

Thailand & Myanmar's Leading  
Digital Music Company



BRAND PARTNERSHIPS WITH  
ASIA'S MUSIC INFLUENCERS

A unique opportunity to associate  
your brand with Asia's music  
influencers.

Brought to you by Thai based music  
& artist management company  
JD Entertainment, representing  
over 50 Asian music influencers  
with millions of downloads and  
streams across social sites including  
YouTube, Instagram, Twitter and  
Facebook.

As successful young influencers with  
large followings, the artists offer a  
perfect platform for brands wishing  
to reach a young demographic in a  
fun and engaging manner.

Brand Partners can integrate  
into the music influencer songs  
and videos, put their names to  
campaigns and offer promotions  
linked to influencer music and  
activity.

JD Entertainment is part of Believe,  
a global digital music company  
headquartered in France, providing  
digital solutions for artists and  
labels and is supported by its sister  
company in Myanmar, Standard  
Entertainment.



**MUSIC ARTISTS**

A STABLE OF OVER 50 MUSIC  
INFLUENCERS INCLUDING: OAK  
SOE KHANT, HTET YAN, SARAN,  
LEGENDBOY, BABYBIGBOY,  
REPEZEN FOXX

**MILLIONS OF  
FOLLOWERS**

ESTABLISHED ARTISTS HAVE  
MILLIONS OF FOLLOWERS  
ACROSS SOCIAL MEDIA



**BRAND**

JOIN OTHER FAMOUS BRANDS  
ALREADY WORKING WITH JD  
ENTERTAINMENT, INCLUDING:  
BEROCA, DARLIE, DENKO,  
FREEFIRE, GARNIER, G-SHOCK,  
HERRENGFARHT, HYDRO+,  
HUAWEI, KRISPY KREME  
DOUGHNUTS, LACTASOY, LEMON,  
LEO, MAYBELLINE, OPPO, OREO,  
SWENSENS, TASTY ELECTROICE,  
TIKTOK, VIVO




**REACH MILLIONS...**

**OF YOUNG ADULTS THROUGH:**

- PRODUCT TIE-INS
- SOCIAL MEDIA CAMPAIGNS
- CUSTOMISED SONGS
- PRODUCT ENDORSEMENTS

**100+ MILLION VIEWS**

ARTIST VIDEOS ATTRACT  
MILLIONS OF VIEWS. WITH A  
FEW VIDEOS BREAKING THE 100  
MILLION LEVEL



**MUSIC ARTISTS**


MUSIC IS A LEADING CHANNEL  
TO TARGET TEENAGERS & YOUNG  
ADULTS.

JD ENTERTAINMENT ARTISTS  
80-90% FANS <35 YEARS OLD  
40-60% FANS <25 YEARS OLD



**ENTERTAIN...**

YOUR CUSTOMERS, CLIENTS  
& STAFF WITH VVIP & VIP  
HOSPITALITY AT CONCERTS  
THROUGHOUT THE YEAR,  
INCLUDING ARTIST MEET &  
GREET - A GREAT WAY TO DO  
BUSINESS



**THAILAND & MYNMAR**

COUNTRY FOCUS

PLUS ACTS FROM ALL OVER  
ASIA, INCLUDING REPEZEN FOXX,  
JAPAN'S BIGGEST BOY BAND

We have a number of brand partnership opportunities available for businesses wanting to create bespoke marketing activity and integrate with the high profile music market...





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BRAND PARTNER PACKAGES

A music influencer partnership is a great way to drive organic brand impressions and positive interaction.

Our artists provide Brand Partners with engaging content and exciting, new and interesting ways of marketing.

We offer bespoke packages to suit differing levels of needs, including...

- PRODUCT TIE-INS
- SOCIAL MEDIA CAMPAIGNS
- CUSTOMISED SONGS
- PRODUCT ENDORSEMENTS
- MARKETING CAMPAIGNS
- CONCERTS

We offer a ‘PICK ‘N MIX’ approach with packages designed around your business needs and budget. A full list of what is on offer is set out in the Brand Partner Inventory section.

BRANDS JD ENTERTAINMENT WORKS WITH...

JD Entertainment has worked with many of the world’s leading brands including:

	<b>Berocca</b>		<b>Hydro+</b>		<b>Oppo</b>
	<b>Darlie</b>		<b>Huawei</b>		<b>Oreo</b>
	<b>Denko</b>		<b>Krispy Kreme Doughnuts</b>		<b>Swensens</b>
	<b>FreeFire</b>		<b>Lactasoy</b>		<b>Tasty Electroice</b>
	<b>Garnier</b>		<b>Lemon</b>		<b>TikTok</b>
	<b>G-Shock</b>		<b>Leo</b>		<b>Vivo</b>
	<b>Herrengfarht</b>				
	<b>Maybelline</b>				



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BRAND PARTNERSHIP ACTIVITIES

We help brands deliver bespoke customised marketing campaigns.

