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Merchandising Pitch

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1. Hayley Williams of the band Paramore

Item: Umbrella (Handheld item)

Description: The umbrella will have alternating panels of red and orange colors. On the bottom of each panel will be the lyrics to the band's hit single "When It Rains" along with Williams' name. It'll be a smaller umbrella, size of 43" arc and 1" wide so it can fit easily into hands, as well as, coat pockets, purses and bags. It will be sold inside a nylon sheath that is red in color and packaged in plastic shrink wrap.

Market: All ages. Concert venues, retail stores, web-direct.

Retail: \$25.00-suggested retail list price

Available At: Concert vendors, Hot Topic, Spencer's, online at [www.paramore.net](http://www.paramore.net)

I have chosen this item because it works well with Williams's highly familiar song "When It Rains", which will appeal to the fans in a nice, fun way.

Item: Poster (Household item)

Description: Poster will be of Williams in the set of her music video scene for the song "Decode". The poster will be 24"x36" with photo in the center and Williams' name along the borders. It will be packaged in plastic shrink wrap and online contests can be provided were fans can receive a copy of the poster with Williams' signature.

Market: All ages. Fans, poster collectors. Concerts, retail stores, web-direct.

Retail: \$5.99-suggested retail list price

Available at: Concert venues, discounters (Wal-Mart, Target), retail stores (Hot Topic, Spencer's)

I have chosen this item because it will appeal to a larger demographic. There will be something for Paramore fans as well as fans of the recent book/movie hit *Twilight* considering the song "Decode" was used in the movie. A contest for Williams' signature on the poster will also boost merch sales.

2. Ben Burnley of the band Breaking Benjamin  
Item: Game Controller (Household item)

Description: Controller will be made for all the latest consoles: Wii, XBox 360 and Playstation. Controller will feature a photo of Burnley on the right hand side with a copy of the band's logo on the bottom. The controller itself will be black and the keypads and joysticks will be a light blue in reflection of the band's recent album cover's release. It will be packaged in a plastic blister with a seal for which console it goes to on the top.

Market: All ages. "Gamers". Retail, discounters, web-direct and game stores.

Retail: \$40.99-suggested retail list price

Available at: Game Stop, Wal-Mart, Target, [www.gamestop.com](http://www.gamestop.com), and [www.shallowbay.com](http://www.shallowbay.com).

I choose this item because Burnley is known to be a "gamer" and a controller will help him to connect to fans like him. It will also give more notice to both Burnley and Breaking Benjamin with this type of merchandise being in the front face of discounter stores.

Item: Jelly Bracelets (Accessories)

Description: The bracelet will feature BB for Ben Burnley and will contain the band's symbol at the end of each song title imprinted on the bracelet. Song titles and colors will vary from bracelet to bracelet.

-Song: "I Will Not Bow"= Yellow engraving and red bracelet color

-Song: "Sooner Or Later"= Orange engraving and yellow bracelet color

-Song: "Shallow Bay"= Blue engraving and black bracelet color

-Song: "Unknown Solider" = Purple engraving and black bracelet color

- Song: "Polyamorous" = White engraving and red bracelet
- Song: "Breathe" = White engraving and blue bracelet

They will be packaged in plastic shrink wrap.

Market: All ages. Concerts, retail, web-direct.

Retail: \$3.99-suggested retail list price

Available at: Concert venues, Hot Topic, Spencer's, [www.shallowbay.com](http://www.shallowbay.com)

I have chosen this item because the bracelet will appeal to individuals who still want to support Burnley and the band but not spend too much money. The bracelet will also re-enforce the band's image and can be noticed by others when a consumer is wearing one.

### 3. Rivers Cuomo of the band Weezer.

#### Item: Glasses (Accessories)

Description: Glasses will be thick and horn rimmed while in a slightly square shape. They will be black with Cuomo's name on the 'new temples' part of the glasses. The frames will display the Weezer symbol on the lower left corner. The glasses will be made of thick plastic and non-prescription. They will be packaged in plastic shrink wrap.

Market: All ages. Concerts, Retail, Web-Direct

Retail: \$8.99-suggested retail list price

Available at: Concert venues, Hot Topic, Spencer's, [www.weezer.com](http://www.weezer.com)

I choose the glasses because Cuomo is known for wearing them. It also gives cred to Cuomo's image of being the nerd, while also declaring that looking and being smart is cool.

#### Item: Keychain (Handheld item)

Description: Keychain will be made of plastic with chain links and a key ring so it can be connected to sets of keys. The keychain will have a yellow background on both sides. On one side will be an image of glasses similar to Cuomo's. On the other side it will say "I look

like Buddy Holly - Rivers Cuomo" in black lettering. The keychain will be packaged in plastic shrink wrap.

Market: All ages. Keychain enthusiasts. Concerts, retail, web-direct.

Retail: \$3.99-suggested retail list price

Available at: Concerts, Hot Topic, Spencer's, [www.weezer.com](http://www.weezer.com)

I choose this because the keychain is an easy to grab impulse item. However, it will also appeal to fans for they will take note of such things on it like the band's lyrics and Cuomo's trademark glasses.