

MEDIA PRESS KIT

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Totally designed by "IMPACT TEAM" with Priceless Mind

IMPACT ENTERTAINMENT CO., LTD. PRODUCTION IS STRICTLY PROHIBITED BY PERMISSION

THE PROCESS OF DISCOVERING AND HELPING TALENTS IS A MAIN PURPOSE BY IMPACT

PRODUCED BY NOVA LEE CREATIVE DIRECTOR KENKORI ORGANIZED BY IMPACT TEAM

ESTABLISHED IN 2019, AND WE ARE READY TO BLOW YOUR MIND FROM 2021

2021

TM

IMPACT

Entertainment Co., Ltd.

CATALOGUE

LET'S CHECK THESE OUT!

01

BRAND INTRODUCTION

BACKGROUND | ABOUT IMPACT
FOLLOWING OR DEFYING, ARROGANCE OR HUMILITY |
ORGANIZATION

COMPANY FUNCTION

DISTRIBUTION | ARTIST AGENCY
MUSIC ACADEMY | SOCIAL MEDIA |
MERCHANDISE | SUB-CULTURE LABEL |
MUSIC CLUB

RESULT

IMPACT MUSIC | 2ND STREET
DJ/PRODUCER TRAINING ACADEMY
IMPACT TEAM | ANTH | BETWEEN

BLUEPRINT

KEEP WATCHING OUR CONTENTS BELOW!

INTRODUCTION

ESTABLISHED IN 2019,
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YOUR MIND FROM 2021.

(1)

Brand Introduction

BACKGROUND

Affected by the COVID-19 pandemic, the Chinese music scene has been wrestling with the virus, and unpredictable fundamental reconstruction has also gradually emerged in the whole industry as follows. Social media has given full play to its effect, and when many people have to stay in their homes because of the pandemic, online performances have become reassurance for most musicians. As the most valued market in the world, China is the first country where the pandemic broke out and also the first where live performances were resumed. In first-tier cities represented by Shanghai, clubs are blooming everywhere, the phenomenon of "Compensatory Consumption" is particularly prominent in the endless binge drinking. The audience spontaneously scout for and support indie labels to endorse the development of musicians in all tangible manners.

The sense of helplessness in 2020 has gradually subsided, and the hope in 2021 has begun. In case of another severe challenge, what tenet can make China's music industry survive?

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BASED IN - CHINA
GLOBAL REACH ●● FROM 2019

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Brand Introduction

ABOUT IMPACT

about

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03



Impact Entertainment CO., Ltd. (Hereinafter referred to as "IMPACT") was established in 2019.

Based in the Chinese market and looking towards the global market. IMPACT is actively working with different circles through Record Production and Distribution at home and abroad, Music Publishing, Entertainer Management, Music Training Academy and even Sub-Culture Label.

The five departments of "Enterprise Publicity", "Artist Agency", "Internal Affairs", "Distribution" and "Education" provide services accordingly, and the company is known for its diversified businesses and refined content. At present, it has incubated **2nd Street** (entertainer agency team), **ANTH** (music and party culture label), **IMPACT Music** (performance integration & promotion system) and others. In addition to prominent creative cultural characteristics, IMPACT has attracted the attention of venture capitals.

IMPACT has subtly represented the sensibility and vitality inherent to the present era in all its established business scopes, aiming to scout for and interact with more music talents in full swing.

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Brand Introduction

ABOUT HEYDAY DYNASTY

about

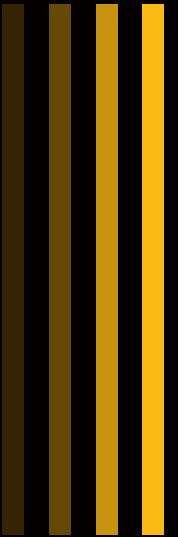


HEYDAY DYNASTY
CATERING AND ENTERTAINMENT
MANAGEMENT COMPANY

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HEYDAY DYNASTY Catering and Entertainment Management CO., Ltd. (Hereinafter referred to as "HEYDAY DYNASTY") was established on January 27, 2015, integrating commercial complex, catering brand, advertising planning, performing arts agent, entertainment brand and cultural activities.

As a member of the heyday dynasty, IMPACT takes business sense as the basis of all attitudes and extends the unlimited space for creative development, aiming to enter the international standard together with the HEYDAY DYNASTY.