We offer the opportunity for brands to seamlessly integrate with our music influencers, including: product tie-ins, customised songs, social media promotion, product endorsement, marketing campaigns and concerts.

PRODUCT TIE-INS

We offer Brand Partners the opportunity to place their logo, product or service in the video content. Clients include, Darlie, Freefire, G-Shock, Herrenfahrt, Leo and TikTok.



Artist: Saran  
Song: Number 8  
Client: LEO



Artist: SDThaitay  
Song: MONEY MONEY  
Client: G-SHOCK



Artist: Younggu  
Song: Count It Up  
Client: Herrenfahrt



Artist: LEGENDBOY  
Song: 3 Song Series  
Client: Tik Tok, Freefire



Artist: LOSTBOYS  
Song: ใจหาย  
Client: Darlie



CUSTOMISED SONGS

Our artists will write songs that integrate the Brand Partner into the very heart of the song.

This is supported by art direction around the song marketing collaterals such as promotional videos as well as custom-made marketing campaigns.



Artist: Saran  
Client: Leo

<https://www.youtube.com/watch?v=aiFt2JD6INo>



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BRAND PARTNERSHIP ACTIVITIES

SOCIAL MEDIA

Through our music influencer social media accounts we create highly targeted campaigns.

Targeting audiences through: demographics such as age and gender, countries and cities; behaviour; and psychographics.



Clients we work with include:

- Artist: Oak Soe Khant  
Client: Beroca
- Artist: Htet Yan  
Client: Huawei
- Artist: Lu Hpring  
Client: Maybelline



We have worked with major brands including: Denko, Garnier, Hydro+, Krispy Kreme Doughnuts, Lactasoy, Lemon, Oppo, Oreo, Swensens, Tasty Electroice and Vivo.

Activities include music influencers promoting products and services to their huge fan bases.





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BRAND PARTNERSHIP ACTIVITIES

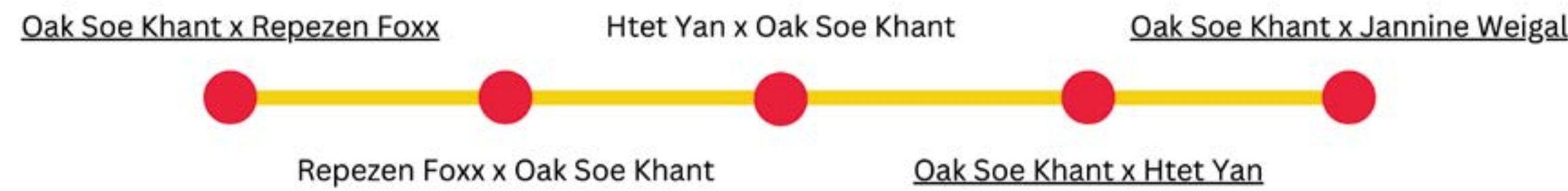
MARKETING CAMPAIGNS

We will work with you to integrate your marketing activity with that of our artist timelines.

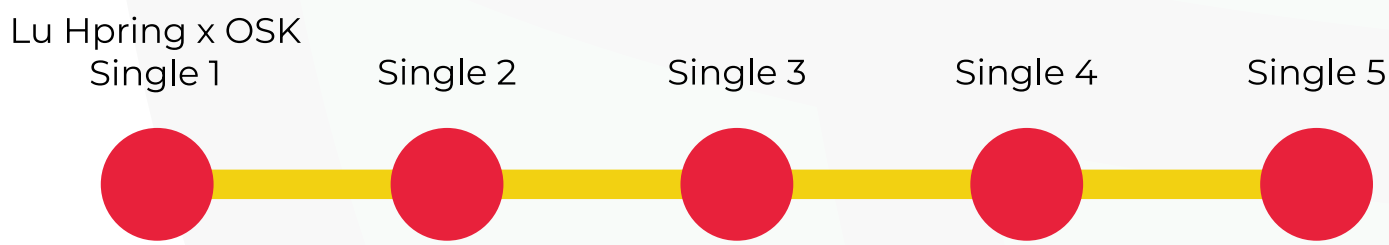
Examples of artist timelines include:

Work with Oak Soe Khant and his planned activity in 2023.

Quarter 1 2023



Work with Lu Hpring and her planned single releases in 2023.



