



*Assim[®]
que Bola*

**DIGITAL MARKETING
& CONTENT FOR MUSIC**



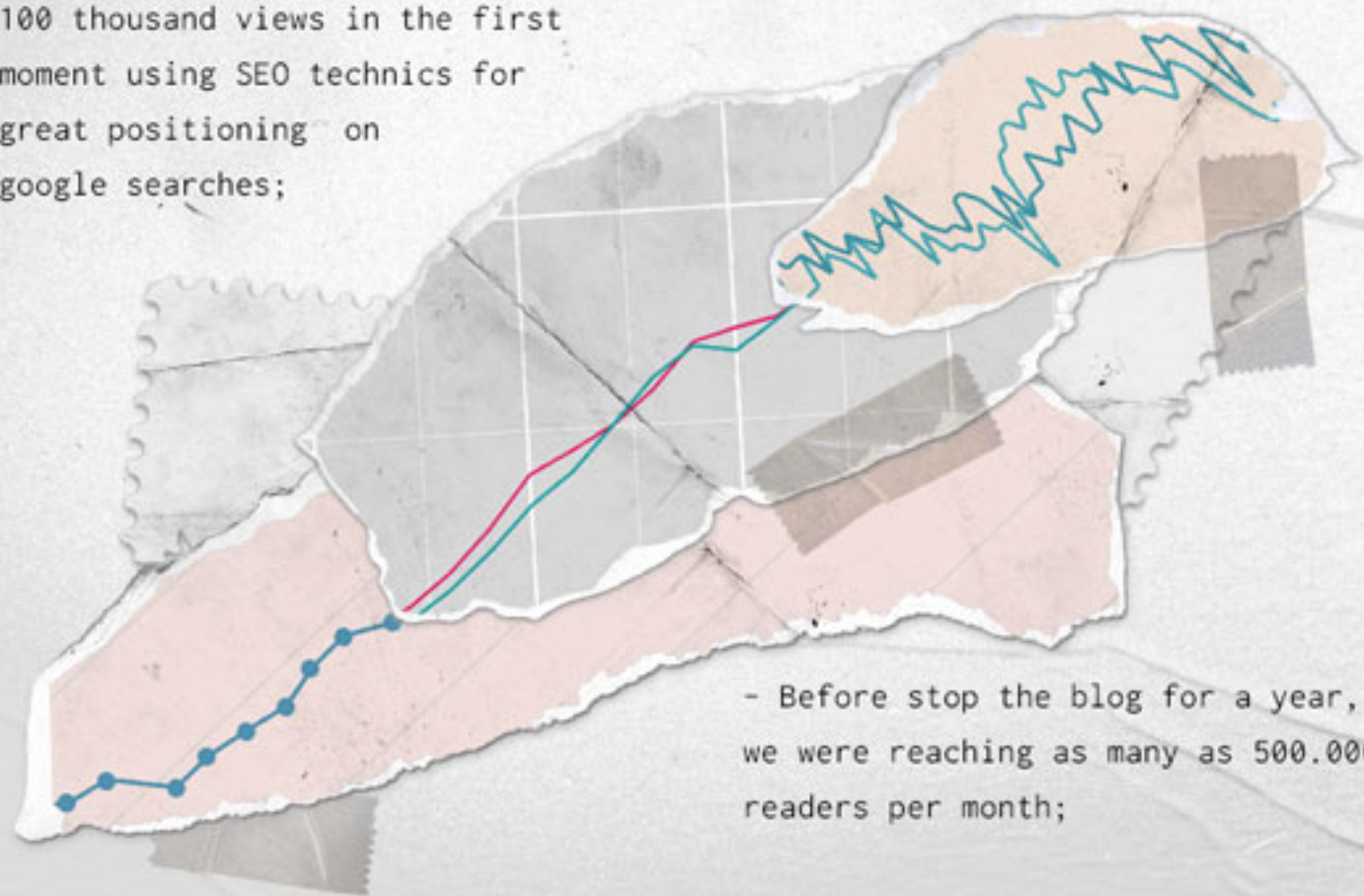
POP CULTURE

Assim que Rola®

**BRAZILIAN
ENTERTAINMENT
WEBSITE AND LABEL**



The blog started in 2012 and hit 100 thousand views in the first moment using SEO technics for great positioning on google searches;



- Before stop the blog for a year, we were reaching as many as 500.000 readers per month;

- Assim que rola was the most popular content on google search about electronic music scene in Brazil;



- Verified Label ✓ Profile on Spotify



THE FEATURED INTERVIEWS



MARTIN GARRIX

VOTED #1 DJ by DJ Mag 2016, 2017



HARDWELL

VOTED #1 DJ by DJ Mag 2013, 2014



THE CHAINSMOKERS

#3 most streamed song ("Closer" ft. Halsey) on Spotify & many more

THE NEW WEBSITE

Made by MOSS AGENCY, the website is the visual extension from Assim que Rola universe.

Released on April 10, the content is updated constantly by our writers and artists.



