



## **Global Network Promotions**

*Brittney J.*

**Brand Integration  
Opportunities**



ACCESS TO THE HOTTEST  
R&B/POP STAR  
BRITTNEYJ.NET

**V-103**  
The People's Station



**EXCLUSIVE**  
ACCESS.NET

# Brittney J.

Born Saint Louis, Mo, March 11, 1993 as Brittney D. Joiner (aka) "BRITTNEY J." Brittney began to play the piano at the young age of four years old. After participating in musical theatre and stage plays at the local community center, Brittney began taking formal vocal lessons from Grammy award winning opera singer and vocal coach Jermaine Smith, who still coaches her to this day.

At 12 years old, Brittney began working with "*Deez Beats Productions*," under Laudie and Gerald Hinton. Her first video, "*Hop Scotch*," hit YouTube and Brittney was hooked. "I want to be a star" her mother remembers her saying.

During the summer of 2009 Brittney began work with "*The Bakery Productions*," under the leadership of "Dodie." Together they made several songs with star producers "Rick Da Ruler" and pop song writer, "Eclipse" - "*Brain Washed*," "*Found it in You*," and "*Voo Doo Fire*," just to name a few.

August 2009 Brittney J signed to Atlanta based Global Network Promotions/Creative Talents Marketing & Management, where her career shifted into overdrive. CEO Leonard Willis assembled a promotional team in her home town to begin raising the bar. Leonard brought aboard Fyre Boy Entrainment marketing agent, Willie "BayD" Spratt to handle the ground team in St. Louis, while Creative Talents Marketing built a base under the brand "BRI". As of October 2009 the name BRI was no more, and the artist became formally known as Brittney J. Brittney J now has an infectious new song on I tunes entitled "*Gravity of Love*." The song is played on several internet radio stations and is quickly raising awareness of this young star.

During the winter of 2009 Brittney J began working on her book "*Confessions of a Teenage Heart*," with the help of her grandfather, Rev. Dr. Richard C. Dickinson Sr. The book includes stories of situations Brittney has personally dealt with and issues facing her peers, from self-confidence to suicide.

Brittney is also deeply involved in social issues, and has held many offices in the NACYC, from local to national president. She now holds office as the third National Vice President of the National Association of Colored Women's Clubs Inc.

In 2010 Brittney J finished her first film with Corner Film Productions, which will be released in 2011: "*Casualties Of the State*." Brittney J played Emma, the daughter of a general on board the naval vessel NIMITZ on battle tour. It's an amazing role and accomplishment for this 17 year old, talented artist, song-writer, actress, author and dancer. Brittney J is building her career very quickly. She recently released her single "Moolah Chic" in November 2010 - a quirky cool video giving her fans the first true look of this Pop/R&B Star. "Brittney J" has since release in 2011 "Let The Party Start" video and the radio single and more recently "That's How We Roll" a Teen song about Hair ,Make Up & Nails Done anthem for 12 to 21 female fashion trend markets

# Global Network Promotions

ENTERTAINMENT EVENTS & TALENT MEDIA MARKETING

## The Rosetta Stone for Today's Promotions

**Global Network Promotions** is a fully-integrated, 360-degree Entertainment Marketing and Media firm designed to help our corporate and artist partners build brands and grow market share, by engaging consumers in profitable and compelling new ways.

Cynical and suspicious of traditional marketing and promotional message delivery tactics, the new consumer has brought about a sea change in corporate brand communications and artist management. GNP was established to help our clients to navigate this sea-change. We do this by assimilating the brand message into the lives of consumers in ways that are most relevant and emotionally compelling to the way they live their lives today.

Be it Event Sponsorship, Experiential Marketing, Mobile Marketing, Brand Integration, or other means, GNP helps our clients engage consumers in *their terms*.

GLOBAL NETWORK  
P R O M O T I O N S

# Brand Integration Opportunities

A woman with long dark hair, wearing a white top and a necklace, is singing into a microphone. The image is faded and serves as a background for the text.

**Brand Integration gives marketers an advantage in today's marketplace by effectively positioning the brand within the context of the consumer's lifestyle. Today's young consumers simply refuse to be *sold*. They want to *discover* – and the brands that align themselves with their interests will receive the most favorable face-time and mindspace. More than ever before, it's imperative to meet the consumer on his or her terms.**

**Put simply, brand integration gives marketers an edge in today's competitive entertainment and media landscape by positioning the brand as patron of the favored performer and their entertainment offering.**

**A brand can now effectively begin establishing a dialog and relationship with consumers that will never be possible via traditional advertising methods, by partnering with an entertainment property. We become friends with, and accept into our social circle, those people who share our interest – and *it's no different with brands*. The brands who show themselves to share the interests and participate in the same things as their target market does will be looked upon most favorably, and accepted into the circle...**

# Integrated marketing platforms

Global Network Promotions is extending an exclusive opportunity for leading brands for partnership with Brittny J. for cross-promotional brand integration.

Your brand can align itself across a broad range of ongoing integrated marketing platforms, and achieve instant visibility and credibility with brand loyal 13-24 year old male and female consumers in the U.S.

Here are just a few of the co-branding opportunities currently available:

- **Electronic Press Kits**
- **Licensing Opportunities**
- **Meet and Greet**
- **Product Placement**
- **Brand Endorsement**
- **CD Inserts**
- **Social Networks**
- **Mobile Marketing**
- **Email Marketing**
- **Concert Sponsorships**
- **Special Events**
- **Mobile Apps**



**ELECTRONIC PRESS KITS** Global Network Promotions will send a Brittney J. EPK to media outlets across the country. Your brand could be included as a patron and sponsor along with a promotional message.

