

Tako Lako

Analysis & advice for a « german
success »

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Dear Tako Lako,

in accordance to our project goals we present you a paper containing a benchmarking analysis, some advice for your online performance and a map of the German music market. We hope you enjoy reading it, and that it will help you on your way. We wish you a lot of success in Germany !

INTERNAL ANALYSIS

TAKO LAKO

◆ History and influences

The band, from Copenhagen has conquered their audience with their interesting music, that combines different genres of music such as Serbian, Balkan ethno music and other and that is also played with different instruments (accordion, violin, clarinet, saxophone...) that creates their unique music style and an euphoric and lively atmosphere. Ognjen Curcic is the only member of the band originally from Serbia.

◆ Partners

Booking agencies

Skandinavian (DK): thomas@skandinavian.dk

Diplomats of Sound & Chai Wallahs (UK):

Economic support

World Music Denmark; Danish Arts Council

Sony Musik DK: distributions only for the 1st album

◆ How often does the band give concerts and where

Tour 2013 – May-October: Denmark (8); United Kingdom(10); Germany (1); Norway (1)

Denmark: København; Nørrebro; Odense; Aarhus;

◆ Fan communication and their interaction

Not a very close relation with the fans. Big online presence, very active and effective.

Coherence: music style / design / messages. "Friendly" words

Online tools (pictures, videos...) to see the life of the band: to feel more close with the band.

◆ **Foreign perception & self perception**

Foreign perception

Good reviews about their concerts. They are as much fun live as on record. The audience loves their music, they can produce an euphoric atmosphere, perfect to get crazy and dance. "wild, haunting, innovative and captivating." - the Copenhagen post – about the experience that was Tako Lako

Self-perception

Motto of the band: "Once you feel our music on the dance floor, there is no comeback"

◆ **Target audience**

18-34 years old

Benchmarking Analysis

SHANTEL

Balkan Pop
Germany
1995

◆ History and influences

Shantel Hantel, known by his stage name Shantel (born on January 1, 1968) is a German DJ and producer. He is known by his work with gypsy brass orchestras, as DJ and by remixing traditional Balkan music with electronic beats.

◆ Partners

Artist/Tournee management:
Guilty 76 (www.guilty76.de)

◆ How often does the band give concerts and where

Tour 2013: concerts almost every day

Germany: Memmingen; Brandenburg; Magdeburg; Essen; Freiburg; Bochum; Oldenburg; Koeln; Leipzig; Hannover; Kiel; Erlangen; Mainz; Karlsruhe; Eching; Worms; Düsseldorf; Hanau; Tuebingen; Hamburg; Cologne

Schwitzerland: Genf; Luzern; Solothurn; St. Gallen; Zuerich; Nyon

Austria:Wien; Salzburg

France:Besancon; Libourne; Tours; Crozon; Aulnoye Aymerie

Niederland: Den Haag; Tilburg; Zwarte Cross

Finland: Tampere; Helsinki

Italy: Triest; Milano

Ukraine: Odessa

Belgian: Dranouter

Hungary: Budapest

Turkey: Istanbul; Izmir

Lithuania: Vilnius

◆ Fan communication and interaction

Good interaction with the fans. He talks about his album, new releases, events, about the audience in his concerts, thanks after a concert, latest photos.

◆ Foreign perception & self perception

Foreign perception

The press commends his concerts. They talk about his interaction with the audience. Some just say that he's a phenomenon of the 21st century (Goethe Institut interview). "Through his remarkable vital music Shantel creates the sound of a new Europe and contributes to a redefinition of the meaning of being German."

Self-perception

"My music is an expression of the feelings of a lifetime. It is part of the new German culture. "; (talking about what he played before now) Techno and House were not my thing, it was too Teutonic for me, whatever that is. I was looking for something with more ... Soul "; "My music is a kind of patchwork," he explains. "When composing, I try to create a balance between acoustic, analog and digital elements and combine them into a thing with a soul. You can not program a computer music. It takes an emotional note. But there is absolutely no master plan, no blueprint. Most of the songs for the new album I initially composed solely on my guitar. I always start from scratch, and that's what makes my job so exciting. " As he says, his music is "directly into the body, the interior, the heart, the stomach, it moves you and forces you to show your feelings. This is the secret of this sound. He turns you inside out ". Euphoria and energy during his concerts. (some excerpts of Goethe Institut interview, June 2011)

◆ Target audience

25-34 years old

GOGOL BORDELLO

Gypsy Punk
New York
1999

◆ History and influences

This Gypsy punk band is from the Lower East Side of Manhattan, formed in 1999 and known for their theatrical stage shows and persistent touring. Much of the

band's sound is inspired by Gypsy music. It combines also alternative and punk rock. The band incorporates accordion and violin (and on some albums, saxophone) mixed with punk and dub. The lead singer is Eugene Huetz from Ukraine. Combining elements of punk, gypsy music, and Brechtian cabaret, the band tells the story of New York's immigrant diaspora through debauchery, humor and surreal costumes. The name originates from the Ukrainian writer, Nikolai Gogol and 'Bordello' means brothel in Italian.

The lead singer of the band was influenced by Jimmy Hendrix and the Sex Pistols in his childhood.

◆ Partners

Booking agencies

Us: Robby Fraser/ William Morris Endeavour

Mexican&South American: Rob Markus/ William Morris Endeavour

Worldwide: Tobbe Lorentz/ The Agency Group

Web & Social Media

Alison Clarke& David Tait

North American Press: Allison Elbl/ I/D PR

Management

Mexican&South American - Patrick Jordan&lindsay Brown

◆ How often does the band give concerts and where

Tour Jul. - Dec. 2013 : concerts almost every day.

