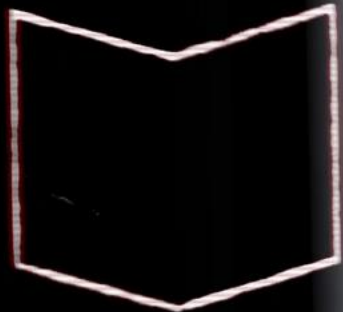
CHICA GANG



HONEY DIJON



AFROBAPHO



WHISKY

TRUE MUSIC

STAY TRUE

Ballantine's

True Music

RESETTING THE DANCEFLOOR REPORT

afrobaphot-scaled-aspect-ratio-16-9

GET THE REPORT

DOWNLOAD >

Cookie Consent



Ballantine's True Music: Resetting The Dancefloor

1,341,050 views • 9 Sept 2021

👍 28 💬 8 ➦ SHARE ⌵ SAVE ...



Ballantine's

16.6K subscribers

SUBSCRIBE

Music matters. In so many ways. It liberates us. Connects us. It creates powerful memories that last. In 2020 the pandemic hit and overnight, a global industry stopped - If anyone ever questioned exactly how much music mattered, now we knew.

SHOW MORE

DUMMY

D DUMMY @DummyMag

.@HONEYDIJON, @jamaledwards and @afrobaphooifici are among the names calling for positive change in the new report by @Ballantines




Ballantine's launches 'Resetting the Dancefloor' initiative after report finds 1 in ... The dancefloor is often thought of as a safe place for freedom of expression: a place where people can put their differences aside and become united by the ...

1:30 PM · Sep 9, 2021 · Hootsuite Inc.

CRACK

G Crack Magazine @CrackMagazine · 7h

The likes of @HONEYDIJON, @DopeSaintJude and @HeSheTheyMe contributed to the new @Ballantines True Music report



One in three people have experienced discrimination at a music event... The likes of Honey Dijon, HE.SHE.THEY and Dope Saint Jude contributed to the Resetting the Dancefloor report, which was ...

4 7

afrobaphooifici · Follow

afrobaphooifici E com muita felicidade que anunciamos que o Coletivo AfroBapho agora faz parte de um outro coletivo: Ballantine's True Music.

Estamos representando o Brasil e levando nossas narrativas criativas e ações que dialogam com práticas em busca de equidade racial, de gênero, sexualidade e outras pautas.

E com muito orgulho, já chegamos fazendo parte do novo projeto de @ballantines: #ResettingTheDanceFloor (Resetando as pistas de dança).


Nós, enquanto corpos dissidentes em

736 likes 4 HOURS AGO



mixmag

Three quarters say the pandemic has made them more likely to speak out if they witnessed discrimination



One in three have experienced discrimination on a night out, according to new ... 2,300 music fans were surveyed across the globe


10:25 AM · Sep 14, 2021 · Twitter Web App

1 Retweet 5 Likes

CompleteMusicUpdate @CMAU

Ballantine's launches dance music diversity project bit.ly/3nH4QYN

#ballantines #Resettingthedancefloor



1:15 PM · Sep 9, 2021 · Buffer

3/4

64%

he.she.they @ballantines



and hopefully this will inspire other creatives

Reply to he.she.they...

Resetting The Dancefloor



Wonderland.

jamaledwards @j

"This conversation needs to be had. Hopefully this will inspire other creatives and other brands - the whole music industry - to have the same conversation."

JAMAL EDWARDS MBE, SBTV Founder and Activist

@BALLANTINES



Reply to jamaledwards...

djmagofficial 16h

Head over to **Ballantines.com** to read the full report and find out how you can support positive change on the dancefloor

See More >

cozzmicatofficial · Follow

Fan and industry perspectives on a safer, fairer future for music culture

cozzmicatofficial I'm so impressed by this report and gapped to have my original track included in the mix... thank u @he.she.they and @ballantines for shedding the light on equity and Diversity in dancefloor culture worldwide

130 views 5 DAYS AGO

djmagofficial 16h




"It's so important that those spaces exist where all people can feel safe, right, so places where women can feel safe, where the LGBTQIA+ community can feel safe, and where disabled people can feel safe."

NEFTARA HARNETT, AfroBapho

See More >

papelalbal 5h



#ResettingTheDancefloor chicagang

@ballantines #TrueMusic #ResettingTheDancefloor

Reply to papelalbal...

wonderland 2h




Scotch whisky brand Ballantine's wants to further diversify the music industry, and they hope to do this with their inclusive True Music platform.

See More

DJ

afrobaphooifici 43m



afrobaphooifici E com muita felicidade que anunciamos que o Coletivo AfroBapho agora faz parte de um outro coletivo: Ballantine's True Music.

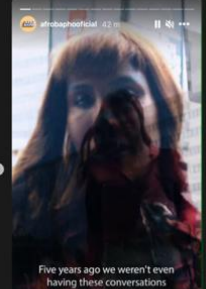
afrobaphooifici 39m

"It's so important that those spaces exist where all people can feel safe, right, so places where women can feel safe, where the LGBTQIA+ community can feel safe, and where disabled people can feel safe."