VINTAGE CULTURE - BRAZILIAN DJ

DIGITAL MARKETING, DISTRIBUTION, PRESS

- Voted #31 on *TOP 100 DJs of the world* by *DJ Mag.*



- Spotify's Most Popular Brazilian Artist of 2016
- 2nd Most followed/highest engagement DJ in Brazil
- 1.7 million monthly listeners



VERIFIED PROFILES & MEDIA ACHIEVEMENTS

- ✓ Facebook - 2.4 million likes
- ✓ Instagram - 1.4 million followers
- ✓ Twitter - 57,7k followers
- ✓ Spotify - 1.7 million monthly listeners
- ✓ Shazam - More than 700k

- Nominated to be the *Facebook Brazil Artist Marketing Case Study* in 2017
- 1st Brazilian DJ with *Wikipedia Bio* in PT/EN
- 200k subscribers on *Youtube*



One of the highest grossing artist in ticket sales.

TWO independent releases
distributing and promoting online

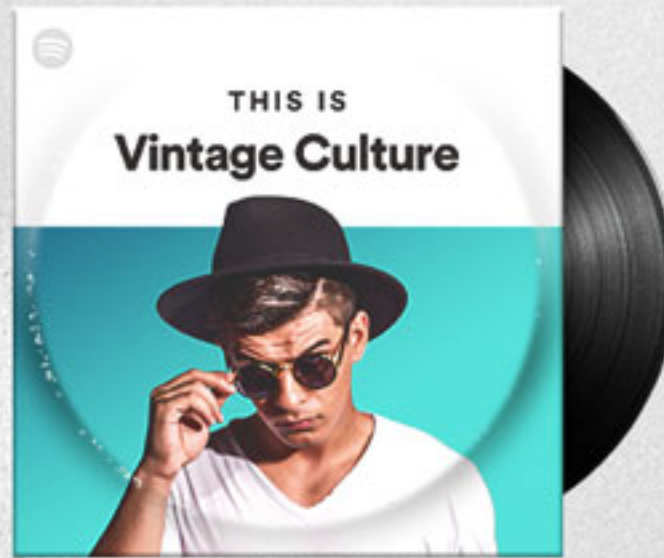


Vintage Culture & Friends 2
- 7 million plays
on Spotify



**Kalozy - Losing
Vintage Culture
& Jørd RMX**
- 6 million plays
on Spotify

Official Playlists
- Spotify



**THIS IS:
Vintage Culture**
- 70k followers




**Vintage Culture
Best Of**
- 100k followers




VIDEOS




 **Hollywood**
- 7 million views




 **Memories**
- 3 million views



 **Human**
- 2 million views



 **Slowing Down**
- 4 million views





D.EDGE

VOTED #50 (2017) BEST
CLUB IN THE WORLD BY
DJ MAG

✓ 500k likes on page

✓ 80k followers

- **1st Step:** Creating a new concept to celebrate the 17th anniversary from one of the most important clubs in Brazil, bringing the elements of his unique architecture and the synth sounds as an inspiration for the final artwork.

17TH

THE D.EDGE CAMPAIGN 17TH ANNIVERSARY



- GOAL: Sell 3k tickets
- ✓ RESULT: 6k tickets sold
 - 3 million people reached
 - 8k clicks on banners

- HANDS ON:

Content planning and Art Direction;
Using platforms and automations to optimally engage with audiences;
Merge pages and grow the numbers;

Specialized training for one person from the D-EDGE Team;
Create campaigns and boost content;
Sponsorship Activation



18TH

THE ONLINE CAMPAIGN 18TH ANNIVERSARY



- GOAL: Sell 10k tickets
- ✓ RESULT: 12k tickets sold
 - 3 million people reached
 - 12k clicks on link

- HANDS ON:

Content planning;
Online campaigns;
Boosted contents;

Using platforms and automations to optimally engage with audiences;
Art Direction.



KABALLAH FESTIVAL : ELECTRONIC MUSIC FESTIVAL IN BRAZIL

OUR ROLE:

- Content planning and creation;
- Using platforms and automations to optimally engage with audiences;
- Merge pages and grow the numbers;
- Create campaigns and boost content;
- Ticket sales by online campaign only

Festival closure:

- 4 stages
- 10+ thousand people



The festival happens in 3 different cities in Brazil, each edition with more than 10 thousand people. We made 2 sold out with online campaigns, hitting the mark of 500 thousand likes on Facebook and almost 100 thousand followers on Instagram.



GSHYTT **AMERICAN RAPPER**

- One album released independent, distribution worldwide direct from Brazil (itunes, spotify, apple music, pandora, shazam & many others);


AS PROMISED. Album



• 300 thousand plays on Spotify

- Online campaign with Spotify Brazil;
- YouTube Campaign for Music Videos;
- Music video on *MTV* and *Multishow* (major music channels in Brazil)
- Music on *Spotify* highlight playlists:
Friend Da Semana (Friends & Weekend)
✓ 150 followers
Funk Pop
✓ 200k followers



 **Vibe Is Right**
- Climbing to 1 million views

CLIENTS & PORTFOLIO



Trabuca

elFortino^{club}
PORTO BELO - SC - BRASIL



CLASH[★]
CLUB



WAGZTECH



J.EDGE



JESSICA TRIBST



PLATFORMS AND TOOLS

Facebook, Instagram, Google, Youtube, Vevo, Spotify, Shazam, Pandora, Apple Music, iTunes, SoundCloud, Tidal, Deezer, Google Play, Beatport, Amazon, Xbox Music, Napster and many more.

Tools: Business Manager (Certificated Agency Facebook), AdStudio Spotify USA (Certificated Advertiser Label), Google AdWords (Certificated Agency), Altafonte (Audio Distribution Brazil/Latin America), AWAL (Audio Distribution USA).

**Assim
que Roda**®

CONTACTS & MORE

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