United States : Greenfield,MA; Providence, Floyd,Philadelphia, Bristow, Pittsburgh, Columbus,Urbana, Iowa City, Minneapolis,MN; Bonner Springs,KS; Salt Lake City,Portland, Deattle, Morrison, Omaha,Chicago,

Canada: Squamish, Edmonton, Calgary,Toronto,

Brazil: Rio de Janeiro, Porto Alegre, Curitiba, Sao Paulo

Netherlands: Amsterdam

France: Paris, Villeurbanne

Germany: Cologne, Hamburg, Berlin, Munich

Austria: Vienna

Switzerland: Zurich

Italy: Milan, Rom,Bologna

Denmark: Copenhagen

Sweden: Stockholm

Norway: Oslo

Belgium: Brussels

United Kingdom: Norwich, Bristol, Leeds, London, Manchester, Glasgow

◆ Fan communication and interaction

Quite open communication with fans by twitter and facebook. Almost everyday posts with news about Gogol Bordello's events and occurrences, telling their fans "for the love of u, internet family..." " Debauchery, humor, punk and gypsy, different origins of the members (story of immigrant diaspora): all these elements are present in their communication.

The band is close to its fans (with media- pictures, videos etc.), but not too much. There is no privat communication.

◆ Self perception & foreign perception

Self perception

"Our whole thing is to make fashion an atom-smashing experience. When I first moved to New York everyone was just wearing black, when it becomes a cliché it's boring, it takes the life out of it."

For Eugene Huetz the most important thing about their music is living the présent moment.

"For me music is a way to explore human potential. And that's my main interest in life – human potential. Everyone knows there's something inside of us that we're not using. How do we get it? How do we reach it? Every single person knows that there's something and nobody knows what it is. So at one point I said to myself, I'm gonna get down and get it."(Eugene Huetz)

Foreign perception

"Many people appear to have the perception that Gogol Bordello is being purely about entertainment, but there is a much darker side to your lyrical content, for example, the track Zina-Marina is about the increasing disappearance of beautiful women in the Ukraine over the last 10 years, and the massive increase of young Eastern European girls now working in brothels globally." There are always good reviews about their concerts. The audience loves them and become crazy at the moment the band appears on the stage.

◆ Target audience

18-34 years old

RECAP AND POTENTIAL FAN BASE

Through the benchmarking analysis we want to show some tools that may help improving Tako Lako's success among their audience and future fans in Germany. So there are some important fields that must be analyzed and that will help us achieving this objective. We have chosen Shantel and Gogol Bordello to do the benchmarking, because of their type of music and also because of the success that they have achieved among the audience.

To start, we need to look at the band's differences and similarities. Tako Lako combines different genres of music such as Serbian, Balkan ethno music and others, played with different instruments (accordion, violin, clarinet, saxophone) that create their unique music style and euphoric atmosphere. Shantel uses his Balkan music influence and works it as DJ, mixing traditional Balkan music with electronic beats. Despite of the differences between their Balkan music work, both bands can give their audience some really good time and fun, through their creative work with Balkan music, creating a new music style. Gogol Bordello's music genre still is gypsy music, as Tako Lako's, but turned into gypsy punk music style. All the bands have a really good presence on stage and a good communication with their fans during their concerts and that is very important.

To reach the potential fanbase of Tako Lako and create a possible strategy, it is also important to know what is the target group of the band. The target group will influence the bands online communication in the social media, the way the group behaves on stage, their public appearance, their attitude, everything. First: whom do we want to reach? Second: how can we do it? Let's start then with Shantel. Shantel's target group is from 25 to 34 years old. So we have teenagers but also older people as his fans. He has a sober communication and appearance, but at the same time knows how to have some fun with his fans and be playful with them, through photos, posts and even through his music videos, transmitting what his music is about. He is also aware of what is going on in the world and gives his support and strength to the fans.

Gogol Bordello's target group is from 18 to 34 years old, as with Tako Lako. They have a young spirit in the way they dress and the way they behave and communicate with their fans. Through humour and being authentic and natural they can reach their fans and get close to them. That's what could also be great for Tako Lako. Create proximity with your audience, get close to the fans through a new open and dynamic way, a more active approach to them. Your stage performance is good, have energy, power and you have a good image, you just need to improve your relation with your fans, this time through online communication.

From the two bands from benchmarking, Shantel is the more famous among young people in Germany and so we should focus on his fanbase, because its a potential fanbase for Tako Lako, too.

On the other hand, it is important to be aware of what the fans or press think about your work, your stage presence, attitude and public appearance so we can improve it. It's important to get consciousness of what is not so good in your public presentation. Both Shantel and Gogol Brodello have good reviews about their concerts. The press talks about their good energy on stage and how they can involve people with their music. The public also loves them and gets crazy with their music. They have a really strong energy, like Tako Lako does. Additionally one article says that Tako Lako is as good live as on record. Tako Lako is aware of the power of their music and what it can transmit to their audience and that is important. But what do the fans think about your interaction with them outside the stage? What's their feedback about your stage performance? Maybe that would be also a good question.

The cooperation with different artists is also important to spread your music, but it is also a opportunity to create something new, that can surprise your fans in a positive way. It's an opportunity to create something new and open new doors to the world. Having the right bookers is important if we want to get you in the music market. If so, media contacts are also a good way to let the world know about your work, your music, you! Here it is also important to choose the right press, depending on which audience you want to reach.

Online strategy analyse of Tako Lako

What type of content am I sharing?

Am I using photos or another type of media to accompany each status update?

Am I sharing valuable, relevant info?

Does my content speak directly to my audience?

Am I offering my fans content they can't get elsewhere?

Am I engaging back with my fans?

What are my long-term goals for my career?

How do I typically communicate with my fans?

How important is it to me to built relationships with fans?

How do I plan to promote my music and interactions with my fans outside of social media?

* * *

CONTENT ANALYSIS

SOCIAL MEDIA

Phases analyse: May 13 2013 - June 28 2013

◆ Facebook fan page

4 822 Likes – 137 people are speaking about the band.