NEFTARA HARNETT, AfroBapho


Five years ago we weren't even having these conversations

afrobaphooifici 43m



afrobaphooifici E com muita felicidade que anunciamos que o Coletivo AfroBapho agora faz parte de um outro coletivo: Ballantine's True Music.

afrobaphooifici 39m

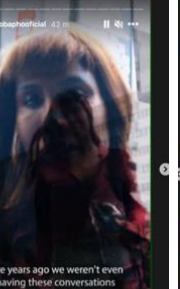


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afrobaphooifici 39m



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NEFTARA HARNETT, AfroBapho

Five years ago we weren't even having these conversations

- Ballantine's True Music platform, is taking a stand to increase parity within the music industry, after its 'Resetting the Dancefloor' report found that 1 in 3 music lovers globally have experienced discrimination and a further 84% have witnessed it on the dancefloor. (Roll2)

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Ballantine's calls on music industry to club together to fight discrimination on the dancefloor

09 September 2021 - Press release

Ballantine's True Music takes a stand to increase equality in music culture, after report shows 1 in 3 music lovers globally have experienced discrimination

Ballantine's Scotch whisky, long time champion of diverse talent and underrepresented music communities around the world through its True Music platform, is taking a stand to increase parity within the music industry, after its 'Resetting the Dancefloor' report found that 1 in 3 music lovers globally have experienced discrimination and a further 84% have witnessed it on the dancefloor.

The report, which surveyed over 2,300 music lovers across four continents, highlights that while there is work to be done for dancefloors to be truly inclusive, the pandemic offers an opportunity for a 'reset'. Ballantine's aims to drive action to address this through a series of commitments and initiatives, including a six-figure fund to support emerging music collectives, and via global experiences that celebrate inclusive dancefloors, with long standing partner, Boiler Room.

Helping spearhead the conversation within the music industry are Berlin-based DJ Honey Dijon, SBTV Founder Jamal Edwards MBE, dance music diversity and inclusion pioneering collective, HE.SHE.THEY, co-founder Sophia Kearney & Steven Braines, rapidly ascending Madrid-based female DJ collective Chica Gang, Brazilian funk and LGBTQIA+ artists collective Afrobaque and South African musician Deep Saint-Jude who are calling on music fans, artists and those within the business to club together to drive action and change.

While the ideal of the dancefloor being a place of freedom and equality does not reflect the reality - the effects of the past 18 months have resulted in a positive change in attitude with three quarters of people saying they would now speak out if they witnessed discrimination at a music event and 89% believing we all have a responsibility to fight discrimination.

Even though people can't wait to return to the dancefloor post-pandemic (BAME), the safety, diversity and inclusivity of the events will be driving their choice to attend. Treating and paying artists fairly is the number one priority, 63% are more likely to consider whether the music line-up is diverse versus a year ago, whilst 72% will only attend a future event that they feel will be safe and inclusive.

Honey Dijon comments: "All of these things we're fighting for - diverse line-ups, diverse dancefloors - this is simply us wanting our humanity and our creativity to be considered as worthy as other people's. That's an expectation no one should be able to stand in the way of."

Through its initiatives, Ballantine's is hoping to raise awareness of issues around diversity and inclusion within music culture and prompt action, and has committed to driving real change in three key areas over the next five years:

- **Diverse programming:** ensuring all True Music line-ups and content represent diverse communities
- **Fair payment:** ensuring that no fee gap exists by taking an active role in making sure talent are paid and treated fairly
- **Inclusive dancefloors:** making safe dancefloors a priority and committing to bringing one billion music fans inclusive True Music experiences through a safe dancefloor policy

Ballantine's Head of Music Tom Egan comments: "The past 18 months have seen the live music industry suffer its toughest time since the dawn of time and across dozens of cities around the world. As the world begins to emerge from the pandemic, we have the opportunity to press the 'reset' button and club together to rebuild a music culture for everyone."

DUMMY

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Ballantine's launches 'Resetting the Dancefloor' initiative after report finds 1 in 3 music lovers experience discrimination

Honey Dijon, Jamal Edwards and Afrobaque are among the names calling for positive change...



09 SEP 21
WORDS BY BILLY WARD

GAYTIMES

Trending Love Letters for Pride Drag Race UK Long Reads Advertise

LIFE

Gender and race most common reasons for dancefloor discrimination, report finds

BY CONOR CLARK

A shocking report has revealed how widespread and common dancefloor discrimination is across the world.

According to the **Resetting the Dancefloor** report from Ballantine's True Music, gender and race were the most commonly cited reasons for someone experiencing prejudice.

Intersectional identities including gender, sexuality and race have dealt with this at an alarming rate, with 64% having dealt with it at a music event.

More generally, one in three people have experienced discrimination in this environment and 84% have witnessed it.

"I have so much intersectionality to deal with," DJ and producer Honey Dijon explained. "I deal with being queer, I deal with being a woman, I deal with being a Black woman, I deal with being a Black trans woman, I deal with being an artist who doesn't fit into the mainstream. That's a lot, but then no one is just a single thing."

