



Entertainment

Case Studies

Christina Aguilera
got2b
www.got2b-china.com

CHRISTINA AGUILERA
BACK TO BASICS TOUR "返璞归真" 世界巡演
2007上海演唱会 SHANGHAI CONCERT
Presented By CHIVAS
时间: 2007年8月26日 晚7:30 地点: 上海大舞台
June 26, 2007 7:30PM SHANGHAI GRAND STAGE
票价: 118 200 400 600 800 900 999
订票电话: 021-6481-2938 400 707 9999
www.emma.cn

LINKIN PARK
MINUTES TO MIDNIGHT TOUR
林肯公园
2007年11月18日 19:30
EMMA 票务网
400-707-9999 021-6481-2938 www.emma.cn

MAROON 5
魔力红
DIESEL
2008年3月22日 20:00
EMMA 票务网

CELINE DION
席琳·狄翁
4月11日 19:30
EMMA 票务网

USA Basketball International Challenge
追梦之旅
TOYOTA
400-707-9999 021-6481-2938 www.ticketmaster.com

Disney
ON ICE
WORLDS OF FANTASY
Special Bonus! Disney Princess

OKLEY & SHAWN WHITE
AIR & STYLE
单板滑雪比赛与现场音乐会
2010年12月4日
EMMA 票务网

我知道女人心
EMMA 票务网

艾薇儿·拉维妮2007上海演唱会
2007 SHANGHAI CONCERT
EMMA 票务网

The Beyonce Experience
EMMA 票务网

Cartier
The Spirit of Cartier
EMMA 票务网

CASE STUDIES

Disney
ON ICE
Princess
EMMA 票务网

OKLEY & SHAWN WHITE
AIR & STYLE
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我知道女人心
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EMMA 票务网

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Cartier
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CHRISTINA AGUILERA
BACK TO BASICS TOUR “返璞归真”世界巡演
2007上海演唱会 SHANGHAI CONCERT

First Concert Ever In China,
One Night Only!
中国首演 仅此一场

克里斯蒂娜·阿奎莱拉
4 time Grammy® Winner 四座格莱美大奖得主

Presented By **CHIVAS MUSIC**
芝华士音乐

www.christinaaguilera.com

时间: 2007年6月26日 晚7:30 地点: 上海大舞台
June 26, 2007 7:30PM SHANGHAI GRAND STAGE
票价(Price): 内场 2000 1600 看台 1000 600 400 200

EMMA 票务代理 021-6481 2938 400 707 9999
WWW.EMMA.CN 票务代理

Christina Aguilera Shanghai Concert

Sponsors:



CHRISTINA AGUILERA

entertainment partnership



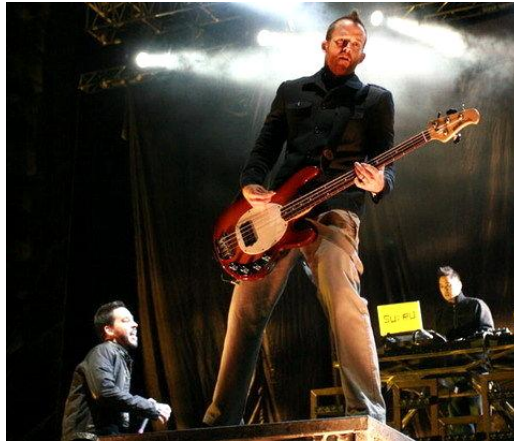
Case Studies



Press Conference



Outdoor Media



Linkin Park Shanghai Concert

Sponsors:



LINKIN PARK
LINKIN PARK

entertainment partnership



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LINKIN PARK
LINKIN PARK

entertainment partnership



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Maroon 5 & Diesel

MAROON 5
魔力红 **DIESEL**
FOR SUCCESSFUL LIVING

2008年3月22日 20:00
上海国际体操中心 武夷路777号 Shanghai Int'l Gymnastic Ctr.
票价/Tickets: 1150, 950, 650, 450

Sponsors:



got2b™

MAROON 5 & DIESEL

MAROON 5 & DIESEL

entertainment partnership



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MAROON 5 & DIESEL
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Press Conference



Outdoor Media



Celine Dion World Tour

Sponsors:



CELINE DION

entertainment partnership



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CELINE DION
CELINE DION

entertainment partnership



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USA Basketball International Challenge

Sponsors:



USA BASKETBALL
USA BASKETBALL
entertainment partnership



Case Studies



USA BASKETBALL
USA BASKETBALL
entertainment partnership

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Oakley Air & Style

Sponsors:



OAKLEY AIR & STYLE

OAKLEY AIR & STYLE

entertainment partnership



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OAKLEY AIR & STYLE
OAKLEY AIR & STYLE
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Sponsors:  **Dior**

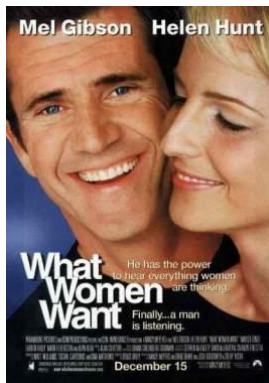
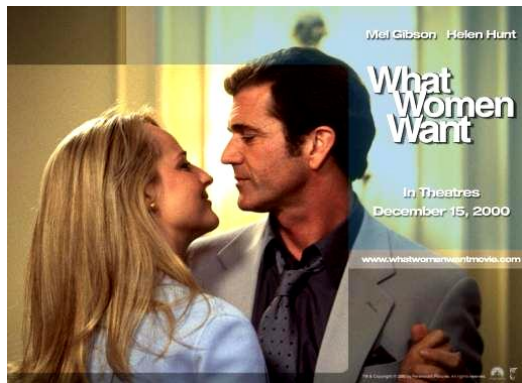
WHAT WOMAN WANTS

WHAT WOMAN WANTS

entertainment partnership



Case Studies



WHAT WOMAN WANTS

WHAT WOMAN WANTS

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Case Studies

Jon Krane – President and CEO of Emma Entertainment

"Michael MacRitchie is the only person I know who delivers outstanding sponsorship strategies and celebrity endorsements with such resounding success. Michael looked after Linkin Park, USA Basketball Games, Beyonce, Christina Aguilera, Celine Dion, Sarah Brightman Maroon 5, Avril Lavigne promotions, and I could not be happier with the success we enjoyed. We had continued repeat business and the brands were thrilled"

Steve Betz – General Director Chevrolet

"I have know Michael for the last four years. He continually delivers entertainment solutions for our brand time after time. Chevrolet and Linkin Park was last collaboration we worked with Michael and Emma Entertainment. The experience contributed to increasing our brand awareness and raised the image of Chevrolet in the market to a more youthful fun & energetic brand. Michael's guidance and idea generation made this promotion a complete success. We then extended our promotion with the Transformers movie and capitalized on the connection that Linkin Park had with movie- I would recommend Michael & MGI"

Peter Marrs - Director, Marketing, DELL, APJ Public

"DELL worked with MGI Entertainment and a partnership with the USA Basketball Team. The event was huge success for DELL. Michael delivered some great marketing concepts and his team delivered an excellent sponsorship partnership."

Case Studies

Stuart McLean - Managing Director, Red Bull Australia

"Red Bull had a multi layer cooperation with Schoolies week on the Gold Coast – We combined integrated sampling, media exposure, advertising and entertainment" Thank you for linking Red Bull to the event and helping give the brand some meaningful marketing solutions!"

Al Gokcimen - Managing Director, I-Taxi

"Always a pleasure to work with Michael and his team. MGI understands the needs of clients and will do anything necessary to complete the task at hand. Working closely with MGI has made me not only appreciate the work they do for clients, but also how the support your marketing team and a seamless link to talent and brands. I look forward to crossing paths with him again soon!"

Julian Hermaud - Managing Director, Pernod Riccard China

"Chivas Sponsored Beyonce, Christina Aguilera and Black Eyed Peas- These events re-shaped the international music scene here, the sponsorships blazed a trail and we were incredibly happy with our partners. Michael MacRitchie gave us some brilliant strategies to increase awareness, build the brand and introduce China to the very best music from around the world. Michael has very direct approach and was clear, transparent and true partner in every sense"

Kent Wong – Chow Tai Fook Director

"Chow Tai Fook partnered with Celine Dion fabulous concert in Shanghai. Michael introduced us to Celine Dion who put on an amazing show. We thought that our cooperation was smooth, and we were very happy that we were able to support the Celine's first visit to China and afterwards we supported Sarah Brightman"



COMPANY PROFILE

CASE STUDIES

CONTACT FOR MORE INFORMATION