Creation: April 2007

Most popular week: November 18 2012

People: 18 – 34 years old

Young Danish men and girls mainly with this "indie" look

Geographic Area: Copenhagen

New fans: + 68 fans between 30.04 – 5.06.2013

More sharing: 291 between 1.05 – 7.05.2013 (// SPOT Festival)

Post in English.

Various contain: shows pictures, videos lyrics and lives, tracks, interviews, articles, informal post (backstage pictures, birthday), TV Show, thanks after a show
It is interesting to share sometimes informal pictures and no professional contain to be closer to the fans.

Irregular frequency: every day or 2/3 times per weeks, but good rhythm
(26 articles in may)

Only three videos but we can see a lot of live pictures.
However videos are a better way to discover the music universe and to encourage people to follow you and come maybe a next time

Last Post: 29 June

Comments: around 30 people likes (more likes: 53 for Spot Festival pictures)

Sharing: a few, 17 maximum (23 may)

Links to: Instagram (almost 50 pictures on Facebook) / Twitter / Spotify / YouTube. Good network

Listening by Spotify account only. No Soundcloud or free platform to listen your music and people prefers to listen music (maybe 2, 3 songs) directly on the page.

Social Media app tools used:

- Map with recent tour history: important app for bands but no visible dates. Necessary to be up-to-date
- Bandcamp is unfortunately not up-to-date

◆ Twitter

Sharing informations rather than multimedia contents
374 Tweets - 477 Subscriptions - 235 Subscribers

Frequency: regular, tweets almost every day (mainly in danish and english)
Thanks, dates and reminder next shows, articles already on facebook synchronized on twitter too

◆ YouTube Channel

Create: 10. 12. 2009 - 79 Subscriptions - 22 324 Views
Last post: One month ago

Contain: lives, teaser and video lyrics (and the TV Show is not uploaded yet)

No dates (Songkick is helpful), no similar artists, no YouTube Mix
Better use and updating recommended

◆ Myspace

9519 Friends (gogol bordello, Balkan beat box...)

Create: mars 2007

Latest connexion: November 2012

No events or videos, few contain

Better use and updating recommended

WEBSITE

Under construction but there is a unique black page with the name of the band, the links to social media and the different partners.

But this page is quite in contradiction with the funny gypsy punk universe of the band: it is a very serious, professional and commercial (cf. the big Sony music logo) point of view, without the mind of the band. This contradiction is unfortunately rather disconcerting.

* * *

GOOD PRACTICES

Your universe is quite perceptible through the pictures and your words because they are so lively and dynamic. The abundant pictures of your show make people want to go to your concerts.

Your messages are clear, that is easy for fans to share and communicate in return. They spread your message for you.

Many social media possibilities are used but it could be better with a strengthened (and always so friendly) presence and a synchronisation of the data (professional or non-professional information) between all the different online platforms that you have.

RISKS

There is no available website yet and despite the strong presence in the social network, a website is essential during your promotion time.

All informations are not up-to-date and synchronized between the different social media platforms and applications, it could be confusing for the audience.

Not enough “buzz” practices to get more fans. There is a lot a tools to increase the relationship with fans, for example: to win two concert tickets, one song to download, backstage visit, after show invitation... in order to have pleasant and enjoyed feedback.

It would be good to incite the audience to share your posts for a promotion through the viral marketing.

Online Strategy Benchmarking Shantel & Gogol Bordello

SHANTEL

◆ Website

"Introduction"
german / english

It is a flash Player website with balkan pop instrumental music, animations and pop-up windows, but the navigation is unfortunately not easy.

HOMEPAGE

Big picture, latest news (releases and concerts)

TOUR

Agenda

MUSIC

Albums and songs, but impossible to download or listen

GALLERY

Backstage pictures, concert videos, video clips

CONTACT

Newsletter

Links to merchandise and friends (booking agency and label)

Download: press kit (pictures)

◆ Social Media Communication

FACEBOOK

17 162 likes

Posts (german and english): concert videos, events, dates, thanks after a show, backstage and lives pictures

Using: myspace - myvideo - youtube (165 Abonnments: video clips and concerts)

TWITTER

115 Tweet - 11 65 Abonnments

Informations (in english) about concerts, thanks and next shows (2 pro days oder 3 pro week)

◆ Interaction with his fans

We could notice a close relationship with his fans: friendly words especially after a show, messages directly for fans, for example : "we think about our fans, brothers and sisters in Istanbul, Ankara and all of Turkey. Fight the power, stay strong, no pasaran, love and peace" "I love you"... (see the Istanbul crisis). He give his position about the actuality.

A lot of pictures of him for the promotion of the band and his next shows.

Wikipedia Page

He gains the loyalty of the audience with online tools like the newsletter.

* * *

GOOD PRACTICES

Shantel also does remixes and DJ Set shows to interest different people, venues and musical points of view and shows the different musical activities (potentialities) of the artist.

There is a good interaction and design through the website with just the main informations.

RISKS

The name of his website is not Shantel (name of the band) but Bucovina, which is confusing.

He is not very present in the social media music world and does not get enough unofficial posts.

It is impossible to listen and download his music on his facebook and website and there is not enough media feedback.

GOGOL BORDELLO

◆ Website

HOME PAGE (english)

Song to download for free, color and the design looks like "gypsy punk" style. Music videos, photos (friendly, group effect, concerts). The navigation is very easy. There is a mailing list, latest dates and news too.

MUSIC

For each album, some songs to listen to via soundcloud.

NEWS

About tour, concerts, new releases, collaborations (with Goran Bregovic, Cali), various activities (creating playlist for magazine, cover of Vogue Ukraine April 2013!).

Special text and links to Facebook and Twitter.

ARCHIVES

Acoustic show, afterparties, announcements, extra, press, Pura Vida Conspiracy, Radio, Tour, Trans-Continental Hustle.

TOUR

Calendar - future and past.