CONCERTS

Opportunity to tie your marketing activity in with artist performances at concerts.

Bespoke packages to suit your needs including: VVIP & VIP tickets to artist concerts for you and your guests including private Meet & Greet.

OTHER ACTIVITY

PRIVATE PERFORMANCES

An opportunity to book artists for private concerts to entertain your staff, customers and clients.

PERSONAL APPEARANCES

Personal Appearances at venues of your choice including visits to your business premises.

PUBLIC SPEAKING

Public speaking to your staff, customers and clients.

OTHER PROMOTIONAL OPPORTUNITIES

JD Entertainment would be pleased to discuss any other requirements of Business Partners in order to maximise their exposure and that of their products and services.



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THE ARTISTS



OAK SOE KHANT

Oak Soe Khant is one of Myanmar’s top artists with many hits, winning Myanmar’s Best New Artist Award in 2020. He is embarking on an international career releasing many singles and international projects in the next 12 months. He recently released a two song collaboration with Japan’s biggest DJ group Repezen Foxx, which went to number #3 in the Japanese charts. OSK videos attract up to 15 Million views.

1.7M

126K

2.0M

144k



HTET YAN

One of Myanmar’s top artists with over 3 Million followers on social media. He has been at the top of Myanmar music since 2011 with many number #1 singles and collaborations with other artists. Videos attract up to 3.6 Million views.

2.2M

100K

2.0M

144k



SARAN

At only 17, SARAN is one of the hottest new rappers in the industry. He is the winner of Thailand’s most famous Hip-Hop competition “The Rapper”. His fanbase is around 3.5 Million across all platforms and is growing daily with most songs becoming hits. His latest hit single “Hurt” went to number #1 on all charts with over 80 million views in one month. His biggest release to date is GOLOGOSO, which reached 15M views after just two months. Videos attract up to 91 Million views.

273K

2M

568K

580K



LEGENDBOY

LEGENDBOY was one of Thailand’s biggest artists between 2018 and 2020 with over 20 of his songs gaining 1+ Million views. On a break since the start of 2021, LEGENDBOY is returning with numerous tracks planned for release throughout 2023. He is well-known for his heart-broken ballads and intense lyrics, a unique style that attracts many fans. His main audience is from the regional areas of Thailand outside of Bangkok. Videos attract up to 115 Million views.

14K

1.5M

100K

900



BABYBIGBOY

BABYBIGBOY is a unique Hip Hop & Pop artist collective making new and exciting sounds. The collective includes many well-known artists like 1ST, SARAN, The BESTS and P6ICK as well as rising stars from the underground scene including THAOWANDZ and JEANS. BABYBIGBOY has a reach of around 10 Million across all platforms and will be releasing many records in the next 12 months. Videos attract up to 7.7 Million views.

2M+

6M+



REPEZEN FOXX

Repezen Foxx is Japan’s biggest DJ / Boy Band group with over 15 Million followers across all platforms. The members consist of DJ Wake, DJ Ginta, DJ Shacho, DJ Foy and DJ Maru. Repezen Foxx is looking to collaborate with artists around the world to expand their reach. Videos attract up to 45 Million views.

614K

3.5M

1.4m

795K



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THE ARTISTS



LU HPRING

Lu Hpring is an up and coming singer. Well known for viral covers on social media she is developing her first EP on the Standard Entertainment label. Videos attract up to 900K views.

333K

40K

110K

24k



YAW YAZT

Yaw Yazt is one of the rising Burmese singers with 1.6 M followers on Facebook. His videos attract up to 1.2 million views.

1.6M

43K

1.1M

2.6K



AYE MYA PHYU

Aye Mya Phyu went viral after competing on Myanmar Idol, one of the biggest singing competition shows in Myanmar, where she became the youngest runner-up prize. She has been actively releasing hit songs since then.

1.6M

107K

840k

94K



KHIN POE PANCHI

Khin Poe Panchi gained fame as the one of the youngest Burmese traditional singers and is now expanding her career as the pop singer.

434K

10K

56k

3.5K



MAYE CHIT THET

May Chit Thet is one of Myanmar’s best known artists working with numerous top entertainment labels. She has won over numerous audiences with her Burmese traditional songs and is now embarking on a career as a pop singer.

734K

2K

133k



BHONE SHEIN WAR

Bhone Shein War is an upcoming artist with huge potential. He started his career as an actor and is now embarking on his music career with his viral cover songs.

280K

4K

1.25k



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WHY GET INVOLVED?