Brand Introduction

**FOLLOWING
OR DEFYING**

**ARROGANCE
OR HUMILITY**

Every day is a new challenge whether we are FOLLOWING or DEFYING it.

For this reason, IMPACT has always held the tenet that "Tomorrow Will Be Better".

As the pandemic rages, the boundary between "Mainstream" and "Underground" gradually disappears.

(4)

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The audience have developed their taste of good music, the musicians have upgraded their own creations of desired music.

A similar transformation has also happened to music and cultural companies.

**Different business sectors
can form a scenario
beyond the confinement
of reality, which is so
AMBITIOUS.**

**After the iteration of trials
and errors, so many
talented professionals can
be summoned to
accomplish a brilliant feat,
who always keep a LOW
PROFILE.**

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After just a year, a team of 15 members has been established and more people will join despite some losses.

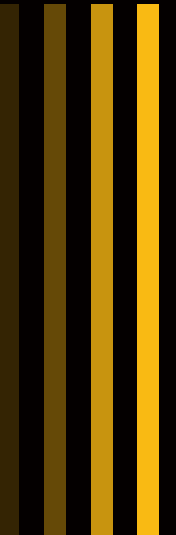
Whatever, there will always be someone who is willing to make their due contribution to the Chinese music industry and even the global music culture.

No Matter How Small Their Contribution Is, It Will Matter.

BECAUSE

IMPACT DOES HAVE AN IMPACT TENET.

05



COMPANY
FUNCTION

**COMPANY
FUNCTION**

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Distribution

**IMPACT
MUSIC
INC.**

IMPACT MUSIC is an emerging music label
owned by impact, which is committed to
releasing High-Quality music albums and audio-
visual products for its entertainers and other
excellent musicians.

In addition, from providing project's Profit & Loss and the
scheme of supply and demand, to provide various types of
media services and resources for partners. The team trusted
by musicians and partnerships with excellent business skills
and experienced industry background.

To expand the radiating surface in the process of service to
make every project can exert a powerful influence in the
industry.

BASED IN CHINA, GLOBAL REACH.

**IMPACT
MUSIC**

06



**COMPANY
FUNCTION**

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Artist Agency



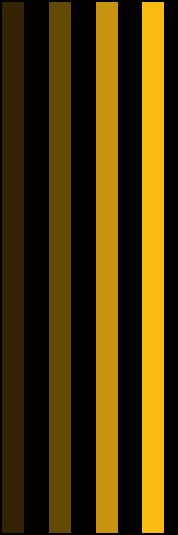
With its abundant experience in entertainer management and extensive interpersonal network, **2nd Street** will serve as an agent brand and actively promote the sustainable development of local related industries.

Various entertainers including DJ / RAPPER / DANCER in different nationalities are recruited and managed to cooperate with large domestic clubs and indoor & outdoor music festivals, and are arranged for overseas performances in various scales. An agency team composed of elites from asian countries is preparing to tap into the world market.

BASED IN CHINA, GLOBAL REACH.

2ND STREET

07



**COMPANY
FUNCTION**

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Music Academy

**IMPACT
MUSIC
INC.**

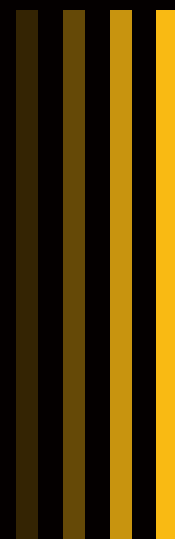
IMPACT MUSIC ACADEMY is established and managed by
impact, providing professional DJ / Music Production
Training. **IMPACT MUSIC ACADEMY** is expected to
integrate various resources into a comprehensive training
management system, which can cultivate more talents
channel them into the field of dance music, leading a way for
trainees to become DJ / Music Producers.

This academy can facilitate fresh creative inspiration of
trainees from records, unleash the potential of emotionally
charged music in the world of dancing scene.

BASED IN CHINA, GLOBAL REACH.

DJ/PRODUCER TRAINING ACADEMY

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**COMPANY
FUNCTION**

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Social Media

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IMPACT TEAM has produced unique social blog posts and multimedia content through its online operations on various popular social media platforms. In order to tap into the music market with a better prospect, the team has also hold offline promotion events such as flash store, artist workshop, DJ and Music Production. By combining online and offline unique content, the team can discover and introduce malleable artists and cross-border brands.