VISUALS

Backstages, life on tour (chronicle), concerts, pictures with fans, various (american wedding, emigrant).

Like a daily diary, being close to fans.

VIDEOS

Official promotion, clip, videos of the team or fans, acoustic tour.

GOODIES: t-shirt, posters, stickers, CDs, DVD, newspapers (SHOP)

◆ Social Media Communication

Official Network: Facebook, Twitter, Official Forum

"Unofficial": russian and brasilian fan blog

FACEBOOK

71 087 Likes

Post: dates, events, concerts pictures, videos, thanks after a show, pictures from artists fans and their portrait of Gogol Bordello: "FAN ART!" albums (creative world in the gypsy music to spread all over the world) it is a particular attention to these fans.

Links to other musicians and artists they like: to show and share their artistic tastes

Using: Rhapsody - MOG - IheartRadio - Zvooq - Simfy - Slacker Radio - Jelli - VEVO - imdb - Spotify - Myspace - Rdio - Deezer - Soundcloud - lastfm (free listening - biography - fan communities - similar bands)

NO You Tube channel (created by YT)

TWITTER

655 Tweets - 25 473 Abonnments.

Informations about concerts, thanks from fans, news from friends, magazines, venues. (3 per day)

◆ Interaction with his fans

We can often meet the feelings of debauchery, humour, punk and gypsy music. Moreover Gogol Bordello is rich with the different origins of the members (story immigrant diaspora): all these elements are presented in their communication. It is a multi cultural band, no specific place, artists of the world.

Sensitivity and interests for different communities.

The audience is a big family for the band "for the love of u, internet familia..."

They are very close to their fans (through media tools - pictures, videos and "friendly" words,...) but there are no particular messages.

The presentation of each member is very original and informal (description of their cultural tastes and quotations) and regarding the band, the same way: "artist statement" is a hand-written letter (authentic, creative and natural aspect). To discover the whole universe of the group and to built stronger connections with fans.

Wikipedia Page

They gain the loyalty of the audience with online tools: mailing list, new song to release in exchange for emails subscription.

GOOD PRACTICES

Gogol Bordello have a big online presence which is very active and effective.

They use also a lot of possibilities from the social media world to spread their network.

Their identity is coherent, clear and recognizable by the way : music style / design / messages and content.

Humour, natural, authenticity as image promotion for this unserious and energetic band.

Online tools (pictures, videos...) to see the life of the band and feeling closer to the band.

RISKS

This gypsy direction, maybe a little bit "too much", even though it is their identity.

There is a lot of stuff on the website : really not practical and pleasant.

Not enough unofficial posts (actuality, engagement, thanks, advices for an artist...)

Not enough media feedback.

Advice

After the analysis of your online practice and the benchmarking of Gogol Bordello and Shantel, here is the time for some advice.

◆ Relationship with fans

Gogol Bordello and Shantel understand it well, that the relationship with the fans through the social networks is necessary for the band's success. They have acquired good practices and are friendly, receptive, natural, authentic and quite present. As the fans are involved in the process, they are faithful in return. Working everyday to grow up this network.

As your music is often described as "crazy, vital", it could be great to surprise your audience in your creative process. Do something crazy to turn new people onto the music, because emotions could inspire people to spread the message for you.

It would be also interesting to put on more informal content (like pictures, videos, concert reviews written by you or by your fans,) and to present as much of yourself and your tastes, influences as the other bands (as Gogol Bordello), in order to create a closer relationship to the fans.

This could be done by creating a blog to post these informations, more comments, articles from Facebook and other social media websites and developing a new exchange platform with your fans all around the world. It is a long process but it is not a waste of time.

These little practices may help ameliorate the communication in this four channels: artist <> fan – artist <> non-fan – fan <> fan – fan <> non-fan.

◆ Social Media

Facebook is the number one social network used in Germany (see the graph below), so it is essential to attach importance to it.

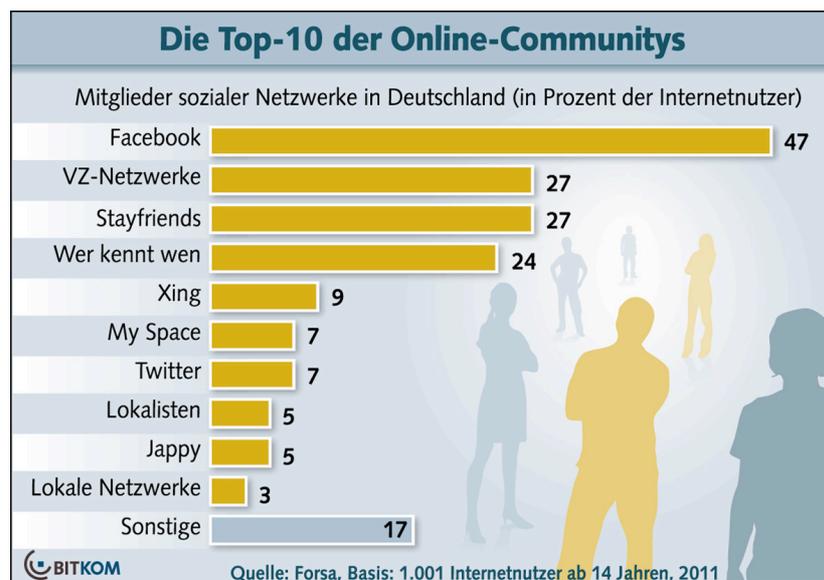
Optimize your visibility in sharing the same information into all your social media tools and not only twitter and facebook in order to build stronger connections. It is better to have a coherent plan for the website, profiles on social media and sales platform (Itunes...) rather than to be everywhere but without direction.

Regarding Twitter, it would be interesting to find followers who could promote artists (industry market, press, music blog, festival, labels...). You could also meet fans through Twitter, in creating "date with fans" for example.

In Germany the professional network **XING** is quite important, that is why it would be judicious to create an account and find future german partners.