**LICENSING OPPORTUNITIES** ????? is responsible for marketing and licensing of Brittney J's recordings to film, soundtracks, television, commercials, new media and consumer products.

**MEET & GREET** Client can set up signage and utilize experiential marketing programs along the fan line. Product can be sampled/viewed as fans await to meet the artist. Contests can be created with local radio stations for fans to cut to the front of the line the day of autograph signing.

Branded step & repeat signage can be set up behind the autograph signing table, as well as the client's logo on the tablecloth where the artist is signing memorabilia. Thanks to your brand the fan will be able to experience meeting their favorite artist.

**PRODUCT PLACEMENT** GNP has co-branding arrangements with some of the leaders in out-of-home video and music, with our "New Artist Spotlight," providing rotation on retail-based music channels across the nation.



**NEW SINGLE THAT'S HOW WE ROLL**

**BRITNEY J'S NEW SINGLE AT YOUR LOCAL RADIO STATIONS TODAY!**

**GLOBAL NETWORK PROMOTIONS FOR BOOKING:  
LEONARD WILLIS 678.368.1201**

**@DEEJAYDU FOR GFX ON TWITTER.COM**

**CD INSERTS** CD inserts with client promotional materials can be included in albums to be distributed nationally.

**SOCIAL NETWORKS** Over three-quarter million hits and listens on social network websites utilized by GNP for Britney J. Opportunities include brand artist MySpace and Facebook pages, interactive opportunities in conjunction with social networks (webcam chats, sweepstakes, giveaways, drive traffic to client's online initiative and more) and offline events in conjunction with social networks (concerts, in-stores and meet and greets).

**FANREACH** is defined as direct access to the consumer and is comprised of email, social network and mobile subscribers that can be targeted with branded communications and marketing campaigns. GNP reaches an extensive and wide audience through digital channels comprised of portal websites, music sites, social network websites and video outlets.

**facebook**

Email  Password  **Login**

Keep me logged in [Forgot your password?](#)

**Sign Up** Sign up for Facebook to connect with Britney Jstl.

Wrong **Britney Jstl**? Search for others:  **Search**

**Britney Jstl**  
WWW.BRITNEYJ.NET

Add Britney Jstl as Friend | Send Britney Jstl a Message | View Britney Jstl's Friends

Here are some of **Britney Jstl's** friends:

Orlando O'Magic Jr	Jeena O'Sant J	Parris Newera	DJ Prolifik	Emma Tyler	Gastnel White	Anj Hair Designs	Nico Djc

**Britney Jstl** likes:

<b>Other</b>	<b>Music</b>	<b>Television</b>	<b>Activities</b>
Adam Sandler Will Smith Victoria's Secret Pink Movies Jesus Daily	Rihanna Bob Marley Beyoncé The Beatles Black Eyed Peas	MTV American Idol TINY & TOYA Real Housewives of Atlanta Wendy Williams Show	Pizza Traveling Recording artist Actress and Model Pianist

Not the **Britney Jstl** you were looking for? Search more >

**Facebook Directory:** A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

**Britney Jstl is on Facebook.**

Sign up for Facebook to connect with Britney Jstl.

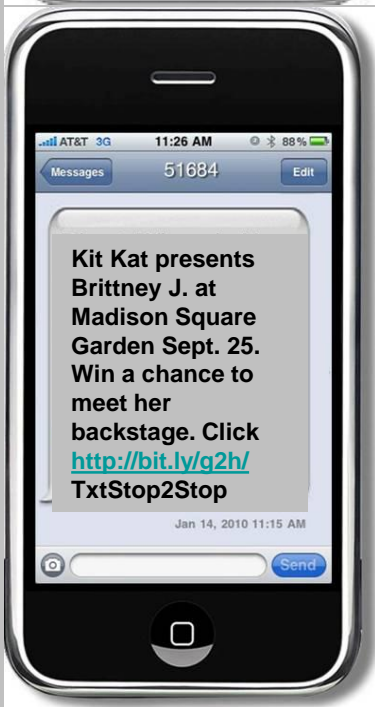
It's free and anyone can join. Already a Member? Login to contact Britney Jstl.

**Sign Up**

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**MOBILE MARKETING** Reach users with branded SMS Text campaigns such as opt-in lists, sweepstakes, giveaways, and promotions. Utilize mobile & email push campaigns (with mobile-friendly email landing pages), Bluetooth proximity marketing, and 2D shot codes.



**EMAIL MARKETING** allows for data collection and the sharing of user data. Co-branded sweepstakes, promotions, and giveaways can be developed in the form of emails, e cards and e news letters.

BRITNEY J

NEW HIT SINGLE  
"LET THE PARTY START"

COLLABORATION BETWEEN BRITNEY J AND PRODUCER  
"LET THE PARTY START"

BRITNEYJSTL.COM

GLOBAL NETWORKS  
PROMOTIONS FOR  
BOOKING:  
678-368-1201  
LEONARD WILLIS

SCAN W/ SMART PHONE

LISTEN TO  
LET THE PARTY START  
NOW!!!  
«SCAN W/ SMART PHONE

f t YouTube Apple Android

[www.BrittneyJ.net](http://www.BrittneyJ.net)

Twitter @BrittneyJSTL

FACEBOOK.COM/BrittneyJSTL

Myspace.com/BriUnplugged

**SPECIAL EVENTS** Album release parties (where key media outlets are invited to cover the party as well as to critique album), CD listening parties (hosted by local radio stations), and in-store retail appearances to drive traffic are available in client's key markets.

NEW SINGLE

THAT'S HOW  
**WE ROLL**

BRITNEY J

678-368-1201  
FOR BOOKING INFO OR LEONARD@SMALLTOWNCONCERTS.COM

BRITNEY J

# ENTERTAINMENT EVENTS & TALENT MEDIA MARKETING



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