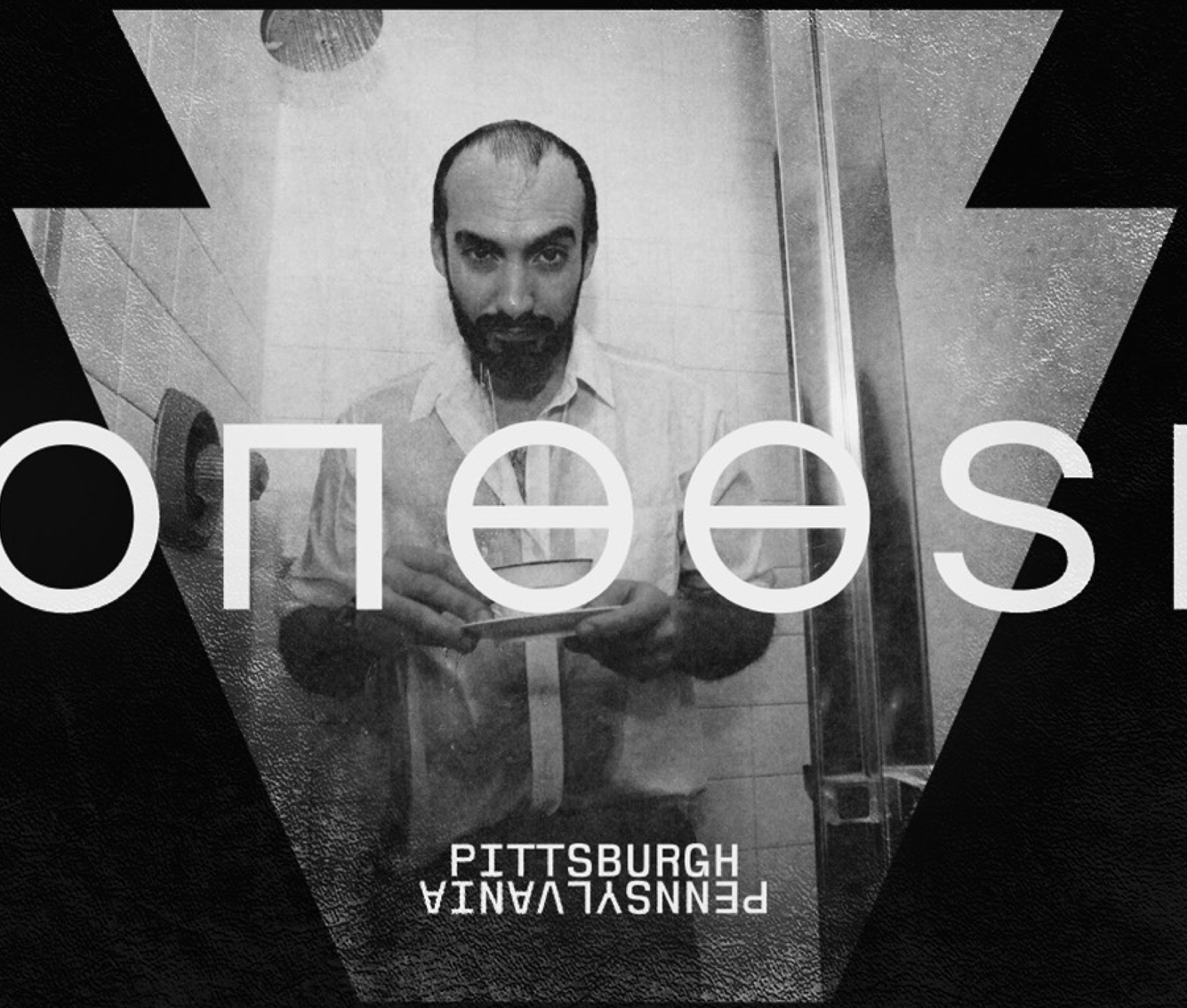
dionessus



About Dioneesus

dioneesus is the work and artistic evolution of dennis mcgrath. while rooted in hip hop with shades of avant-pop, dioneesus will keep you guessing from release to release. mcgrath pushes the boundary of what a track can be, how it can sound, and how you experience it. there's no one out there who sounds like him.

as dioneesus, mcgrath shifted from a rock sound possessed in previous projects to a more eclectic one, a sound tied less to a specific genre and more to what the project dictates. through dioneesus, he crafts each release like a concept album, treating each as its own artistic piece. like starting from scratch, but keeping his sound fresh simultaneously.

the goal of dioneesus and the music that comes with it is to make individuals look at situations differently, take in varying perspectives, and inspire deep thinking. the idea of music bringing people together has always resonated with mcgrath. he hopes it happens as a result of his tracks, as well. love, passion, and positivity are on tap for dioneesus, all you need to do is press play.

