MIRANDA CRAZY MARKETING PLAN
Working Document, current 2/16/07

OVERVIEW:
As her debut album Kerosene is about to hit the 1 million sales mark, Miranda Lambert prepares a May 1, 2007 release of her second Sony disc Crazy Ex Girlfriend.

The key challenge from the first album has primarily been garnering enough radio airplay caused in large part by the fact that the music worked at country radio so far does not tend to test as well early on as needed with the core country female demographic which is an audience older than Miranda's key 18-24 female demo.

Miranda has consistently built an audience on the road and had some great touring opportunities. She has been nominated for some important awards including a Grammy and CMA Horizon Award, has received great support and a great amount of critical acclaim from the press for both her performances and her songwriting. She is respected by her peers, and can among other things claim on her calling card that she is the most successful act to date to emanate from the USA Network's "Nashville Star" music competition TV series.

POSITIONING:
*Miranda will continue to be seen as exactly who she is....a friendly-down-to-earth country girl with a distinctive edge and attitude, but a gentle heart. She's a dream girl, and someone almost anyone can imagine being friends with, particularly young girls and young women her own age.

*"RELATABILITY" is a word to definitely keep in mind in all focus areas of her career. Her audience has to emotionally lock in a relate to her as a person and a personality to lock in for the long haul, more important than any one song or "hit".

*Press quotes to support the positioning can include:
-Her twanging chants and thumping beats makes us want to grow a mullet and tame a wild bull just to impress her. (Askmen.com)
-"Lambert delivers a personality-packed performance." (Billboard)
-Her long blond hair and Playmate looks may have helped make her first album this year's biggest-selling solo country début, but she's no novelty (The New Yorker)
-...behind the pretty face is a musician who demands to be taken seriously. (LA Times)
-She is an accomplished songwriter – and has a killer voice. (Atlanta Consitution)

FINAL

SDARS Ex. 37

RADIO

*CRS:
-Miranda is performing on the 2007 New Faces Show
-Appearance on the SonyBMG Boat
-Miranda will cut liners and do interviews with radio syndicators to set up the next album release while at CRS.

*Radio satellite tour to be scheduled

*Tour Dates: Though Sony has continued to move around songs and add dates for her next single, she has still been doing her share of set-up in 2007, primarily with radio stations tied to tour cities in the early part of the year.

*Tour promotion ideas:
1) Miranda makes you famous in a small town...in addition to m&g, winner introduces Miranda
2) Come onstage for photo op that gets inserted into Turner Town Gazette frame
3) gets into'd as winner and sits stageside for performance
4) in competing station markets, a soundcheck party could cover the other station

*Radio phoners, Nashville radio visits, WGNA/Albany visits, WUSY/Chattanooga visit. etc. Also planned are 2/23 visits- to KJJY/KHKI in Des Moines, and 2/24- St Louis- Backstage with WIL and KSD

"Famous in a Small Town" – ad date is now 3/19

RELEASE WINDOW PROMOTIONS/FULFILLMENT ON TOUR
Pending pitch, dates/markets include:
6/22 – Charlotte, NC (#17 sales market)
6/23 – Raleigh, NC (#25 sales market)
6/29 – St. Louis, MO (#22 sales market)
6/30 – Kansas City, MO (#14 sales market)
7/5 & 6 – Detroit, MI (#20 sales market)
7/8 – Milwaukee, WI (#29 index market)
7/13 – Va. Beach, VA (#24 index market)
7/14 – Washington, DC (#7 sales market)
7/22 – Philadelphia, PA (#10 sales market)
7/27 – Seattle, WA (#8 sales market)
7/28 – Portland, OR (#30 sales market)

ADDITIONAL PROMOS TBD AS DATES ARE ANNOUNCED
8/2 – Salt Lake City, UT (#18 sales market)
8/3 – Denver, CO (#23 sales market)
8/10 – Tampa, FL (#13 sales market)
8/23 – Cleveland, OH (#15 sales market)
8/25 – Boston, MA (#25 sales market)
9/7 – Phoenix, AZ (# 16 sales market)
9/13 – Cincinnati, OH (#27 sales market)
9/14 – Indianapolis, IN (#14 overall country sales)

THOUGHT: XM Radio beginning a new monthly concert series from the Wildhorse in Nashville. Should schedule that into her calendar.

*Since single terrestrial radio station airplay is tentative at best, it would be smart for Miranda to cover as much national syndicated and satellite radio outlets as possible prior to the album release. These would include:

ABC Radio Networks
AP Radio Network
Ben & Brian Countdown morning show
CNN Radio
Danny Wright All Night
Jeff Foxworthy Countdown
Imus
Launch
Lon Helton Countdown
Nascar Country
NPR's Rewind
NPR's Prairie Home Companion
Racin Country USA
Westwood One
XM Radio
Acoustic Café
Big D & Bubba
CMT Radio
Country Crossroads
DMX Kickin Country
Huntsman Entertainment
Jones Radio Network
Lia Show
MJI Broadcasting
NPR's All Things Considered
NPR's Fresh Air
Sirius
United Stations
X Radio Networks