



**DOG TAGS • MUSIC DOWNLOADS • TICKETS  
CLUB MEMBERSHIPS • V.I.P. PASSES**



## MUSIC DOWNLOAD

Chicken Ranch Records needed a way to highlight their feature act the "White Ghost Shivers" at the South by Southwest Music Festival in Austin, Texas in a manner that would set them apart from the other bands that were scheduled to perform during the event. They decided on Ego Id's full color Tune Tag complete with custom media delivery platform. Ego Id designed a customized and secure landing page complete with the band's graphics and new single. We then provided the band with full color dog tags that included unique pin numbers and the web address of the landing page laser etched on the reverse side of the tag. During the week of the event, the tags were used as a way to generate interest in the band's upcoming performance and passed out at their show. Throughout the week, fans were able to go to the band's landing page and download the band's new single, read bio information, and follow links to other sites the band had designated.



"With 1,200 bands playing SXSW and everyone desperate to find something that sets them apart, no one came close to having what we did - our own dog tag good for a free music download. No postcard, no poster, no radio spot, no street team could compare. With so much competition these days, the only way to get anyone's attention is to be original as hell and broadcast it in a way no one else has thought of yet. Ego-ID took the White Ghost Shivers straight there."

*Danielle Thomas, Chicken Ranch Records*

Prices below include one full color Ego Id Tag with a unique bar-code and PIN# on the reverse side, individually polybagged with 30" steel neck chain

250 pcs	500	1,000	2,500	5,000	10,000
\$3.69	\$2.64	\$2.25	\$1.86	\$1.64	\$1.49

(Set Up Charges = \$85 Front, \$31.25 Reverse)

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