Release Schedule

PLAY april 1st "COVID-23"

PLAY may 1st "Matrix Defence"

PLAY may 15th "Illuminati Chess Board"

PLAY june 7th "Blame Kanye"

PLAY june 24th "Unlikely Heroes"

PLAY july 15th "2024"

Target Demographic

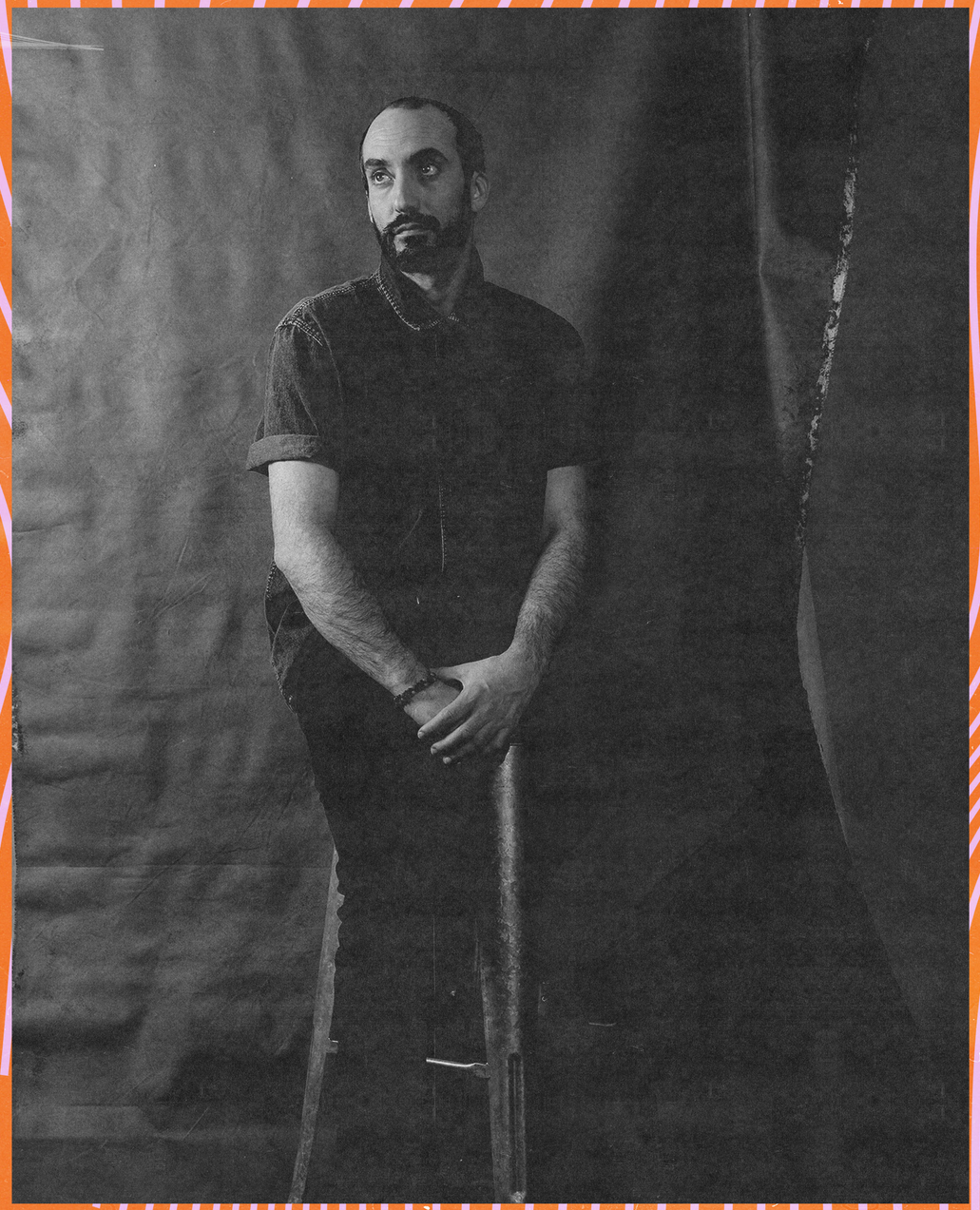
RIYL kanye west, beck, david bowie

Genre high art

Age & Gender male/female 21- 42

Primary Locations northeastern us, midwest, southeastern us, mountain west

Interest art, literature, fashion



Reach and Engagement

Based on Advertising Agenda per Month:

Anticipated Impression	833,300
Target Actions Taken	12,499
Desired Conversion Rate	5% - 624

Brand Pitch Deck

Cross Promotional Partner

a cross promotional partnership is the suggested option for brands who have equal social reach and/or existing promotional budget. under the cross partnership, the brand and artist agree to equally cross promote each other through shoutouts, takeovers, crossposting, etc. to executing the agreed upon promotional strategy.

Product Partner

in cases where a partner has a physical product that aligns with the artist's aesthetic, the product partner can have their product featured in a promotional giveaway (either physical or digital,) promoted during an event, and/or exchange product with the artist to execute the agreed upon promotional strategy.

Artist Sponsor / Marketing Partner

when a brand becomes an artist sponsor, they will endorse the artist's full release campaign. they are included on all content & events and contribute financial assets towards the marketing agenda for the campaign.

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