The future may not be as bleak as the statistics suggest, however, as seven in 10 people said they will be more inclusive of others as nightlife continues to reopen post-lockdown.

fw.tahoonia.com

CRACK

NEWS / JASMINE KENT-SMITH / 09.09.21

One in three people have experienced discrimination at a music event, new research finds



Presented by Ballantine's

The Resetting the Dancefloor report, published today (9 September) by Ballantine's True Music, also found that 84% have witnessed some form of discrimination on the dancefloor.

One in three people globally have experienced discrimination at a music event, with 84% having witnessed some form of discrimination on the dancefloor, according to a new report commissioned by Ballantine's Scotch whiskey's True Music platform.

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'Resetting The Dancefloor' Initiative Fights for More Inclusive Music Communities

09 Sep 2021

Ballantine's True Music calls on the music industry to fight discrimination on the dancefloor

Click for courses

Wonderland.

1 IN 3 PEOPLE HAVE EXPERIENCED DISCRIMINATION ON THE DANCEFLOOR

WORDS BY BILLY WARD

09 SEP 21

DU

LATEST NEWS FEATURES MUSIC TECH VIDEO TOP 100 LISTS SHOP

Ballantine's TRUE MUSIC

Resetting The Dancefloor

1 in 3 have experienced discrimination on the dancefloor, new report finds

Ballantine's 'Resetting The Dancefloor' report calls for the music industry to fight discrimination on the dancefloor

CHARLIE SMALL
THURSDAY, SEPTEMBER 9, 2021, 1:00

One in three music lovers globally have experienced discrimination, while a further 84% have witnessed it on the dancefloor, new research from Ballantine's has found.

The Resetting The Dancefloor report was commissioned by whisky brand, Ballantine's - a long-time champion of diverse talent, scenes and music communities through it's True Music platform. It comes as we begin to emerge from a period of unprecedented disruption, and highlights signs the music industry and fans alike are increasingly motivated to create collective change.

The report has been compiled from responses from more than 2,300 music lovers, spanning four continents, and is spearheaded by a group of industry leaders brought together to form the True Music Collective.



They include Berlin-based DJ Honey Dijon, SBTV Founder Jamal Edwards MBE, pioneering events and label collective, HE.SHE.THEY, Madrid-based DJ collective Chica Gang, Brazilian LGBTQIA+ dance collective Afrobaque, and South African musician Deep Saint-Jude. In a short film, they call on music fans, artists and those within the music industry to work together to drive change in our scene and communities.

mixmag

NEWS VIDEO MUSIC FEATURES TECH TICKETS MORE

ONE IN THREE HAVE EXPERIENCED DISCRIMINATION ON A NIGHT OUT, ACCORDING TO NEW STUDY

2,300 music fans were surveyed across the globe

GENNA ROSE | 14 SEPTEMBER 2021

MUSIC | MUSIC PEOPLE | MUSIC BUSINESS

CMU SIGN UP PODCAST

BRANDS & MERCH BUSINESS NEWS LIVE BUSINESS

Ballantine's launches dance music diversity project

By Andy Mall | Published on Thursday 9 September 2021



Ballantine's Scotch whisky has announced a new initiative to improve diversity and tackle discrimination in nightclubs, both in DJ line-ups and on the dancefloor.

Part of the alcohol brand's ongoing True Music project, the centre-piece of this is a new report, titled 'Resetting The Dancefloor'. That found that one in three clubbers had experienced discrimination in clubs, while 84% had witnessed it. As clubs begin to reopen post-pandemic, it says, now is the perfect time to address this.

As part of its own efforts to make difference, Ballantine's is launching a new



RANSOM NOTE

THIS WEEK LATEST NEWS FRIENDS MERCH RECORDS CHANNELS

WELCOME TO THE ALL NEW RHN

Music Musings Events Culture Technology

Honey Dijon fronts new anti discrimination on the dancefloor campaign

**SO HOW DO I
GET INTO PASSIONS?**

SKILLS NEEDED

BE. A. FAN



Creative
flair

Curious
of mind

Communication
natural

Commercially
astute

DEPARTMENTS



STRATEGY



CREATIVE



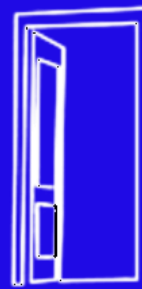
**CONTENT
PRODUCTION**



**EVENT
PRODUCTION**



**PR, INFLUNCERS
& SOCIAL**



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OPEN HÔUSE

Q&A

WHAT'S NEXT



11 OCT MEDIA, PERFORMANCE & PR

How media, technology and data combine to help ensure brand communications are seen by the right people at the right time whether that be in paid, owned or earned channels.

Lavinea Morris & Adrienne Rice, M&C Saatchi Performance UK & US
Chloe Mitchell, M&C Saatchi Talk



*Thank
you*

M&CSAATCHI
OPEN HOUSE

