

CASE STUDY

Sam's Brasserie & Bar, London. www.samsbrasserie.co.uk

Sound Generation's Role: Booking agent and promoter for jazz nights at Sam's Brasserie every first and third Sunday of the month.

Mission: To increase the footfall in Sam's Brasserie by establishing it as a dining/jazz venue.

Result: Within six months Sound Generation successfully increased the footfall and achieved a **32%** increase in turnover on jazz nights.

How Sound Generation Achieved This:

- **High Quality Acts-** Since the jazz nights started in June 2009 we have booked some of London's leading jazz artists including **Natalie Williams** (Jamie Cullum), **Joe Stilgoe**, **Heidi Vogel** (The Cinematic Orchestra), **Tammy Weis**, **Ayanna Witter Johnson** (Courtney Pine), **Annabel Williams** (Alison Moyet/Katie Malua) and **Elisa Caleb**.
- **Press Listings-** The jazz nights are now regularly listed online and in major publications including **Jazz In London**, **Time Out** (Critics' Choice & Recommended), **Evening Standard** and **Jazz Wise**.
- **Online Presence-** We designed and regularly update:
www.myspace.com/samsbrasseriejazz
www.twitter.com/samsjazz
www.facebook.com/sbjazz
Sound Generation have also established a strong relationship with online local tv channel- www.chiswicklife.tv. **Chiswick Life TV** now regularly feature Sam's Jazz on their website.
- **Local Presence-** Regular flyer drops to local shops, cafes, libraries, colleges etc.

What Sam Harrison (Owner) says:

"Sound Generation have been a pleasure to work with and have done a fantastic job in arranging jazz nights for us at Sam's Brasserie. We had wanted to create Sam's as a Sunday night Jazz venue and to potentially attract a new clientele who had not visited us before. Due to the quality of the acts that Sound Generation have booked and their promotional work, these evenings are growing in popularity and the numbers visiting increasing. We hope for an even better 2010"