

Full-Service Street & Digital Marketing



Infected Mushroom Case Study 2007 - 2011

INFECTED MUSHROOM KEY INFO

Israel natives Infected Mushroom have become one of the biggest electronic dance acts on the planet. Pioneers of the Psychedelic-Trance genre, the L.A. based duo bring a frenetic rock energy to their live show, featuring guitars, live drums, intensely passionate vocals and groundbreaking multimedia and lighting.

Infected started as 2 DJ's (Amit Duvdevani and Erez Eisen) in 1998, with their debut album "The Gathering". The album is considered both a benchmark and a blueprint for the future of Trance.

Due to years of constant live touring, festivals, and DJ sets around the world, the band can now boast...

- 7 full albums and over 50 placements on compilations
- Over 400,000 records sold worldwide
- On tour worldwide over 150 dates per year
- Concert attendance of over 500,000 per year
- Over 600,000 Facebook friends





INFECTED MUSHROOM CASE STUDY





Fan Manager onboard since 2007

Helped band finish in Top 10 of DJ Mag Top 100 poll for 2 years

20 Social Networks Created

25,000 registered on e-mail list

2,500 on street team

Twitter - 10,000 members

Facebook - 600,112 members

Myspace - 90,000 members

Last.FM - 482,435 members

ILike - 152,811 members



PROJECT HIGHLIGHTS

Upon FanManger's introduction to Infected, the band was almost unheard of in the US and had no online presence besides a very outdated website. Additionally, the band had no email list database or street team. We built both, from the ground up...

As of May 2011, our current social media impacts include 10,000 Twitter fans, 100,000 Myspace fans, and an astounding 600,000 Facebook fans.

FM integrated 15 other social networks using many other music-based platforms: Last.FM Ning, Say Now, YouTube, PureVolume, ILike, Flickr, and Reverb Nation to expand on the bands online reach.

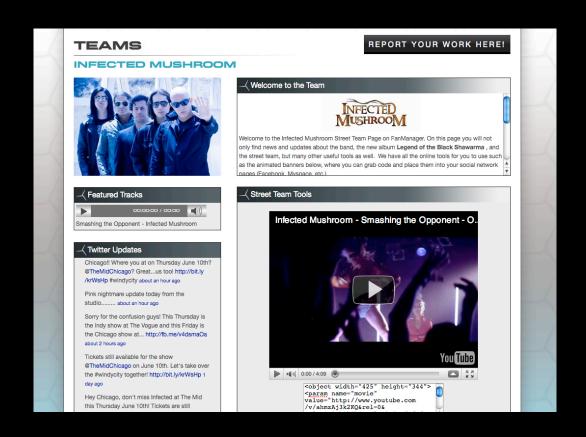
We built an Infected-devoted street team and email list on Myspace and Facebook, gaining over 25,000 new Fans on the email list and 2,500 street team volunteers. With the band's heavy festival presence, we also created a successful street team campaigns at major festivals like Coachella.

A major priority for the band was placement in the dance music bible, DJ Times, in their "Top 100 DJ's" competition. With a multi-platform viral and email campaign, we landed the band in the Top 10 for 2 years in a row and in the Top 15 for the following 2 years.

The band is now selling out major venues across the United States and headlining at music festivals around the world.

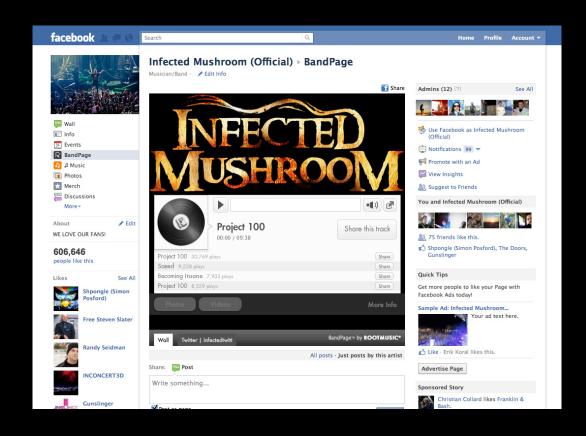


INFECTED MUSHROOM STREET TEAM





INFECTED MUSHROOM FACEBOOK







FanManager began as a grass roots street team management company in 2005, focusing mainly on bands within the jam band scene. FanManager quickly expanded into a full-service marketing powerhouse in just a few years time.

The company has worked on campaigns for artists such as **Depeche Mode, Shakira**, **The Crystal Method, Paul Oakenfold, Infected Mushroom, Disney's Imagination Movers, The Disco Biscuits**, and many others.

The state-of-the-art FanManager website hosts a broad database of over 100,000 street team members worldwide, and has unlimited flexibility using our exclusive FanManager CMS software.

We create and deliver powerful viral marketing campaigns, social media platforms, events, web and graphic design and web with powerful social media technology, widgets and other digital tools.

Based in Los Angeles, California, the company also services film projects, non-profit organizations, and music festivals.

We will be celebrating our 7th year in business in March, 2012.