

Rawfusion

a Loud Minority

"Raw Fusion is sweat, black music and clubbing. In everything that Raw Fusion is, there is a nerve tickling sense of closeness, a core that is hard to define, but understood and embraced by our dedicated audience"

Peo Strömberg – Founding Director

Raw Fusion

Raw Fusion began as a club founded by the now world renowned DJ and Raw Fusion A&R Mad Mats 1996 in Stockholm. It was an instant hit – and Club Raw Fusion still attracts a dedicated audience, at the end of each month. Our roots rest on a steady foundation based on the black music of the underground club scene. Our catalogue consists of various artists, who all represent that raw, innovative, urban, New York vibe funkiness, that Raw Fusion stands for. The organization has grown during the last 9 years – today we are internationally recognised as one of the most pioneering and innovative independent labels on the Underground scene. The most recent proof of this is the nominations in several categories of the BBC Worldwide Music Awards 2005 – *Track of the Year*, *Best Compilation* and *Best label*.

Our goal has never been to become a mainstream label or to sell broad commercial hits. By staying true to our roots we have built a strong brand image and we now have a dedicated crowd spread around the globe. The artists are

not necessarily the focal point, rather the label Raw Fusion Recordings as a brand, which has become a label that guarantees the quality of whatever we release.

Raw Fusion is still expanding; we now sell our records and arrange parties/clubs in London, New York, Japan... We are involved in several businesses – the record label, our parties/clubs, a café, broadcasts in the new international 3G-mobile radio station R Street (see page 4), and more – in all the areas quality always comes first and our roots are represented. We are a unique Swedish actor on the international scene, in spite of the crisis within the music industry, Raw Fusion dares to be underground, right at the cutting edge and we are one of the major players within our niche today.

Raw Fusion has a Major impact on a *loud Minority*

Our audience

By analysing our audience – those who buy are records, party at our clubs and our raf-squad members – extremely dedicated

Raw Fusion fans world wide – we have reached the following conclusions:

Our typical target segment member is, urban, in his/her twenties or early thirties. Very aware of trends, fashions and of course has a great interest in music. They often work at media, design, advertisement, etc – creative occupations. They are innovators and to some extent early adopters. Constantly on the lookout for new sources of inspiration within arts/culture, fashion and design. They dwell in public meeting places; at clubs, cafes and bars, restaurants...

Cooperation – why?

Raw Fusion is an established brand, mainly abroad. We want to keep expanding internationally, and build a stronger brand name in Sweden. By using new channels we want to reach new people within and beyond our typical target segment, a slightly younger audience etc. This is what we hope to achieve in our cooperation with you.

The entire music industry is changing rapidly, at Raw Fusion we want to use this change to our advantage, rather than

fight it. We are creating new ways of navigating through uncharted waters, for instance, 3G radio and co-branding – co-operations beyond the limits of the music industry, but with shared target markets – building your *and* our brand, with mutual winnings for us both.

– What's in it for Puma?

Our typical target market members are typical puma sneaker buyers – especially Puma/Raw Fusion sneaker buyers. Raw Fusion has built a strong credibility within the trendy underground scene, by our cooperation the brand Puma will strengthen its position within the crucial innovator/early adopter-crowd. Our cooperation will strengthen both our brand names, and help position us both right where we want to be.

At Raw Fusion we are our willing to share the credibility, mark of quality and hip factor that we stand for. We will aid our respective brands in our respective businesses. It's in our interest to be associated with you and in your interest to be associated with us. It's a win-win-situation

We will offer you possibilities to:

- Have the new Puma/Raw Fusion product line designed by the Mark 7 design team, that does all of Raw Fusion's artwork.
- Sponsor our artists.
- Be our main partner at domestic and international artist and DJ tours and festivals, for instance the Stockholm Cultural Festival 2006.
- Put together your own Puma Collection CD with a custom CD-cover, with Raw Fusion tracks of your choice. – Why not offer this Puma Special CD with the new sneakers?
- Work with us in the production of our latest marketing idea; DJ-collector cards, like a football-world-championship-equivalent, but with DJ-items – turntables, headphones, slipmats... And why not sneakers?
- Book our artists and DJs to events och parties.
- Be represented on all printed matter; posters, flyers, adds, tickets...
- Have banners on our popular sites, rawfusionrec.com & rawfusion.se
- Have your logotype and site-link included in the e-mails sent to our raf-squad-members world-wide.
- Recieve tickets to clubs, festivals och parties.
- Access to "Café sjutti" in the most trendy blocks of Stockholm for test marketing discussion gruops, seminars, TV adds in the shop-window...
- You name it, we are open for suggestions!

The history of Raw Fusion

With our broad repertoire that's built on rough streetsoul, neo-disco, bossa nova, calypso-dub, funkified hip-hop, electrified jazz – black music – Mad Mats and Peo Strömberg have built Raw Fusion recordings on the foundation laid in 1996.

Mad Mats knows how to get a dance floor steaming from a crowd spellbound by the funkier beats around blended together with a fresh touch of b-boy sensibility. After having stood in DJ booths around the globe for over 15 years. A proof of his' genius is, winning the category *Club of the Year* in the Swedish DJ Awards 2004. And more recently the nominations

in the Gilles Peterson BBC Worldwide Music Awards – *best label, track of the year and compilation of the year.*

Raw Fusion and its side-label Jugglin' now have signed artists like; Freddie Cruger aka Red Astaire, Povo, Damn!, Beatfanatic, A Bossa Elétrica, Linn, Up Hygh, Melo, Hearin' Aid, Speech Defect, Prao-D & Boogie B and 12th Floor. All of our artists and DJs have received very positive feedback from domestic and international music magazines and DJs. Straight No Chaser, Vibe, XLR8R, DJ + iDJ Magazine, Keep On, Rugged, Blues & Soul, Knowledge and Swedish La Musik to mention a few:

La Musik's statements about "Inside Scandinavia 2" & Raw Fusion Recordings/Jugglin':

"Those of you who have been with us a while have probably understood that this is the music that fills our hearts with armth and love... Buy the record and do true music a favour!" (our own translation)

Straight No Chaser on Raw Fusion and Jugglin':

"Never underestimate the ear of Stockholm's Mad Mats. Now fronting 2 labels, Raw Fusion and Jugglin', Mats consistently brings quality music to international audiences."

XLR8R about an Povo and Raw Fusion:

"Let's get jazzy with the... Danish jazz duo Povo on Swedish favorite Raw Fusion..."

DJ Bobbito (NYC)

"When I go shopping, the first (and sometimes only when I'm crunched for time) labels I check for are Raw Fusion & Jugglin. That whole swedish crew must be eating some hearty soul and latin food, cuz they shitting out some f***ing amazing records consistently!!!"

Swedish e-magazine "The Cricket" on Hearin' aids' "The Boom Lucy"

"By combining the joy and spontaneity from from old school hip hop and combining tem with productions from outer space somewherer Hearin' Aid delivers one of the best albums of the year. Well, actually one of the best Swedish hip hop albums ever actually." (our own translation)

The releases from Raw Fusion and Jugglin' are played frequently by the most established DJs around the world, like Gilles Peterson, Bobbito, Laurent Garnier, Danny Krivit, Mr Scruff, Koop, Quantic, Jazzanova, Norman Jay, LTJ Bukem, Benji B and Patrick Forge – just to mention a few!