

JOE JOHNSON

life of the party

Life of the Party, YASNY Labels Group latest release from international saxophone sensation **Joe Johnson** is a mind blowing musical experience that both the lovers of Contemporary Jazz and fans of Hip-Hop and R&B will truly enjoy.

Life of the Party offers listeners 11 funky, fresh, and groove filled smooth jazz interpretations of some of today's chart topping Hip-Hop and R&B hits.

Key Tracks include a refreshing smooth jazz twist to Alica Keys #1 hit "You Don't Know My Name," "Sumthing, Sumthing" (Maxwell's classic neo-soul jam) and a explosive and danceable arrangement of the Donell Jones club classic "You Know What's Up" which Johnson has already taken to #1 for weeks in several smooth jazz markets across the country. From the opening piece "Juke Joints and Jams" a hard hitting play on the Black Eyed Peas Hip Hop classic "Joints and Jams," to the satin like sound and vibe of the Mary J. Bilge cover "My Life" (Everybody Loves the Sunshine), *Life of the Party* captures some of Johnson's most evocative, soulful, and groove filled moods. It is a "must have" for any smooth jazz or R&B lovers collection!!!

Marketing Plan and Strategy

YASNY Labels Group has planned a "Full Blown" marketing campaign to support the release of *"Life of the Party"* to include:

National Print: Full color advertisements in popular nation magazines such as, *Ebony*, *Jet*, *GQ*, *Essence*, *Vibe*, *Down Beat*, *Jazziz* and major trade publications such as *Billboard*, *R&R*. Several of these publications have also agreed to highlight and write feature stories about Johnson to support the release of *"Life of the Party."*

Cable TV: Ads will run on various national cable channels such as *BET JAZZ*, *MTV*, *VH1*, *BET*, *UPN* and *FOX*. Ads will also include names logos, and locations of retail stores and chains that the product can be found.

Radio Promotions: National Radio promotions are being handled by well known industry giants *Beth Lewis* (former President of Radio Promotions at *GRP* records and *Warner Jazz*, now currently at *Compendia Music Group*) and *All That Jazz*. Over 400 radio singles from *"Life of the Party"* have already been shipped to radio stations worldwide. Johnson's *"Life of the Party"* has already yielded two #1 singles "You Know What Up" and "Sumthing Sumthing" in several major markets across the USA. Also, along with typical radio advertisements and giveaways (CD's Posters, Concert tickets) YASNY Labels Group will partner with several radio stations and retail record stores across the nation to have "Live Radio Remote In store CD signings" for consumers.

Street Teams: YASNY Labels Group has employed a staff of 25 to serve as "street teams" in target cities that will attend *Night Clubs*, *Social Events*, *College Campuses*, and other "Hot Spots" to hand out promotional material such as *posters*, *flyers*, *T-shirts*, *buttons*, etc. in support of the CD's release.

Tour Dates: **Joe Johnson** will be touring the nation for the next 12 months supporting the *"Life of the Party"* release. He and his band will be (and are already) opening sold out shows for major Smooth Jazz and R&B artist such as *Boney James*, *Kim Waters*, *Phil Perry*, *Alex Bugnon*, *Will Downing*, *Roy Ayers*, *Anthony Hamilton*, *Angie Stone*, *KEM*, and *Kirk Whalum* just to name a few. National Concert promoters are currently securing nationwide dates for a 24 city tour pairing Johnson and 3 x's Grammy Award winning Smooth Jazz guitarist *Norman Brown*. Also Johnson just completed a 52 city tour playing with Gospel Music legends *Kirk Franklin*, *Donnie McClurkin* and *Yolanda Adams*.

Internet: Targeted advertisements on various Smooth Jazz and Urban websites in the form of banners, pop-ups, and commercials on the smoothjazzradio network and sites such as *contemporaryjazz.com*, *smoothjazz.com*, *allthatjazz.com*, which receive upwards of 14 million impressions a month.

Sounds Like /Current CD Comparisons: Johnson's *"Life of the Party"* has the same street urban vibe, feel, and groove as the ultra popular *Hidden Beach Records "UnWrapped" Vols. 1-3*, and *Shanachie's "Streetwise" Vols.* Both records finished on the year end "top 10 best sellers" for 2004 by *Billboard* magazine. Johnson's *"Life of the Party"* is predicted and expected to do the same in 2005.

yasnylabelsgroup™

9 Music Sq South Suite 362 Nashville Tn 37203
615-593-7505 • www.joejohnsonmusic.com

SONG SELECTIONS

1. Juke Joints and Jams 3:51
2. Sumthing, Sumthing 5:16
3. U Know Whats Up 4:59
4. Didn't Cha Know 4:13
5. A Dream 4:52
6. You Don't Know My Name 4:16
7. "I Know Joe" :24
8. Life of the Party 4:32
9. My Life 6:16
10. Say Yes 4:22
11. Come Close 5:10

Radio Format: Smooth Jazz,
NAC, Urban, Black College

File Under: Jazz



8 28999 02342 4

828 999023 424
Catalogue number
ylgcd5001