

**GAME CHANGER RECORD LABEL  
MIND MAP OPERATIONS**

**Mission Statement**

**Investment Club**

**Talent Search**

**Board**

**Acquisitions**

**Business Management**

**Administrations**

**Development**

**AR / PR**

**Operations**

**Producers**

**Productions**

**Live Radio/TV Productions**

**Recording the Music**

**Manufacturing & Distributing**

**Marketing & Promotion**

**GC Video**

**GC Broadcast Music Videos**

**GC Ancillary**

**Distribution**

**Merchandising**

## **Concert Promotion**

### **MARKETING & PROMOTION**

## **Marketing Goals & Objectives**

## **Marketing/Promotion Strategy**

## **Radio Promotion**

## **Independent Promoters**

## **Broadcast Music Videos**

## **Touring/Promotional Appearances**

**Dance Club Promotion**

**Public Relations**

**Print Advertising**

**Community Outreach**

**Art Direction**

**Retailer/Co-op Advertising**

**Alternate Distribution Outlets**

**Motion Picture Tie-ins**

**The Internet**

**Mailings, Telephone Follow-Ups**

**Marketing Summary**

**Contact**

**1 833**