Moreover it exists so many different tools, for example:

- **Google Handout**: concerts live on YouTube platform. To invite online fans for a private showcase or interviews, talks or public repetition.
- **Thinglink**: pictures, videos and music. Creating interactive image and share it with everyone. It is a very and famous application for a buzz effect.
- **Storyamp**: a platform for connecting musicians and the press
- In the case of you would like to evaluate your **online visibility**, there is a lot of free tools, like: Google Alerts – Twitter Search – Hashtags.org – Hootsuite – Who’s Talkin – Stat Counter and Tynt Tracer
- **Songkick**: shows calendar
-



In 2011 there is for Facebook : 47% user – Xing : 9% user – Myspace : 7% user and Twitter only 7% too. For 2013, there is basically not so much differences.

The website

It is very important to propose tools attracting the audience (video, pictures, tracks to listen to and to download), to present an attractive design and navigation (it should be simple yet professional with a clear typography). For the professionals it is pleasant to find all your press releases, quotations, technical reports, all previous albums and tours, partners, collaborations... as much for the press system as the music management world.

GERMAN MUSIC MARKET MAP

Booking Agencies and Promoters in Germany

The following list of booking agencies and promoters is supposed to give you an overview on possible partners for tours and concerts. However, there are many more booking agencies in Germany, so this is not meant to be a complete list.

◆ The major agencies

FKP Scorpio Konzertproduktionen GmbH

Große Elbstraße 277a, 22767 Hamburg

Tel: 040 85388888

Email: info@fkpscorpio.com

Web: www.fkpscorpio.com

FKP Scorpio Konzertproduktionen GmbH is not only one of the largest German promoters for tours and local concerts, but also the biggest festival promoter in Europe. The FKP Scorpio festival repertoire includes the HURRICANE and SOUTHSIDE Festival, Mera Luna, HIGH FIELD and CHIEMSEE REGGAE SUMMER in the summer and the ROLLING STONE WEEKENDER in November. FKP Scorpio is also involved with the Swiss GREENFIELD festival. In addition, the FKP Scorpio festival portfolio was broadened over the past three years with festivals such as the Hamburg ELBJAZZ Festival and the DEICHBRAND rock festival, the NORTHSIDE Festival in Denmark, the HULTSFRED, BRÅVALLA and GET AWAY ROCK FESTIVAL in Sweden and the INDIAN SUMMER and BEST KEPT SECRET festival in the Netherlands. Furthermore, FKP Scorpio is tour partner of many bands such as the Foo Fighters, James Blunt, Monster Magnet, Mumford & Sons, Blink-182, Wilco, Fleet Foxes, Faith No More, Band Of Horses, Death Cab for Cutie, Elbow, Feist, Gotye, PJ Harvey, Pixies, The Gaslight Anthem, Vampire Weekend and many more.

Four Artists Booking Agentur GmbH

Arndtstr. 34, 10965 Berlin

Tel: 030 34663080

Email: info@fourartists.com

Web: www.fourartists.com

The Four Artists Concert Agency was set up in Stuttgart in 1998 and is majorly owned by one of the most successful German bands, the Fantastischen Vier.

Initially co-founder and CEO Alex Richter organized concerts with only two employees. The orientation of the agency which was initially specializing in hip hop and rap quickly went beyond the boundaries of the genre. In addition to the Fantastischen Vier Four Artists represents Seeed, Max Herre, Joy Denalane, Peter Fox, Culcha Candela, Clueso, Boy, Stanfour, Aura Dione and renowned DJs such as David Guetta, Fritz Kalkbrenner and Turntablerocker. Today Four Artists employs 26 employees at its headquarters in Berlin, who organize approximately 1500 concerts per year in Germany as well as abroad: classic tours, local events in Stuttgart and Berlin, as well as various events for media and industry partners.

Karsten Jahnke Konzertdirektion GmbH

Oberstrasse 14 b, 20144 Hamburg

Tel: 040 4147880

Email: info@kj.de

Web: kj.de

"Solid as a Rock" was the headline of the English music business magazine Applause in 1994, when it published a large portrait of Karsten Jahnke. In fact, the company represents like no other Hanseatic values in the business and strong enthusiasm in the field of music industry. As a reputable and innovative agency with tradition, Karsten Jahnke Konzertdirektion enjoys an excellent international reputation. Karsten Jahnke was awarded with the title "Promoter of the Year" at the ILMC in London in 2002. The combination of passion and profession is still the significant hallmark of the house Jahnke: "The artist is a human being, not a commodity" is the company's slogan. The Karsten Jahnke Konzertdirektion is promoting such artists as Peter Gabriel, Herman van Veen, The Dubliners, The Cure, Erasure, Bryan Adams, Elton John, Klaus Hoffmann, Pat Metheny, Pink Floyd, Status Quo, Neil Young, Bruce Springsteen, Bob Dylan, Supertramp, U 2, James Brown, Sting, Tina Turner, Joe Cocker, Barry White, Ute Lemper bis hin zu The Strokes, The White Stripes, The Hives, The Libertines, Foo Fighters and Sigur Rós. Today the company employs 25 people and organizes up to 1000 concerts per year.

Marek Lieberberg Konzertagentur GmbH & Co. KG

Mörikestr. 14, 60320 Frankfurt

Tel: 069 956 20 20

Email: info@mlk.com

Web: www.mlk.com

Marek Lieberberg is one of the leading exponents of the international music industry. He is regarded as the most successful German promoter in recent decades and as a pioneer of rock and pop music. Up to 3 million visitors come annually to more than 700 events. Open air events are a major focus of the

various program of the market leader from Frankfurt. The popular German festivals Rock am Ring and Rock im Park have cult status for 25 or 15 years. With up to 150,000 spectators each year they are absolute crowd-pullers, which reach an additional audience of millions through TV and radio broadcasts. Marek Lieberberg features tours and concerts of artists such as Bryan Adams, A-HA, Michael Bublé, Coldplay, Depeche Mode, Celine Dion, Bob Dylan, Green Day, Billy Joel, Linkin Park, Metallica, Placebo, Queen, R.E.M., Bruce Springsteen and Roger Waters.

