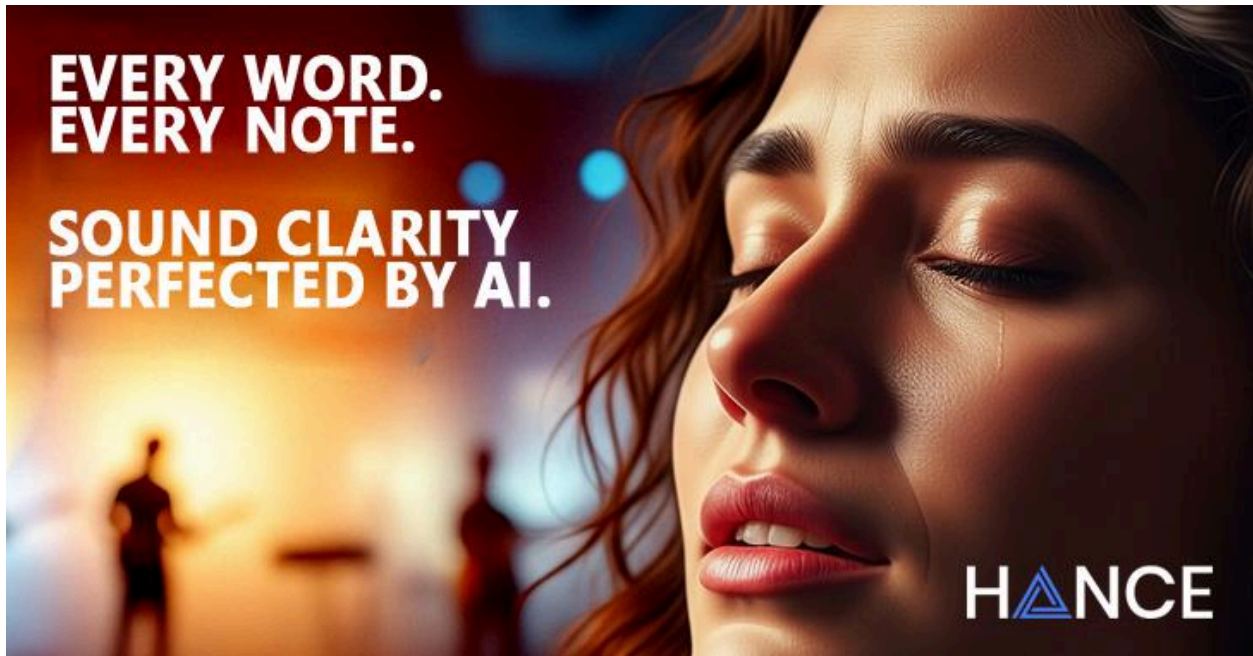


Every Word. Every Note.
Sound Clarity Perfected by AI.



Hance: Campaign Strategy

July 2025

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Campaign Title: **"Every Word. Every Note. Sound Clarity Perfected by AI."**

Target Audience: Live Event Production & Streaming (major concerts, award shows, product-launch events)

Region: United States (Los Angeles and New York)

These two cities represent the global epicenters of live music, media production, and entertainment broadcasting, making them prime markets for HANCE's real-time AI audio tech.

1. Campaign Objective

Position HANCE as the premier AI audio solution for live event production by executing a full-funnel, omnichannel holistic marketing approach designed to:

- Drive high-quality inbound interest from cold and warm leads through targeted awareness, PR exposure, and thought leadership
- Convert traffic into engaged prospects via interactive content, technical lead magnets, and AI-personalized experiences
- Nurture MQLs into SQLs through campaign automation, sales enablement assets, and integrated outbound/retargeting support
- Accelerate acquisition and adoption by aligning marketing efforts with sales conversations, demos, and live use-case integration

2. Target Audience (ICP & Stakeholders)

Primary ICP:

Live Event Production and Streaming Companies are responsible for high-stakes, high-visibility shows, such as award ceremonies, major music concerts, and brand or product launches featuring live performances. These companies operate in environments where audio clarity must be immediate, flawless, and fail-proof, making them an ideal fit for HANCE's embedded, real-time AI audio solutions.

Key Subsegments:

AV & Event Production Agencies

Mid-to-large firms managing sound, staging, and broadcast for live concerts and experiential brand events.