So far, the team has developed many quality content such as **IMPACT TOOLSDAY**, **IMPACT ON AIR**, **IMPACT RADIO**, **IMPACT MEETS WITH**, **IMPACT LOOPING**, **JUST SHARE**, **IMPACT SELECTED CASES**, etc.

BASED IN CHINA, GLOBAL REACH.

**IMPACT
TEAM**

**CREATIVE-
CONTENTS**

09



**COMPANY
FUNCTION**

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Merchandise

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In addition to managing quality online content of unique taste, **IMPACT TEAM** also boasts professional product development capabilities and marketing methods. Based on the music derivatives such as clothing, presswork, technology gadgets for daily life, integrating the industry chain across the country, the team has launched the slogan T-shirt series with "MUTTITUDE" as the theme, portable vinyl record bluetooth all-in-one device and other special products.

With in-depth analysis of the concept embedded in the product, the unconventional advertorial has attracted the attention of many readers and generated more convincing power before consumers and fans buying the products, saving the time cost incurred in the actual transaction.

BASED IN CHINA, GLOBAL REACH.

**IMPACT
TEAM**

**MERCHAN-
DISE**

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**COMPANY
FUNCTION**

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Sub-Culture Label

ANTH

Powered by IMPACT Ent.
Creative by SQUADUNIDENTIFIED

The music and party culture label **ANTH** is run by IMPACT TEAM, as the music branch of the fashion brand SQUADUNIDENTIFIED. The label was founded in late 2020 after the COVID-19 turmoil, inspired by the similar principles of KENKORI and VIIV in terms of music, visual art and design, influenced by underground club culture.

ANTH is committed to improving the cultural and aesthetic standards of the young community, building a high-quality content platform through peripheral products, music parties and indie culture, actively inviting other brands and teams to cooperate, and attracting the increasing number of partygoers.

BASED IN CHINA, GLOBAL REACH.

ANTH

Music Club

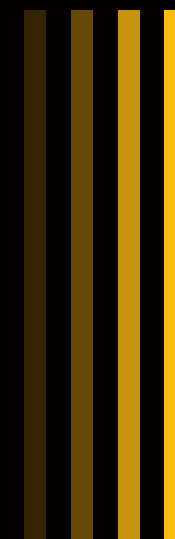
With name voted by countless music and party lovers, the music club **between** will be launched in the middle of 2021.

HEYDAY DYNASTY leads its management, IMPACT and YO.IDEA Advertising Planning CO.,Ltd. are responsible for artist introduction and brand planning. Besides, ANTH will inject fresh blood into the music club to fill the gap of business model in the local indie culture market, providing more diverse cultural energy for the audience, and building a venue full of enjoyable dopamine and hormones especially.

Apart from being a music club, between is also a cultural and entertainment space for "Candid Records Of The Present", where aging does not make people insane. We are not getting old, just like the youth culture, which runs through our whole life, and to which people at different age have a different understanding.

After the launch of between, it will record all the important events from the 2020s onwards with the young generation of Guangzhou.

BET- WEEN



RESULT

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2021

ADHERING TO THE BRAND'S COMMITMENT TO
DISCOVERING AND SUPPORTING MUSICAL TALENTS,
IMPACT HELPS TALENTED MUSICIANS TO SET UP A
CREATIVE STAGE AND ASSIST MUSICIANS TO
COMMUNICATE WITH THEIR AUDIENCE THROUGH
THEIR MUSIC WORKS.

Over the short period since its establishment, the team has successfully provided music production and multi-platform distribution assistance for many musicians at home and abroad, and has managed the promotion policy for musicians with a keen mind. Among them, the most notable **IMPACT ON AIR Online Live Program** currently includes two programs: “嘻哈總舵” (Hip-Hop Total) and “電網” (Grid), integrating unique content of Hip-Hop and electronic music to formulate rich music taste. Besides, famous musicians such as **RAYRAY, DJ YAKO, MAX馬俊 (Ma Jun)** are invited as guests, with accurate promotion to the audience, so that the programs have been officially recommended by NetEase Cloud Music many times in a short time.

It is worth mentioning that as a team with extensive Business-Coverage, IMPACT has already gathered resources such as **Dreamland (One of the largest electronic music festivals in China)** and **DJ Mag (The authoritative international media in the electronic music industry)** in the past, thus obtaining the maximum communication benefit in the future.

IMPACT
MUSIC
INC.