◆ **Recommended agencies for Tako Lako**

We believe that the following agencies might be suiting you and suggest you check them out first

guilty 76 artist management / Joeckel Scheffler GbR

Scheffelstrasse 37, 60318 Frankfurt

Tel: 069 9550 432 11

Email: booking@guilty76.de

Web: www.guilty76.de

Artist portfolio (excerpt): alva noto + ryuichi sakamoto, Amsterdam Klemzer Band, ATOM TM, BABA ZULA, Jet Black Racing, Jewrhythmics, Senor Coconut and his Orkestra, Shantel & Bucovina Club Orkestar, The MOONS, Diamond Version

Köterhai Booking

Waldemarstrasse 28, 10999 Berlin

Tel: 030 61 62 99 78

Email: simone@koeterhai.de

Web: www.koeterhai.de

Artist portfolio (excerpt): Asian Dub Foundation, Dubioza Kolektiv, dunkelbunt, Karamelo Santo, Lechuga, The Locos, Transglobal Underground

La Candela musikagentur GmbH

Sömmeringstr. 75, 50823 Köln

Tel: 0221 39 90 980

Email: reinhard.allgaier@lacandela.de

Web: www.lacandela.de

Artist portfolio (excerpt): Aufgang, Band Of Gypsies, JuJu (Justin Adams & Juldeh Camara), Kocani Orkestar, La Chiva Gantiva, Nigel Kennedy, Sergent Garcia, Taraf de Haidouks, The Duke Ellington Orchestra, The Souljazz Orchestra

◆ **Other agencies**

AMADIS / Torsten Guthke

Schloßstrasse 10, 14467 Potsdam

Tel: 0331 7482911

Email: info@amadis.net

Web: www.amadis.net

Artist portfolio (excerpt): 44 Leningrad, Anne Height, Blockflöte des Todes, I'm not a band, Ivan & the Kreml Krauts, The Fog Joggers

a.s.s. concerts & promotion gmbh

Rahlstedter Stasse. 92 a, 22149 Hamburg

Tel: 040 6756990

Email: info@assconcerts.com

Web: www.assconcerts.com

Artist portfolio (excerpt): Faithless, Fury in the Slaughterhouse, Ich + Ich, Meat Loaf, Wir Sind Helden, Schiller

ARGO Konzerte GmbH

Friedrich-Bergius-Ring 26, 97076 Würzburg

Tel: 0931 23000

Email: info@argo-konzerte.de

Web: www.argo-konzerte.de

Artist portfolio (excerpt): Seeed, Peter Fox, Jan Delay, Ich + Ich, Die Fantastischen Vier, Mark Knopfler, Scorpions, AC/DC, Bryan Adams, Backstreet Boys, Bon Jovi, David Bowie, Cher, Depeche Mode, Dire Straits, Bob Dylan, Eurythmics, Genesis, Herbert Grönemeyer, Guns N' Roses, Michael Jackson, Elton John, Peter Maffay, Metallica, Xavier Naidoo, Nirvana, No Angels, Pearl Jam, Pet Shop Boys, Pink Floyd, Placebo, Prince, Queen, R.E.M., The Rolling Stones, Santana, Paul Simon, Bruce Springsteen, Rod Stewart, Sting, Die Toten Hosen, Tina Turner, U2, Marius Müller Westernhagen, Robbie Williams, Neil Young, Frank Zappa

Audiolith International GmbH

Cuvrystrasse 30, 10997 Berlin

Tel: 030 69004360

Email: booking@audiolith.net

Web: www.audiolith.net

artist portfolio (excerpt): Captain Capa, Supershirt, Egotronic, Feine Sahne Fischfilet, Frittenbude, FUCK ART, LET'S DANCE!, Ira Atari, Neonschwarz, Pandoras.Box, Rampue Live, Saalschutz, Trouble Orchestra, We Are InfantTerrible Devil

Duck Booking

Vereinsstrasse 85, 20357 Hamburg

Tel: 0163 3123662

Email: nicole@devilduckbooking.de

Web: www.devilduckrecords.de

Artist portfolio (excerpt): Adam Arcuragi, Rah Rah, Talking to Turtles

Electric Chair

Grindelallee 33, 20146 Hamburg

Tel: 040 4414060

Web: www.electricchair.de

Artist portfolio (excerpt): Kruder & Dorfmeister, Nicola Conte Jazz Combo, Christian Prommer Drumlesson, DJ Hell, Rainer Trueby, Feloche, Hanne Hukkelberg, Little Dragon, Ursula Rucker, Torun Eriksen, Michael Reinboth, Mellow&Rivera

Gastspielreisen Rodenberg GmbH

Dieffenbachstrasse 33, 10967 Berlin

Tel: 030 832182222

Email: post@gastspielreisen.com

Web: www.gastspielreisen.com

Artist portfolio (excerpt): Dear Reader, Die Höchste Eisenbahn, Evening Hymns, Fotos, Francesco Wilking, Gloria, Hans Unstern, Herrenmagazin, Home Of The Lame, I Heart Sharks, Jan Josef Liefers, Jens Friebe, Kat Frankie, Laing, Laura Veirs, Maxim, Mia Diekow, Moving Mountains, Naima Hussein, New Found Land, Pohlmann, Tele, Wir Sind Helden, Woods Of Birnam

Grand Hotel van Cleef

Grubenstr. 24, 50321 Brühl

Tel: 02232 2908307

Email: booking@ghvc.de

Web: <http://www.ghvc.de>

Artist portfolio (excerpt): Kettcar, Kilians, Thees Uhlmann & Band, Tomte, Young Rebel Set

Hi Life Konzerte GmbH

Van der Smissen Strasse 3, 22767 Hamburg

Tel: 040 20 22 65 10

Email: info@hlk.me

Web: www.hi-life-konzerte.de

Major local promoter in Hamburg.