Broadcast & Streaming Partners

Media and platform teams are responsible for delivering professional, multi-channel live content (e.g., Paramount, Amazon Music, Twitch).

Venue Technical Teams

In-house AV staff supporting iconic stages and cultural venues in LA and NY, often working alongside external production crews.

Primary B2B Stakeholders:

Technical Directors

Oversee all sound and broadcast systems during live events; key decision-makers in tool adoption.

Broadcast Audio Leads / Mix Engineers (FOH)

Manage live feeds, mix clarity, and audio transitions in real time under pressure.

Executive Producers / Showrunners

Oversee event delivery end-to-end, including technology partnerships, budget, and performance standards.

AV Integrators / Tech Leads

Responsible for embedding and configuring audio systems across venues or mobile rigs; ensure minimal latency and system compatibility.

3. Core Message, UVP & Positioning

Tone of Voice:

- Professional, clear, and confident—no gimmicks, no overhype.
- Technically credible without overwhelming jargon; communicates value through performance outcomes.
- Delivers embedded, low-latency AI audio enhancement that removes live event noise, cancels echo, and separates vocal/instrument stems in real time—on stage, on air, or stream.

Speaks to Their Core Motivators:

- Seamless execution
- Audio reliability under pressure
- Differentiation through innovation
- Delivering broadcast-grade sound in real time

Gains/Pleasure Points:

- Embedded AI = local, secure, low-latency enhancement
- Real-time clarity improves broadcast and stream quality
- Better mix control with stem separation
- Fewer gear dependencies and cleaner workflows
- Differentiated audience experience for high-value shows

Pain Points:

- Noise and crowd disruption degrade key moments
- No post-production safety net for live events
- Latency and CPU issues with traditional processing
- Audio quality inconsistencies across platforms
- High pressure on small audio teams with limited time

4. Campaign Theme/Hook

“Every Word. Every Note. Sound Clarity Perfected by AI.”

Strategic Hook:

While others talk technical specs, gear, latency, or signal chains, HANCE speaks in results: Every lyric is felt. Every name is heard. Every show is broadcast-ready—clarity, crispness, live, and in real time.

Emotional & Functional Positioning:

Precision without complexity

Confidence without compromise

Seamless sound in moments that matter most

5. Campaign Assets

A. LinkedIn (Paid + Organic)

- Sponsored Carousel Ads highlighting AI audio benefits in live events
- LinkedIn InMail campaigns targeting technical directors and broadcast engineers
- Organic posts with behind-the-scenes footage, use-case reels, and testimonials
- Sales Navigator outreach synced with campaign themes and lead scoring

B. Content Marketing:

- Website + SEO/GEO/AIO/AEO/SXO
- Content Pillars
- Articles, Knowledgebase, Case Studies & Success Stories
- Website & CRO Optimization
- Interactive Tools, Quizzes & Guides

C. PPC (Google & YouTube)

- Google Search Ads
- YouTube Ads

D. Email Marketing (CRM/ABM-Focused with landing pages)

- Account-Based Email Sequences for high-value AV agencies and production leads
- Targeted Cold Outreach supported by enrichment tools and AI-personalized intro lines
- Trigger-based nurturing for site visitors and content downloaders

E. YouTube (Owned Content)

- 30-60 sec explainer videos showing before/after HANCE AI audio
- Mini case study reels with voiceover tied to event clips
- Audio clarity comparison demos for technical buyers

F. Community & Influencers Outreach

- Targeted engagement in audio engineer subreddits, Discord groups, and AV forums
- Partnerships with experts, KOLs, influencers, and audio creators for tool reviews and field tests

G. PR & Events Outreach

- Press Releases for concert integrations, product updates, and major partnerships

- Industry Coverage in live sound, broadcast, and AV trade publications (e.g., FOH Magazine, ProSoundNetwork)
- Event/Conference/Tradeshow/Speaking Participation:
 - Speaking opportunities or demo booths at shows like NAMM, NAB Show, AES NY
 - Partnerships with event producers for live trials or backstage access
- Journalist Briefings

6. Lead Magnets (Downloadables)

PDF or slides: mini-white paper, infographic, stats, guides, tips, gains/benefits/outcomes, pain points addressed, actionable insights with CTAs, and more

- "10 Pro Tips for Broadcast-Ready Audio at Live Events" - 2-pager with actionable insights for FOH and tech teams.

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