RESULT

IMPACT MUSIC

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RESULT - IMPACT MUSIC

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Artist
Resources



Contents



Platforms
Resources



Public
Relations



Resource
Exchange



Distribution



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X

IMPACT ON AIR

ONAIR
#RAYRAY

硬派网易云音乐电台
●主持人: 阿包--资深媒体人

Wednesday/Friday

1.8
7-10p.m.

网易云音乐搜索账户: Impactmusic

ONAIR

BASED IN CHINA
GLOBAL REACH

IMPACT Entertainment Co., Ltd.

theLOOP

SupaStar

(RAYRAY)

X

IMPACT PUBLISHING/PRODUCTION

NATURAL BORN KILLER

IMPACT
Entertainment Co., Ltd.

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网易云音乐

(陳大富)

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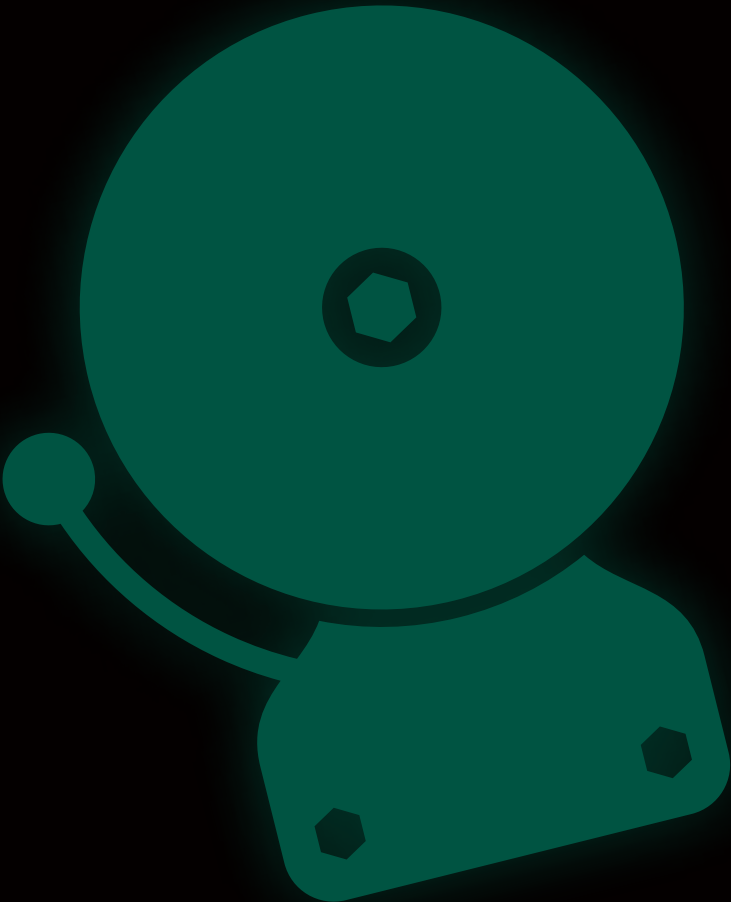
REGARDLESS OF THE CONSTRAINTS OF
THE COVID-19 PANDEMIC, 2ND STREET
COMPOSED OF ELITES FROM ACROSS
ASIA HAS SPARED NO EFFORT TO WORK
CLOSELY WITH PARTNERS WORLDWIDE.



RESULT

And has successfully introduced famous artists at home and abroad such
as **Higher Brothers, A\$AP MOB, UNDALOOP, DJ Qbert, DJ
SHINTARO** and others to impact and many other well-known clubs.

In addition to its mature experience in artist management, 2nd Street is
also well known in the industry for its personalized development
orientation for its artists. Maintaining good cooperation with famous clubs
such as FLEXROOM, AKOMA, IN.SIDE CLUB, NINJA and others to
promote business development and to ensure that IMPACT has its
unique influence on Hip-Hop area.



