

# Packaging and branding your quartet

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to get more gigs!



Åsa, Susanna, Debora and Kicki

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[www.matchboxquartet.se](http://www.matchboxquartet.se)

# Find your quartet image.

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Four persons – find your quartet identity.

Quartet name.

Quartet logo.

Stage and off-stage clothes.



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# Your repertoire.

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What kind of music does your quartet like?

What kind of music does your audience like?

Different kinds of gigs.

Weddings, corporate events, christmas parties etc.

The dynamics of your performance.

Uptunes vs ballads

Humour vs seriousness

Modern vs classics

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# Find characters / themes.

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Use your imagination to find unique characters or themes.  
Change the lyrics and / or find songs that fit your character.  
Use your character to give your audience variation.



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# Present your quartet.

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Business cards, brochure, website, newsletter, happenings etc.

Think of your target group. What is interesting for them?

Be simple and clear.

Let your image shine through everything.

Present your quartet more as you would like to be,  
rather than what you are right now.

Don't be modest – sell yourselves!

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# Business cards.

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Set fire to your party!

[www.matchboxquartet.se](http://www.matchboxquartet.se)  
[matchbox@matchboxquartet.se](mailto:matchbox@matchboxquartet.se)

debona thernström (tenor) +46-731 56 62 27  
åsa fagenström (lead) +46-70 626 95 06  
susanna balsvik (bass) +46-733 85 11 50  
kicki braun (baritone) +46-733 90 90 34



HILTON BABES  
★ ★ ★ ★


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# Web site.

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**NEWS**

- Matchbox goes to England!**  
Barbershop education seminar in Croydon.
- Matchbox fifth in nordic barbershop competition!**  
See the pictures
- Melanie Wroe coaching Hilton in showmanship**  
More...
- Alba and Hilton Babes in Dortmund, Germany!**  
See all the pictures
- Peggy Gram in Sweden – coaching Hilton Babes!**  
More...
- Hilton Babes on YouTube**

**Set fire to your party!**  
Let a Matchbox Minishow add blazing and sparkling fire works to your special event. We sing and mix pop, rock, jazz and barbershop music – from hot rocking stuff to burning love ballads. And we do it a cappella. Our voices are the instruments.

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Repertoire | Photo gallery



**Are you planning a grand festivity or just a smaller gathering?**  
A corporate conference, a celebration, an exhibition opening, an anniversary celebration, a product launch, an office party, a wedding or a birthday surprise party?

With broad experience from shows and entertainment in both Sweden and abroad we can customize a Minishow programme that is perfectly adapted to your actual event. We can adjust the lyrics of a song, and dedicate the talk in between songs, to the guest of honor, to your company or even to a specific product that you want to highlight at the occasion.

A Matchbox Minishow is usually around half-an-hour all in all. It can also be divided into two or three parts to be performed at different items on your agenda.

Tell us what sort of event you are planning – and we'll present an idea of how Matchbox can add to the success of your special event.

*"Great artists. We are very satisfied"*  
Sven Alrenius, JB Travel  
(Customer event at Grand Hotel, Stockholm)

*"Delightful surprise when Matchbox appeared. Very appreciated!"*  
Maria Karlström  
(Birthday celebration in Stockholm)

*Wonderful, festive break at the conference. They have charisma!*  
Upplands-Väsby Promotion  
(Trade and Industry Day 2006 and 2008)

*A topper! Four spectacular flames filled the party with music!*  
Sven-Erik Pettersson, Sepab  
(60-year anniversary reception)

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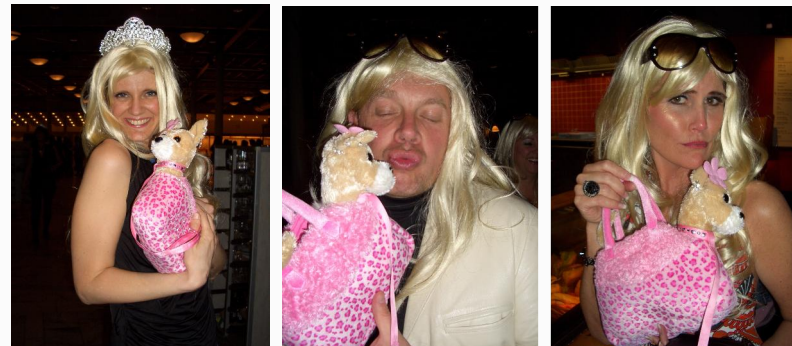
# Happenings.

**MATCHBOX NEWS**  
www.matchboxquartet.se

**BRATTY HILTON IN SHOCK:**  
**Kinky-Pinky kidnapped**  
at barbershop convention!

**EXTRA!!!**  
Booby Hilton at singers' & swingers' party in Stockholm.

**BREAKING NEWS**  
Bitchy Hilton knocked out paparazzi!  
**Transy Hilton flashed her flesh!**



# Gigs and performances.

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Don't wait to perform until you're "better".

Use every opportunity to expose your quartet. Sing everywhere!

Always say YES to a gig.

Have the guts to ask for payment.

Give suggestions of gig-packages.

Socializing and networking.

Leave business cards (if it's ok with your client).

Keep in touch with your client.



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# Make a documentation of your performances.

Take pictures and write about your experiences.  
That gives your clients ideas of how you can fit in to their event.

What does the audience say about you?  
Write it down, and use your clients as references.

Ask your clients for permission to publish pictures of them on your web site.  
Let them be a part if they like.



Matchbox Om oss Gästbok Kontakta oss Vänner Bloggen Hilton Babes

## Hiltons på födelsedags- bjudning i Bromma

må 14 jul 2008

Anders Toblasson vill gratulera sin vän Göran på 60-årsdagen med något alldeles särskilt. Han vet att Göran är svag för blondiner, och för att göra honom avundsjuk tänker han ta med sin nya blonda kärlek till festen. Anders fru har tidigare under bjudningen trovärdigt meddelat att de är på väg att skiljas. Så när Anders väl kommer (något sent) undrar alla nyfiket vem han tagit med. Det visar sig att det är fyra – i likadana kläder...

Det bjuds på champagne på bryggan, och uppe på terrassen innan förrätten presenterar Anders äntligen sina nya flickvänner för alla gästerna: Paris, London och Stockholm Hilton och så lillasyster Scandic. Vi sjunger för födelsedagsbarnet och skålar och hurrar. Det blir en lyckad tillställning!

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# Summary.

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Who are you / who would you like to be?

Expose yourselves!

*Your quartet is now a brand and hopefully you'll get more gigs!*

*Good Luck!*



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Thanks!

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