



Hi-Tek

Hi-Teknologi Vol. 2

Star studded line-up features Busta Rhymes, Nas, Common, Talib Kweli, The Game & many more!!!!

- Follow-up to 2001's smash *Hi-Teknologi*—**200,000+ units** scanned
- Album features guest appearances from: **Busta Rhymes, Nas, Common, Talib Kweli, The Game, Ghostface Killah, Snoop Dogg, Slim Thug, Raekwon, Tha Doggpond, Bun B., Q-Tip, Mos Def & more**
- Extensive production history/discography: **50 Cent, Talib Kweli, Snoop Dogg, The Game, Busta Rhymes, Lloyd Banks, Common & more**
- Career artist scans of **500,000+ units** (*Hi-Teknologi* & Reflection Eternal's *Train of Thought*)

Bio:

After years of anticipation, super producer/emcee Hi-Tek presents his sophomore release *Hi-Teknologi 2*.

Hi-Tek first jumped on the radar with the huge success and critical acclaim of his collaboration with **Talib Kweli** and **Mos Def** on 1998's **Black Star** album. The accolades continued with the release of the equally classic *Train of Thought*, in which Hi-Tek and long time partner **Talib Kweli** reunited as **Reflection Eternal**. Building off his rapidly growing notoriety, Tek cemented his status as an accomplished (and commercially viable) producer/emcee with the release of his solo debut, *Hi-Teknologi*, in 2001.

Between 2001's *Hi-Teknologi* & the forthcoming *Hi-Teknologi Vol. 2*, Hi-Tek has produced a catalog of hits for a "who's who" of hip-hop's finest. His track record speaks for itself, having amassed production credits for the likes of **50 Cent, Talib Kweli, Snoop Dogg, The Game, Busta Rhymes, Lloyd Banks, Common** and many more.

Hi-Teknologi 2 features guest appearances by **Busta Rhymes, Nas, Common, Talib Kweli, The Game, Ghostface Killah, Snoop Dogg, Slim Thug, Raekwon, Tha Doggpond, Bun B., Q-Tip, Mos Def** & more and is produced entirely by **Hi-Tek** himself.

Hi-Teknologi Vol. 2 is the next step in a fruitful career and another in a long line of classic releases from Hi-Tek.

Key Selling Points:

- Sophomore album from renowned "Rawkus-era" golden child producer/emcee
- 2001's *Hi-Teknologi* has scanned **200,000+ units**
- Cumulative artist career scans of **500,000+ units** (*Hi-Teknologi* & Reflection Eternal's *Train of Thought*)
- Album features a veritable who's who of commercial urban elite: **Busta Rhymes, Nas, Common, Talib Kweli, The Game, Ghostface Killah, Snoop Dogg, Slim Thug, Raekwon, Tha Doggpond, Bun B., Q-Tip, Mos Def** & more
- Extensive production history: **50 Cent, Talib Kweli, Snoop Dogg, The Game, Busta Rhymes, Lloyd Banks, Common** & more
- **Fall 2006** headlining tour (**25+ city undertaking**)
- Centerpiece of lifestyle clothing brand **LRG's** print ad campaign—Fall 2006
- **Okayplayer.com** resident artist: sustained visibility on **Roots** sanctioned tastemaker community outlet

Press:

- Aggressive national press campaign targeting prominent editorial coverage (interviews, features, etc.) in mainstream entertainment, hip-hop and urban-alternative focused publications and trades (**XXL, The Source, Rolling Stone, Spin, Elemental, Vapors, Fader** and more)
- Feature coverage confirmation to date: **The Source, Scratch, Complex** & more

Radio:

- College:
 - National 12" college campaign
 - Concurrent CMJ top 40 hip-hop panel and CMJ top 200 panel servicing and aggressive charting campaign

Commercial:

- Aggressive commercial mixshow radio supporting campaign for "buzz" single, intended to "heat the streets" and key mixtape, mixshow and commercial urban tastemaker elite nationally
- Broader-based crossover campaign in connection with first official single
- Aggressive promo tour will target powerhouse commercial urban and crossover stations, facilitating DJ meet and greets, introductions and more

Video:

- Video for first single (high profile guest appearance/collaboration TBA) to be shot and serviced to staple national outlets (**BET, MTV, MTV2**) as well as high viewer-ship local outlets nationally
- "Making of the video" to be shot and solicited to prominent national outlets
- In-studio BET appearance & performance – week of street

**artwork not final

Advertising:

Print:

- Mainstream entertainment, hip-hop and urban-alternative publication co-op ads (**XXL, Rolling Stone, The Fader, URB, Vapors, Elemental** & more)

TV:

- Extensive :15 and :30 spot buys on high profile national and local video outlets (**BET, MTV2** & more)
- TV spot content will highlight artist's legendary stature, powerhouse album guest appearances & Hi-Tek's renowned and accredited producer history

Outdoor:

- Multi-market snipe campaign (NY, LA, Philly & more)

Digital Marketing:

- Extensive digital press interviews, prominent outlet editorial positioning--**allhiphop.com, sohh.com, rollingstone.com, spin.com, rapbasement.com, okayplayer.com** and many more
- Recent **Okayplayer.com** resident artist confirmation carries weight of The Roots' highly coveted stamp of "brand credibility"
- Saturation of digital assets on an all-encompassing level of highly trafficked hip-hop, mainstream music and entertainment, lifestyle and niche market sites (single streaming, e-card, flash banner ads)
- Contests/giveaways on high profile music/entertainment/lifestyle sites
- Cross-marketing/lifestyle site synergies will be solicited and undertaken
- Chat Room seeding/message board & blog postings

Street/Retail/Lifestyle marketing:

- 10+ market comprehensive multi-faceted street/retail/lifestyle campaign will cement album awareness amongst the core commercial "street level" consumer/tastemaker
- Efforts will focus upon generating frenzied street-level, chain & indie retail and lifestyle account awareness & anticipation
- Offline grassroots street, lifestyle & tastemaker mobilization campaign being undertaken by **Cornerstone Promotions**—2+ month set-up

Cross Marketing:

- Focal artist of fall 2006 **LRG** print ad campaign
- Further cross marketing/co-branding initiatives with lifestyle outlets and/or retail being aggressively solicited

POP/Marketing tools:

- Stickers (5 x 5)
- postcard/fliers (5 x 8)
- posters (11 x 17)
- Flats (retail)
- album advances for retail servicing
- E-card/listening booth (digital)
- banner ads-HTML and flash (digital)
- lightboxes in select major markets

Touring:

- 25+ city national headlining fall 2006 tour
- Massive multi-market promo mobilization around routing (press, radio, retail in-stores, meet & greets and more)

Key Markets:

New York, LA, Chicago, Atlanta, DC, Philadelphia, Hartford/New Haven, CT, Boston, San Francisco, Boston, Baltimore, Cincinnati, Richmond, Raleigh-Durham, NC

Home Market:

Cincinnati

PARENTAL ADVISORY EXPLICIT CONTENT

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