2ND STREET

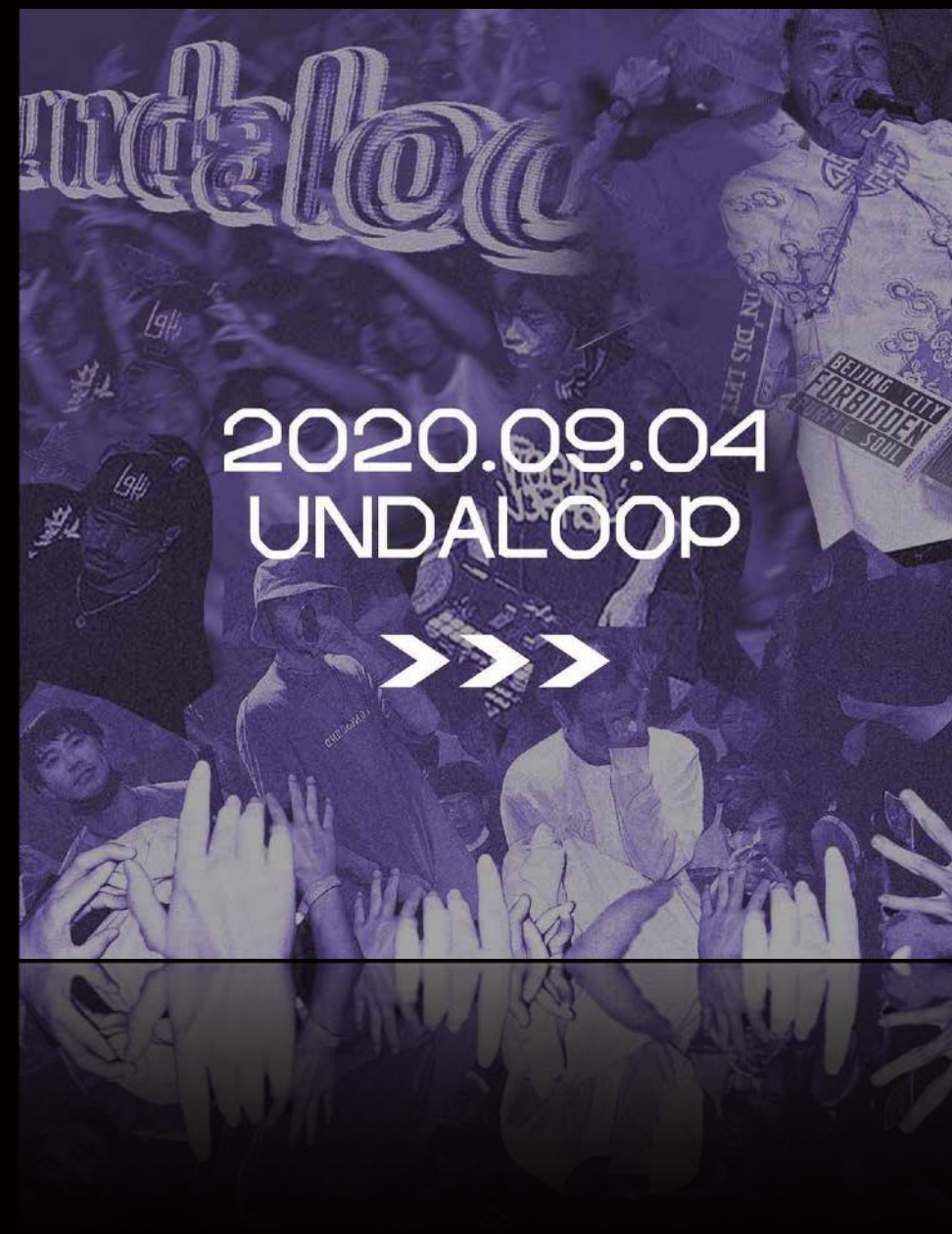
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RESULT - 2ND STREET

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**SINCE ITS INCEPTION, THE ACADEMY HAS
CULTIVATED DOZENS OF OUTSTANDING
TRAINEES THROUGH ITS DIVERSIFIED
CURRICULUM AND EXPERIENCED
INSTRUCTORS.**

Among which the academy has also created music career paths for outstanding trainees through various internship opportunities to the entertainment industry. Besides, many senior DJs from the famous club — IN.SIDE CLUB in Guangzhou acts as the special instructors, not only teaching professional knowledge, but also sharing their working experience with the trainees, so that they can have a basic understanding of the operation in the industry.

Trainees who become new generation DJs may also sign contracts with and get job opportunities from IMPACT, facilitating the upgrade of the aspiring musicians to the next level.

