

To: Hayami Tahte

From: Noah Jones

A plan to have BBC Radio 1 feature a Takamine guitar in their Live Lounge performances.

Hello Hayami, I am Noah Jones, a Public Relations Specialist at our Arizona location. I propose giving BBC Radio 1 a Takamine guitar to use in their Live Lounge performances.

These performances are popular on YouTube, and if you have not seen a Live Lounge Performance, I will summarize the venue as a place where consumers can see an artist in a more raw and real way. The artists often do acoustic versions of their own songs or perform covers of other popular songs.

With these performances, musicians often play alongside the artist, thus creating demand for many different instruments to fit the artist's wants and needs. Many of the performances feature an acoustic guitar player.

I think we could benefit greatly if one of our Takamine models was included in their lineup of instruments. I think we could do this by sending them one of our high-end models and telling them that if they like the instrument, they can use it for any performance they feel fit. We could also offer to pay them to use the model if they take payments of that sort.

If they are impressed with our instrument and decide to use it, I believe that this will help build brand awareness.

I suggest we offer our Pro Series P7D model. I think this is one of our top models, and while it will cost us around \$3,149 plus any charges BBC Radio 1 decides, I feel that this will pay for itself through the increased exposure it will garner.

Thanks for your consideration,

Sincerely Noah Jones