

## **Absolute Marketing & Distribution**

### **Company Profile**

London-based Absolute Marketing & Distribution is a leading provider of tailor-made sales, marketing and business management solutions for independent record labels, single-artist labels and brand-owned music labels.

As an independent 'one-stop' label management specialist, Absolute handles everything from label administration to television advertising. This unique business model has proved to be the ideal solution for both established and developing artists in today's 'long-tail' music market in which artists can accumulate great success across a much broader sales base.

Absolute's impressive client label list has included artists such as Melanie C, Dame Shirley Bassey, Herbie Hancock, Bananarama, Marillion, The Editors, Darren Hayes, Hall & Oates, Boy George, Coolio, Imogen Heap, Ocean Colour Scene, and many others.

With such an array of star talent, Absolute is bucking the industry trend by achieving significant year-on-year growth while many major companies are struggling to sustain sales and market share.

Absolute's managing director Henry Semmence established the company in 1998 - with All Around the World Records and Pure Silk Records as its first clients. He was joined 18 months later by Simon Wills.

Their joint vision for Absolute as a 'virtual record label' for clients evolved from their combined experience in sales, marketing, distribution and label management.

Henry Semmence is the former managing director of sales and distribution company Total Records. During his 30 years in the music industry, he has also held key positions in sales, retail marketing and consumer marketing at Bullet Promotions and Phonogram (now Universal Music). Simon Wills is a former label manager at Total Records and was general manager of Multiply Records.

Today, Absolute proactively manages all of the key functions required to get a new music release into the physical and digital marketplace – including functioning as a 'virtual' marketing department for its client labels.

Absolute's comprehensive range of services includes: manufacturing and stock management, physical and digital distribution (in partnership with Universal

Music), in-house sales teams, marketing (including online and mobile marketing), e-commerce management, label administration, international licensing, compilation licensing, other third-party exploitation, web site development, and liaison with industry bodies.

Absolute currently provides these services for label clients as diverse as All Around the World Records (Cascada, LMC, N-Trance, Dannii Minogue); Kitchenware (The Changes); Lock Stock & Barrel Records (Dame Shirley Bassey) Red Girl (Melanie C); A&G (Bananarama, Bowling For Soup); Intact (Marillion); Furious (Delirious, Moya Brennan); and artist-specific labels for Hall & Oates, Paul Carrack, Ocean Colour Scene, Heather Small, Darren Hayes, and many others.

Absolute's senior management team has some 120 years of combined experience in the music industry, with first-hand involvement in areas such as A&R, production, promotions, marketing, retail marketing, label management, new media marketing, export marketing and business administration.

Sales and Marketing Director **Simon Wills** has an impressive track record of success in sales, marketing, promotions and label management in the independent sector. He started his music industry career as production manager and later label manager at Total Records, before being appointed general manager of Multiply Records in 1997. He joined Absolute in 2000 and became a director and partner in 2004.

Marketing Manager **Mark Dowling** joined Absolute in 2004 after enjoying substantial chart success as label manager at Distinctive Records/Avex and later as head of A&R at Multiply/Telstar. He also gained valuable experience in the compilations market through Telstar brands such as Euphoria.

Production Manager **Rob Dwyer** built up extensive retail experience with Virgin Megastores before taking on production roles at Total Records and Distinctive Records. Since joining Absolute in 2003, he has been responsible for project managing the manufacturing and packaging of all new releases - from initial sleeve design through to the finished product.

New Media Manager **Seb Robert** is responsible for maximising client labels' sales opportunities through all online retailers, digital distribution channels and mobile networks, as well as overseeing Absolute's online and mobile marketing strategies. He joined Absolute in 2004.

Administration Manager **Fran O'Donnell** was one of the first members of Absolute's management team in 1998. She has over 20 years of music industry experience in sales, marketing and label administration. After working alongside Henry Semmence at Bullet Promotions in the 1980s, she formed the Total Record Company with him in 1989.

Absolute's clients also benefit from the vast experience of marketing consultant **John Waller** who has held senior marketing positions with leading independent labels and major record labels such as Polydor, Phonogram and Mercury. He is a former managing director of Andrew Lloyd-Webber's record label Really Useful Records.

With such a wide range of skills and experience available to label clients, Absolute also acts as an independent business advisor. It can provide advice on key issues ranging from copyright and rights protection to neighbouring income collection.

While Absolute can get an independent label's releases into the marketplace in the same professional and timely manner as any the major record companies, there is one major difference: ownership of the music copyright always remains in the hands of the label or the artist.

As managing director Henry Semmence says: "Our role is to empower labels and artists to maintain control of their careers, their businesses and their copyrights by fully managing the label on their behalf."

[www.absolutemarketing.co.uk](http://www.absolutemarketing.co.uk)

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