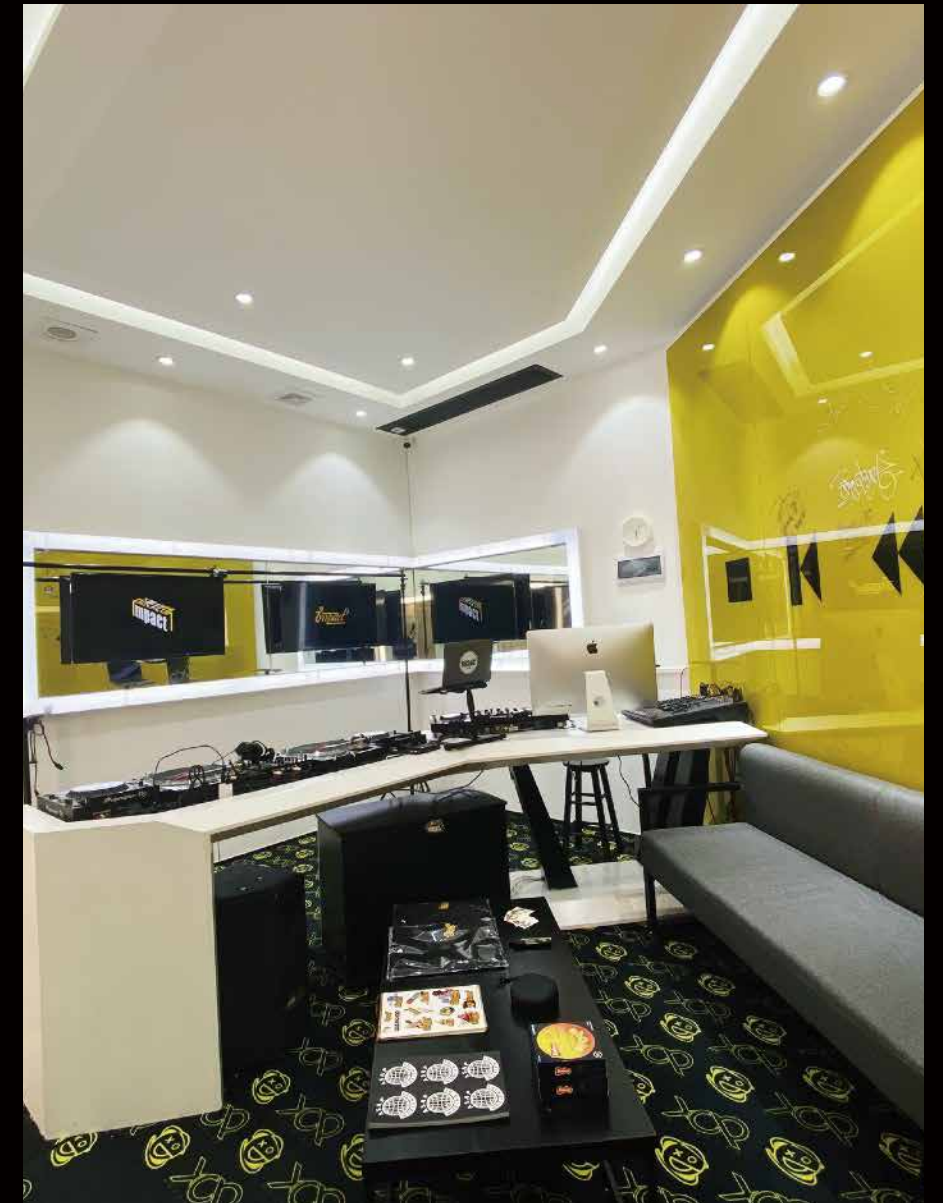
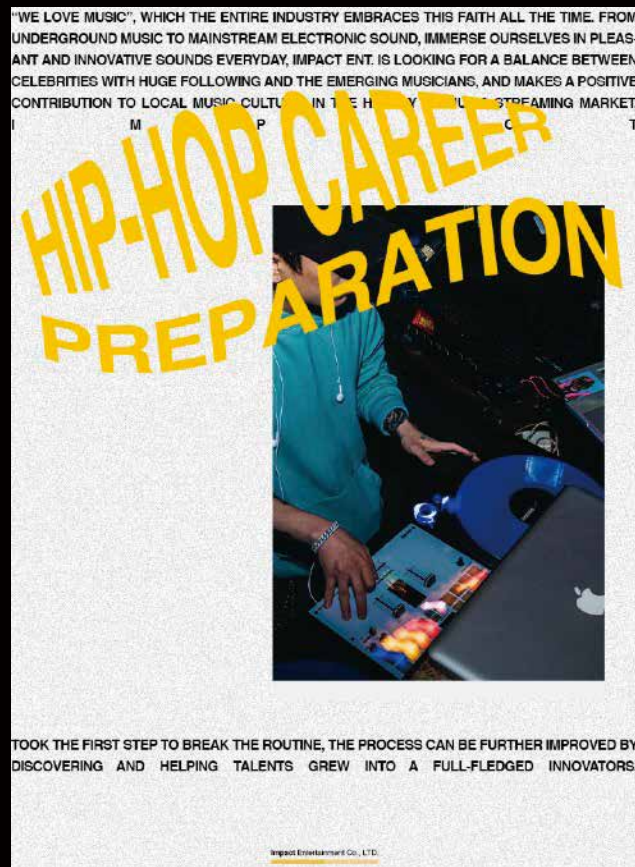
**IMPACT
MUSIC
INC.**

