



Laura Mustard





# ABOUT LAURA MUSTARD



## Release Schedule



**The Type**  
March 25th

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**Unfriended**  
April 22nd

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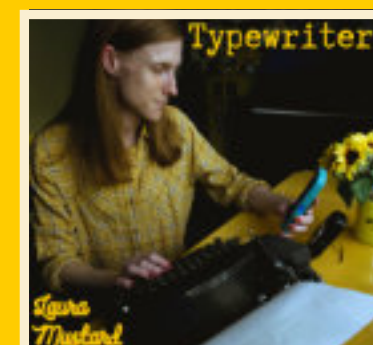
**Show and Tell**  
May 20th

[LISTEN NOW](#)



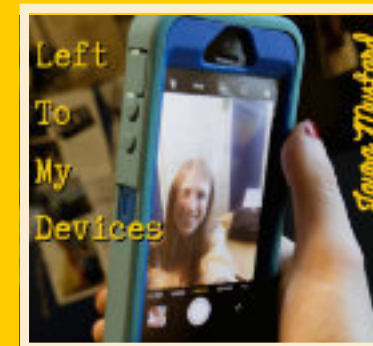
**Typewriter**  
June 17th

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**Typewriter (ALBUM)**  
July 8th

[LISTEN NOW](#)



**Left To my Devices**  
July 29th

[LISTEN NOW](#)

## Official Music Videos

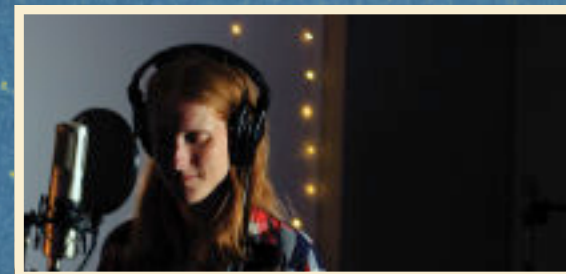
**Unfriended** (Official Music Video)



April 28th

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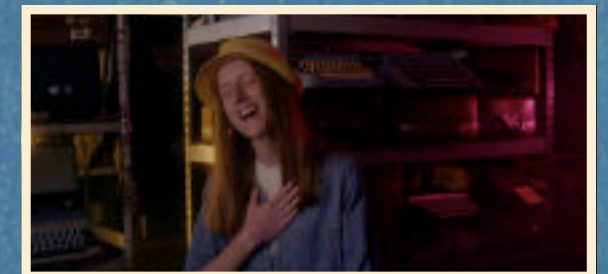
**Left To My Devices** (Official Music Video)



July 29th

[WATCH NOW](#)

**Typewriter** (Official Music Video)



June 23rd

[WATCH NOW](#)



# TARGET DEMOGRAPHIC

RECOMMENDED IF YOU LIKE:

Gavin DeGraw, John Mayer and Mipso

GENRE:

Singer-Songwriter, Pop/Folk

AGE & GENDER:

Women 25-34

PRIMARY LOCATION:

Nashville, TN & New England

INTEREST:

Meditation, Dogs, Self-Love,  
Body Positivity, Hiking, Reading



## 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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Mustard*