



UK Trade & Investment

LA Sync a big hit for Jalapeno Records

Fast facts

Company: Jalapeno Records

Industry: Creative

Target Markets: USA

UKTI Services: Missions, Market Visit Support, Overseas Market Introduction Service

www.jalapenorecords.com

Smoove & Turrell, one of Jalapeno Records' bands who have secured multiple US sync deals.



Jalapeno Records has joined several LA Sync Missions organised by UK Trade & Investment (UKTI). As a result, the record label has secured US\$150,000 worth of sync deals, with music by their artists featured on hit television shows like Grey's Anatomy and CSI.

Independent record label, music publisher and management company, Jalapeno Records, represents 20 bands, covering a broad spectrum of funk, soul and electronic music.

Having started out with a focus on vinyl and CDs, in recent years the company has branched out to pursue sync deals for its artists. In television, film and even video games, sync, short for synchronisation, is the matching of background music to a scene, to enhance the dramatic narrative and emotional impact. The right to use the track is granted by the copyright holder in a synchronisation license.

"We got into sync by chance, really," says Trevor McNamee, Managing Director at Jalapeno Records. "An agency in Italy

called to ask if they could use one of our tracks for an advert. I first heard about LA Sync through the Association of Independent Music (AIM). I didn't really know what to expect, but I was happy to go along with a few of my artists' CDs."

Worthwhile investment

Jalapeno Records received funding through UKTI's Market Visit Support scheme (MVS) towards the costs of attending LA Sync in 2008. During the mission, UKTI organises opportunities for the delegates to network with local industry representatives at high profile events, like a Garden Party at the Consular General's residence in Los Angeles. Trevor met key players in music, film and TV, such as the heads of music at CBS Studios and at Disney as well as music supervision companies like Chop Shop, Hit The Ground Running and top independent supervisors.

UKTI also hosts panel discussions, where music executives talk about how they prefer to receive tracks, and provide tips on how best to pitch to them.

"It's been helpful to have the costs of attending LA Sync covered by UKTI," says Trevor. "At first I felt it was a bit of a risk to commit money to it as there was no guarantee of the trip actually bringing in any deals. Now I know that the investment pays off – if you have a good product there's a good chance of generating business. The level of connection that UKTI facilitates for us during the LA Sync Mission is outstanding. I've learned a lot from the panels. Hearing the point of view of the person receiving the music focusses the mind on how to make sure we stand out and present ourselves in the best possible way."

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Gold dust

Two sync deals came out of the first LA Sync that Jalapeno Records attended: one for Grey’s Anatomy and the other for an independent feature film.

Following the mission, Trevor joined up with some of the other labels in the delegation to split the cost of commissioning an Overseas Market Introduction Service (OMIS). The brief to UKTI in Los Angeles was to provide contact details and warmed up leads for around 50 music executives, many of whom had been on the mission panels. Trevor has since had appointments with many of those on the list.

“There’s definitely money to be made from the high turnover of TV and film that comes out of the USA,” says Trevor. “They all need background music! The contact list that UKTI gave us through OMIS was like gold dust. Having UKTI get in touch with them on our behalf gave us a massive competitive advantage. I’ve found that music executives have been really open to having meetings and being pitched, especially if I tell them that I was with them at LA Sync.”

Outstanding support

Seeing how valuable a visit to the USA was, Jalapeno Records has gone back each year, either as part of LA Sync – twice more funded by UKTI’s MVS – or independently. Trevor estimates these visits have generated around US\$150,000 worth of sync deals for his artists.

In October 2013, Jalapeno Records sent one of its staff members on a 2-day seminar as part of Passport to Export, the UKTI programme that helps businesses to prepare for international markets. Passport also provided match funding for a promotional campaign for one of the label’s artists. This helped pay for exposure on radio, plugging, press and club promotions in France, Germany, Benelux and the USA.

“UKTI has really encouraged us in our export efforts,” says Trevor. “Passport was a useful learning opportunity and through the additional funding, UKTI helped us to achieve direct promotion in different markets, which is a great selling point for our artists. I’d definitely advise other record companies to get in touch with UKTI – they really know what they’re doing and provide outstanding support. Today around 50 per cent of our business comes from outside the UK, and UKTI has been an important part of this success.”

The UK and the USA

The UK and the USA are each other’s single largest investors and most important partners in science and innovation. In fact, more than a quarter of new investment projects in the UK come from US investors, and bilateral trade between the UK and the USA is worth around £120 billion per year.

In 2013, the USA continued to strengthen its relationship with the UK, funding 501 projects and creating 32,488 new jobs. About a million people in the USA work for British companies, while a further million in the UK work for American firms.

The US economy is integrated and largely self-contained, with every major industry represented. The sheer size of the USA means it should be treated as a series of regional markets with varying characteristics.

For further information about business opportunities in the USA, please go to gov.uk/ukti

Helping you to do business abroad

Doing business in another country can be a challenge, so it’s good to know that UK Trade & Investment is there to help you succeed.

Through a range of unique services, including participation at selected trade fairs, overseas missions and providing bespoke market intelligence, UK Trade & Investment can help you crack foreign markets and quickly get to grips with regulations and business practices overseas.

Through our Passport to Export programme we offer new and inexperienced exporters:

- Free capability assessments
- Support in visiting potential markets
- Mentoring from a local export professional
- Free action plans
- Customised and subsidised training
- Ongoing support once you’re up and running

UKTI was delighted to support Jalapeno Records in its business overseas.

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