Association with JD Entertainment music influencers offers Brand Partners numerous benefits including:

- **Image Enhancement & Brand Exposure** - raising brand awareness of products and services through music influencers
- **Targeting Youth** – 90% of the JD Entertainment music influencer audience is under 35
- **Excellent Artist Ambassadors** – to promote products and services
- **Hospitality & Networking Opportunities** - entertaining target audiences; internal and external at artists events and bringing the artists to your events
- **PR** – national, regional and worldwide media exposure
- **Sales & Experiential Marketing** - showcase of your products and services

BRAND EXPOSURE



MUSIC VIDEOS



SOCIAL MEDIA  
CAMPAIGNS



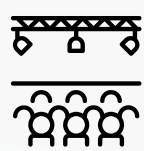
CUSTOMISED  
SONGS



MARKETING  
CAMPAIGNS



PRODUCT  
ENDORSEMENTS



AT CONCERTS

MEDIA, PROMOTION & PR RIGHTS

Brand Partners can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

MERCHANDISING RIGHTS

Brand Partners have the opportunity to produce joint-branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example: posters, wrist bands, caps, t-shirts.

EXPERIENTIAL RIGHTS

Brand Partners have the opportunity to promote their products and services at artist events, where applicable.

HOSPITALITY & NETWORKING RIGHTS

Brand Partners will have access to a plethora of

fantastic opportunities to entertain their staff, customers, clients and executives.

JD Entertainment offers Brand Partners a Different Kind of Experience (DKE) - an intimate experience, watching a concert along with food and beverages. VIP benefits include Meet & Greet with artists and access to exclusively reserved spaces.

DKE will be developed in line with Brand Partner needs and budget.

DATABASE ACCESS

Databases Access - to JD Entertainment databases, where applicable.





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BRAND PARTNER INVENTORY

RIGHTS		
GENERAL BRANDING & INTELLECTUAL PROPERTY		
Right to use music influencer name in internal and external marketing, with approval of JD Entertainment.	YES	
PRODUCT TIE-INS		
Brand Partner logo, product or service image and / or key messages in the video content.	YES	
SOCIAL MEDIA CAMPAIGNS		
Brand Partner inclusion digital engagement programme, covering integrating brand messages and logos into music influencer branded content.	YES	
Inclusion in social campaign through music influencer social media accounts.	YES	
CUSTOMISED SONGS		
Brand Partner integrated into new artist song. Supported by art direction around the song marketing collaterals such as promotional videos as well as custom-made marketing campaigns.	YES	
PRODUCT ENDORSEMENTS		
JD Entertainment will work with you to create a plan of music influencer activity to promote products and services to their fan bases. e.g. music influencer will wear (e.g. Brand Partner clothing, watches) or use products or services (e.g. drive car), where applicable.	YES	
MARKETING CAMPAIGNS		
Brand Partner press conference to launch / announce the brand partnership.	YES	
Brand Partners to be included in any promotional activity associated with music influencer campaign.	YES	

MARKETING CAMPAIGNS		
Brand Partner logo on music influencer website.	YES	
Right for Brand Partners to create media coverage through its own news PR activity.	YES	
CONCERTS & HOSPITALITY		
VVIP & VIP tickets to artist concerts.	YES	
Private Meet & Greet, where applicable.	YES	
Priority Access – to concert tickets, where applicable	YES	
PERSONAL APPEARANCES		
JD Entertainment to create tailored music influencer events for clients or link in with existing activity such as attending Brand Partner conferences and company events. Including: Meet & Greet; Talks At Company Offices; Signing Autographs; and Photo Opportunities	YES	
PUBLIC SPEAKING – artists to speak to Brand Partner staff, customers and clients.	YES	
PRIVATE PERFORMANCES - an opportunity to book artists for private concerts.	YES	
EXPERIENTIAL		
Opportunity to promote products and services at artist events, where applicable.	YES	
MERCHANDISING		
Opportunity to produce joint-branded merchandise. For example: posters, wrist bands, caps, t-shirts.	YES	
DATA		
Access to JD Entertainment databases, where applicable.	YES	



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ORGANSIERS

JD Entertainment is a music & artist management company based in Thailand, whose artists include leading Asian music influencers.

The company enables its artists to flourish, maximising both their potential and revenue through: Investment & Funding, A&R Support; Distribution & Licensing; Sponsorships & Partnerships; and Marketing.

The company is supported by its sister company in Myanmar, Standard Entertainment.

JD Entertainment is part of Believe, a global digital music company headquartered in France, which provides digital solutions for artists and labels. Believe has several brands including TuneCore, Nuclear Blast, Naïve, Groove Attack and AllPoints.  
[www.believe.com](http://www.believe.com)

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