KBN Veranstaltungsagentur

Langenfelder Damm 91, 22525 Hamburg

Tel: 040 547 652-94

Email: info@k-b-n.de

Web: k-b-n.de

Artist portfolio (excerpt): Connie Lush, Hadden Sayers, John Cambelljohn

KKT GmbH / Kikis Kleiner Tourneeservice

Pfuehlstrasse 5, 10997 Berlin

Tel: 030 695 80 88 0

Email: portokasse@kktlive.de

Web: www.kktlive.de

Artist portfolio (excerpt): Beatsteaks, Bela B, Die Ärzte, Die Toten Hosen, Disco Ensemble, Donots, Fettes Brot, Ohrbooten, Panteon Rococo, Patrice, Royal Republic

Melt! Booking GmbH & Co.KG

Pfuehlstrasse 5, 10997 Berlin

Tel: 030 600 34 600

Email: booking@meltbooking.com

Web: www.meltbooking.com

Artist portfolio (excerpt): AlunaGeorge, Chvrches, Dada Life, Delphic, Everything Everything, Glass Animals, King Krule, Knife Party, London Grammar, Mighty Oaks, Miss Kittin, The Knife, These New Puritans, Totally Enormous Extinct Dinosaurs, Tricky, Zebra Katz, Zedd

music pool Wessels GmbH

An der Alster 17, 20099 Hamburg

Tel: 040 82228080

Email: info@musicpool-kg.de

Web: wordpress.musicpool-kg.de/

Artist portfolio (excerpt): Neil Young, Craig David, Beyonce

Neuland Concerts

Alter Wandrahm 14, 20457 Hamburg

Tel: 040 30339 390

Email: info@neuland-concerts.com

Web: www.neuland-concerts.com

Artist portfolio (excerpt): Biffy clyro, Estelle, First Aid Kit, Kristofer Astrom, Nabiha; The Baseballs; Wale, Y'akoto

POPU-RECORDS

Stahlwiete 10, 22761 Hamburg

Tel: 040 319916160

Email: info@popup-records.de

Web: www.popup-records.de

Artist portfolio (excerpt): Daniel Norgen, The Drowning Men, Kristoffer & Harbour Heads, Too Tangled, My Name Is Music, The Pearlbreakers

Rootdown Music GmbH & Co. KG

Kalscheurener Str. 19, 50354 Hürth

Tel: 02233 9390510

Email: info@rootdown-music.com

Web: www.rootdown-music.com

Artist portfolio (excerpt): Jaqee, Maxim, Mono & Nikitaman, Nosliw, Rojah Phad Full, Sebastian Sturm, Slonesta, Teka

Solar Penguin Agency

Mainzer Landstr.164, 60327 Frankfurt

Tel: 069 25626960

Web: www.solarpenguin.de

Artist portfolio (excerpt): Blackburner, De La Soul, Frames, Frantic Sunday, Jewdyssee, Lee Jay Cop, Leningrad Cowboys, Public Enemy; The Nevile Staple Band

SSC Group GmbH

Birkenstrasse 71, 40233 Düsseldorf

Tel: 0211 544 713 0

Email: booking@ssc.de

Web: www.ssc.de

Artist portfolio (excerpt): Crystal Fighters, Element of Crime, Flying Lotus, Kutmah, Mr. Oizo, Pohlmann, Shuggie Otis, Tocotronic

Labels in Germany

The four major Labels Universal, Sony, EMI and Warner have a huge market coverage in Germany. In case you would prefer to distribute your music with one of the independent labels, here is a small selection

Essay Recordings GmbH

Scheffelstr. 37, 60318 Frankfurt

Tel: 069 955 043 211

Email: florian@essayrecordings.com

Web: www.essayrecordings.com

Artist portfolio (excerpt): Amsterdam Klezmer Band, Balkan Beat Box, Shantel, Rotfront

Topp Entertainment | GERMAICA DIGITAL & GERMAICAN RECORDS

Lampestrasse 11, 04107 Leipzig

Tel: 0341 391 2001

Email: info@topp-entertainment.com

Web: www.topp-entertainment.com

Artist portfolio (excerpt): Seeed, Las Balkanieras, Joey Fever

tapete records

Stahlwiete 10, 22761 Hamburg

Tel: 040 88166670

Email: info@tapeterecords.com

Web: www.tapeterecords.de

Artist portfolio (excerpt): Boy Omega, Ezio, Fehlfarben, HGich.T, Naked Lunch, Next Stop: Horizon, Superpunk

PR- Agencies in Germany

◆ Hamburg

Add on music promotion

Feldstraße 36, 20357 Hamburg
Tel. 040 - 24 42 42 0- 91
Fax. 040 - 24 42 42 0- 99
Email: info@add-on-music.de
Executive director: Matthias Bischoff

A.s.s concerts & promotion gmbh

Rahlstedter str. 92 a, 22149 Hamburg
Tel: 040-675 699-0
Fax: 040-675 699-30
Email: info@assconcerts.com
Executive directors: Dieter Schubert, Michael Bisping, Dirk Gehrman

CaLuFo

Maacksgasse 1, 22303 Hamburg
Tel: +49(0)40 42936651
Fax: +49(0)40 42936652
Email: mail@calufo.de / Web: www.calufo.de
Executive director : Carmen Ghetu

FACTORY 92 GmbH, The European music agency in Germany

Grosse Elbstrasse 131, 22767 Hamburg
Tel: +4 (0)40 38907380

◆ Another cities

Pacak Musicpromotion

Rosenstrasse 22, 56668 Eppenrod
Tel: 0049/(0)6485/911733
Fax: 0049/(0)6485/911734
Mobil: 0049/(0) 162/4010500
Email: eberhard@pacakmusicpromotion.de / web : www.sicherheitern.de
Marketing Angelika Rutsch

