

Intro: Fusion Entertainment is a world leader in purpose-built audio entertainment products for the Marine, Watersports and lifestyle Markets. Founded in New Zealand, Fusion has over 10 years experience in designing and engineering premium, customer-centric products that play an important role in our customer's lives.

Objective: Create Soundtracks that capture, engage, immerse and highlight the quality audio delivery and sound spectrum of the Fusion StereoActive to potential customers at point of sale displays and trade shows globally.

Deliverables: Final tracks for submission in .MP3, .WAV & ACC format.

Target Market:

- Is aged between 25 – 44 with a media age of 28.
- 50% male and 50% female.
- Is educated with a college degree.
- Values quality in music production, books and food.
- Is generally an active person and will partake in other activities such as walking, cycling, jogging, running and hiking.
- Reasons for getting out on the water include: Fitness, socializing with friends, observing scenic beauty, being close to nature, enjoying the sounds/smells of nature.
- Will likely own a dog.
- Are active with social media and technology such as smartphones and smartwatches such as a fitness tracker.
- Socializing is important.

Track Genres Categories:

- 1: Sing-a-long, Socializing with close friends, Quality audiophile listening
- 2: Melodic Escapism, Take me on a Journey, Relaxation
- 3: Pop-Centric, Down the middle, Catchy Ear Worm
- 4: Sonic Expression, Dynamic Performance, Uplifting
- 5: Beat Dynamic, Sports Fuelled, Heart Pumping, Motivational

Track Selection process:

Radio Teapot have been commissioned by Fusion Entertainment to identify nominees from MAINZ for an annual music award. Each semester Fusion Entertainment will promote the 5 nominated tracks as part of the SoundRise programme.

A panel comprising of Radio Hosts, Tutors and Industry selectors will nominate 5 tracks to be submitted to Fusion for promotional use and demonstration at international fairs and dealerships.

These 5 tracks are selected for their suitability to meet segmented market and product demonstration criteria.

One nominee each semester will win a StereoActive from Fusion Entertainment and will be professionally mastered by MAINZ for Fusion.

Radio Teapot is a student radio station broadcasting from the Music and Audio Institute of New Zealand that commenced transmission in early 2015. Radio Teapot reaches over 10000 listeners per month via www.teapot.co.nz and our social media networks. Radio Teapot plays only NZ music during off peak programming, many of our top shows also feature new releases from emerging MAINZ artists.

Each week original MAINZ Tracks are nominated for selection on our Top 10 playlist by hosts and DJ's at Radio Teapot. The MAINZ Top 10 show airs every Thursday at 1:00pm, the nominated songs are also featured on www.teapot.co.nz