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JEDI MIND TRICKS

Legacy of Blood

**FEATURING GUEST APPEARANCES BY:
GZA (OF WU-TANG), KILLAH PRIEST & SEAN PRICE**

SUMMARY

Fresh off of the success of 2003's *Visions of Gandhi*, Jedi Mind Tricks return with the much anticipated follow-up release, *Legacy of Blood*. Having honed their live chops with 2003's "Visions of Gandhi" tour as well as the subsequent "Beast From The East" routing, Jedi's sustained visibility has generated an unparalleled underground buzz. *Legacy of Blood* showcases the group's commercially-minded artistic maturation, without foregoing the unbridled intensity that has come to define their aggressively stylized hip-hop. *Legacy of Blood* is a defining statement by a group at their most creative, poised on the verge of crossover success.

KEY SELLING POINTS

- **Album features guest appearances by Wu-tang legend GZA, Killah Priest and Sean Price aka Ruck of Heltah Skeltah**
- Last album, 2003's *Visions of Gandhi*, has scanned close to **40,000 units** to date
- Sustained visibility through **constant touring**: 2003's "Visions of Gandhi" tour and 2004's "Beast From The East" tour
- As the sole producer of both JMT's *Visions of Gandhi* and **Canibus' 2003 release Rip The Jacker**, Stoupe (1/2 of JMT) is widely regarded as one of the most influential, relevant and pioneering of underground producers
- **Cumulative career scans of over 100,000 units** (including Stoupe-produced *Rip The Jacker*)
- Rabid consumer reception to **2004's deluxe edition re-release** of the widely regarded underground classic *Violent By Design* further fuels the buzz and anticipation for *Legacy of Blood*
- Prominent underground profile serves as the foundation for a multi-faceted introduction to the commercial masses, via an **aggressive commercial mixshow radio campaign** as well as targeted **TV spot buys** on prominent video outlets (MTV2, BET, Fuse)

PRESS

- Aggressive national press campaign targeting mainstream and underground hip-hop publications and trades (*Elemental*, *URB*, *XXL*, *The Source*)
- Emphasis will be upon huge underground awareness and burgeoning commercial visibility

RADIO

College –

- National 12" college campaign to be undertaken for group's first multi-panel single ever (college & commercial radio servicing)
- Concurrent CMJ top 200 hip-hop format servicing and aggressive charting campaign

Commercial –

- National full-scale commercial **mixshow** and extensive underground and commercial **mixtape** campaigns
- Promo tour routing (radio interviews, meet and greets) to introduce group to key mixshow and mixtape DJ's, jocks and other such commercial radio tastemakers

ADVERTISING

Print –

- Mainstream hip-hop/urban-alternative publication co-op ads (*XXL*, *Elemental*, *URB*)

TV –

- National and local prominent video outlet ad spot campaign targeting high viewership dayparts (**BET, MTV2, Fuse**)

DIGITAL MARKETING

- Massive digital press campaign (interviews, prominent outlet editorial positioning--allhiphop.com, sohh.com, thesource.com and many more)
- Saturation of digital assets on highly trafficked hip-hop, mainstream music and entertainment, lifestyle and niche market sites (single streaming, banner ads, ecard, flash banner ads)
- Contests/giveaways on high profile hip-hop/lifestyle sites
- Cross-marketing/lifestyle site synergies will be solicited and undertaken
- Chat Room seeding/message board postings

STREET/RETAIL/LIFESTYLE MARKETING

- 10+ market comprehensive multi-faceted street/retail/lifestyle campaign will build upon existent awareness and buzz while attracting an even broader based fan constituency (targeting of more commercial hip-hop centered events & tastemaker locales)
- Further mobilization of huge street level buzz, chain & indie retail and lifestyle account awareness
- Promo tour (tied to show routing): retail walkthroughs, in-store appearances, meet & greets (key market college/commercial DJ's), local tastemaker meetings & introductions

POP/MARKETING TOOLS

- posters
- album advances for retail
- banner ads-HTML and flash (digital)
- postcard/fliers
- E-card (digital)
- lightboxes in select major markets

TOURING

- **Booked by The Agency Group**
- Extensive 40+ city summer & fall "Legacy of Blood" headlining tour with underground favorite **7L & Esoteric** and buzzing group **Outerspace**
- Continual routing throughout 2005 (similar to 2003's "Visions of Gandhi" tour and 2004 follow-up "Beast From The East") will ensure consistent visibility and sustained album awareness

KEY MARKETS

- New York, Los Angeles, San Francisco, Philly, Boston, DC, Chicago, Denver, Richmond, Hartford, Atlanta, Detroit, Seattle, Miami

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