Uwe Kerkau

Hammermühle 34, D-51491 Overath
Tel : ++49 (0) 22 06 / 80 00 7
Fax : ++49 (0) 22 06 / 80 77 6
Email : u.kerkau@uk-promotion.de

Sure Shot Worx/Edition Wolffackel

Hagoltweg 3, 21217 Seevetal-Over
Fax: +49-4032526773

Wolf-Roediger Moehlmann

wolf@sureshotworx.de
Tel: +49-4032526775

Jan Baum

jan@sureshoworx.de
Tel: +49-4032526774

Contour Music Promotion Konzerte und Tourneen GmbH

Alexanderstr. 78, 70182 Stuttgart
Tel: +49 (0) 711 238 50 0
Fax: +49 (0) 711 236 13 11
Email: office@contour-music.de
Executive director : Klaus Maack

PR4YOU

Schonensche Strasse 43, 13189 Berlin
Tel: +49 (0) 30 43 73 43 43
Fax: +49 (0) 30 44 67 73 99
Email: dialog@pr4you.com

Contact persons: Holger Ballwanz : managing director, DAPR-certified PR consultant & Marko Homann, deputy managing director, media consultant

Bandpromo

Hannah- Kirchner –St.2, 66123 Saarbruecken
Tel: 0681/68570101
Fax: 0681/68570102
Email: info@bandpromo.de
Executive director: CarstenDobschat

Media in Germany

◆ Press

Hamburg

Szene Hamburg

About: Hamburgs cultur Magazine, about Theatre, Music, Film, Literatur...

Contacts: Music: Jan Kahl: musik@szene-hamburg.de - Publisher: info@hsi-verlag.de - Chef Redaktion: Lisa Scheide, Nele Gülck : chefredaktion@szene-hamburg.de

<http://www.szene-hamburg.de/impressum/>

OXMOX

About: Hamburgs StadtMagazin about Politic, Music, Film, Theatre and Interviews

Contacts: Musik-Redaktion: Musik@oxmoxhh.de

<http://www.oxmoxhh.de/>

Berlin

Greatest Berlin

About: culture magazine about Berlin – new places, clubs, partys...Monthly print magazine, weekly on the iPad and daily in the network. Free print magazine and for iPad. Is published by INTRO GmbH & Co. KG

Contacts: publisher : verlag@intro.de - redaktion: redaktion@greatest-berlin.de

<http://www.greatest-berlin.de/impressum>

Germany

Ox magazine

About: Ox-Fanzine was founded in 1988 and is one of Germany's longest-running zines covering punk, hardcore, garage, rock'n'roll, alternative, indie, psychobilly and other. Ox is dedicated to a DIY lifestyle, supports vegetarianism/veganism and says "no gods, no masters!". Bi-monthly print magazine

Contacts: redaktion: mail@ox-fanzine.de

<http://www.ox-fanzine.de/web/kontakt.223.html>

http://www.ox-fanzine.de/web/how_it_works.284.html

Intro

About: intro is a pop culture music magazine that includes a lot of news from the music world and media sector. Is also available for iPad. <http://www.intro.de/>

contacts: publisher: verlag@intro.de - <http://www.intro.de/impressum>

Spex

About: Spex exists in Germany for about 25 years and writes about pop culture. It's a magazine about music, fashion, art and movies. Is published 8 times a year.

Contacts: publisher: verlag@piranha-media.de - chefredaktion: torsten.gross@spex.de - online redaktion: thomas.vorreyer@spex.de
http://www.piranha-media.de/kontakt_spex.html
<http://www.spex.de/>

Musikexpress

About: Rock, Pop, Jazz, Hop Hop and elektronische Musik. Monthly magazine
Contacts: Online Redaktion: Fabian Soethof - onlineredaktion@musikexpress.de
Print Magazine - redaktion@musikexpress.de
<http://www.musikexpress.de/kontakt/impressum/article71340/impressum.html>
<http://www.musikexpress.de/>

Visions Magazine

About: Metal, Hardcore, Punk-Indie, Noise, Alternative, Postrock, Britpop and Singer/Songwriter. Monthly magazine
Contacts: marketing: marketing@visions.de - redaktion: redaktion@visions.de
Verlags-zentrale (publisher): info@visions.de
<http://www.visions.de/impressum>

◆ Radio

Hamburg

Byte Fm (internet radio)

About: Alternative/Rock/Pop
Contacts: advertising and online collaborations: werbung@byte.fm

Radio Hamburg

About: pop musik (<http://www.radiohamburg.de/Musik>)
Contacts: <http://www.radiohamburg.de/Kontakt>

917 xfm

About: rock n'pop/ Indie/ Alternative/ Elektro/ Jazz
Contacts: Tel: 040 370 90 70
<http://www.917xfm.de/web/kontakt/>

Alster Radio

About: Rock and Pop
Contacts: <http://www.alsterradio.de/meta-navigation/kontakt/>

Energy FM

About: pop musik. Hit musik. Stars at the moment

Contacts: <http://www.energy.de/ueber-uns/kontakt/>

Also this station is in Berlin, Bremen, Hamburg, München, Nürnberg, Sachsen and Stuttgart.

◆ Other cities

Delta radio alternative - Kiel

About: alternative. Internet radio

Contacts: delta@deltaradio.de

<http://www.deltaradio.de/3121569/Kontakt.html>

Star Fm - Berlin and Nürnberg

About: rock/ alternative

Contacts: Programm direction: alex.kind@starfm.de

http://berlin.starfm.de/typo3temp/tx_ncstaticfilecache/berlin.starfm.de//footer/impressum.html/

Last.fm

About: online radio, that according with what you hear gives you new music recommendation in the same music type. Tako Lako are already known here.