RESULT

**DJ/PRODUCER
TRAINING ACADEMY**



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SINCE THE LAUNCH OF THE WECHAT OFFICIAL
ACCOUNT IN THE SPRING OF 2020, IMPACT TEAM
HAS CREATED MORE THAN A HUNDRED
ORIGINAL ARTICLES OF HIGH QUALITY.



RESULT

The team encourages creators to influence more readers through creative content
as brand ambassadors by combining their own perspectives with the brand core
concept of IMPACT.

For this reason, in addition to receiving praise, the team has also encountered a lot
of criticism. With the two responses, IMPACT TEAM has always been tapping into
various fields across Fashion, Music, Sub-Culture and others, **adhering to brand
content exporting through a unique attitude beyond the mundane world.**

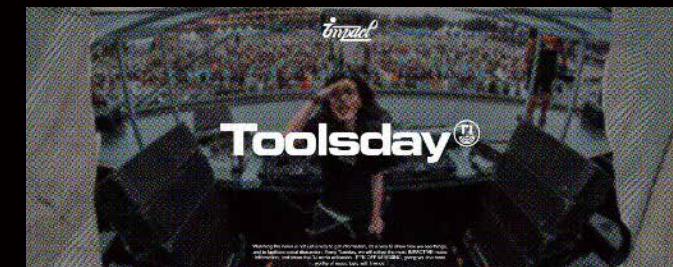
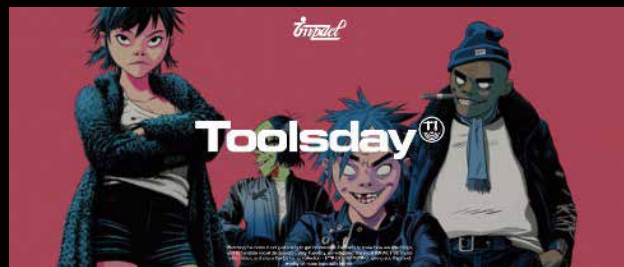
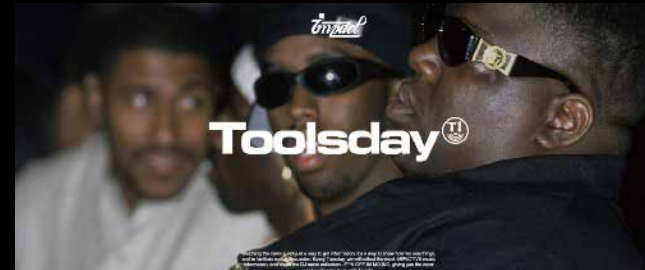
IMPACT TEAM

RESULT - IMPACT TEAM

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RESULT - IMPACT TEAM

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2021

AS AN EMERGING PARTY IN GUANGZHOU'S
ELECTRONIC MUSIC SCENE,
ANTH ACTIVELY COOPERATES WITH
DIFFERENT TYPES OF TEAMS.

With "Referral", "Takeover" and "Rhapsody" as three main party
themes of ANTH, precisely cultivating fans through clear positioning.

Moreover, ANTH collaborates with silhouette, a local visual arts
production team, to launch the "Dossier & Archive" program, which aims
to document ANTH's creative process and release a file collection at the
end of each year with the title "案" (CASES).

In less than half a year since its establishment, **it has successfully
collaborated with one of the top street brands in China,
ROARINGWILD, to present after party for the grand opening of the
brand's store in Guangzhou PARC CENTRAL, attracting more than
500 fans.**

ANTH

Powered by IMPACT Ent.
Creative by SQUADUNIDENTIFIED

RESULT

ANTH

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RESULT - ANTH

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Artist
Resources ● ● ● ● ●
Fans
Stickiness ● ● ● ● ●

Industry
Resources ● ● ● ● ●
Planning &
Operation ● ● ● ● ●

Public
Relations ● ● ● ● ●
Creatives ● ● ● ● ●

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ROARINGWILD ^R **GRAND** OPENING AFTER PARTY

PRESENTED BY ANTH

March 6th 2021
10PM - TILL LATE

TONIGHT'S LINE UP

killmeinparadise (ANTH) #22:00 - 23:30
nora #23:30 - 00:30
alk (Gully Riddim) #00:30 - 00:50
G94 (Gully Riddim) #00:50 - 01:10 (live)
killmeinparadise b2b alk # 01:10 - 01:50
rico #01:30 - Late

ANTH X ROARINGWILD®

*





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**BETWEEN ATTRACTED A LOT OF ATTENTION
LOCALLY AND EVEN IN BEIJING, SHANGHAI,
CHENGDU AND SHENZHEN
BEFORE IT WAS NAMED.**

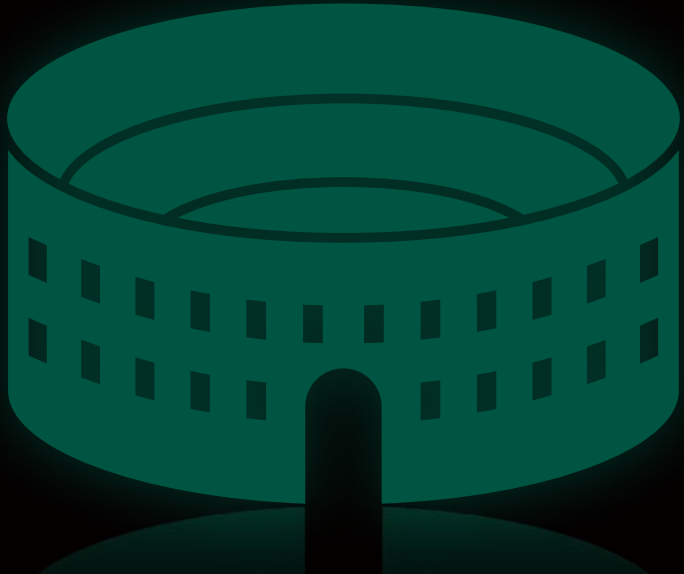
The short film “What Kind Of Club Will You launch In Guangzhou?”,
produced by ANTH and Silhouette, **has received over 20,000 views.** In
addition to the eye-catching controversial script, video and layout...

The launch process of between was also a highlight - respecting every
music fan and partygoer, and inviting them to participate in almost every
creative aspect and to vote for naming the music club before the launch
of between , which led to the evaluation of between from the public:

A Music Club In Guangzhou Decided By Everyone's Vote.

RESULT - BETWEEN

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RESULT

BETWEEN

23

24

是你
告诉
我们
这间
俱乐
部的
名字
叫...

between



CLICK THE PHOTO TO
WATCH OUR FILMS!

ANITE IMPACT K&K IDTA

RESULT - BETWEEN

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BLUEPRINT

BLUEPRINT

In just 2 years of existence, IMPACT has played a revolutionary role in the culture and entertainment industry.

With music as the core of its development, IMPACT has been meeting the needs of various sectors of Creativity, Artist Management, Audio and Video Production, Distribution, Human Resources, and Store Operation.

OF

Reshaping the brand strategy with the attitude of the greatest "IMPACT TENET", the team will reach out to more partners to unlock the business potential of IMPACT.

With the goal of cultivating every elite in "Enterprise Publicity", "Artist Agency", "Internal Affairs", "Distribution" and "Education", the team will present professional abilities and stand out in the domestic competitive environment.

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2021

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IMPACT
MUSIC
INC.

2ND
STREET

ANTH

BET-
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@impact.cn



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@impact_ent



Impact Entertainment (IMPACT_ENT)



@impact_ent



https://soundcloud.com/impactmusic_cn



@ImpactMusicOfficial



IMPACT ENTERTAINMENT OFFICIAL



impact.ent.cn@gmail.com



FOLLOW US ALL PLATFORMS AVAILABLE



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THANK
YOU