DEMO DECK — RUE MERIDIAN AND THIS CAMPAIGN ARE FICTIONAL, MADE TO SHOW WHAT PAGER GENERATES

RUE MERIDIAN

EIGHT ROOMS ONE VAN, AND A CAMERA RUNNING

Rue Meridian is taking an independent soul record round eight UK cities in a transit van. **Northbound Studio** films all of it — a **22-minute short** about what touring actually costs. **Five brands** come along.

8 DATES · INDEPENDENT | MANCHESTER TO GLASGOW | 5 PARTNER SLOTS

THE IDEA

Independent doesn't mean invisible.

> Everyone films the sold-out night. Nobody films the six hours in the van that paid for it.

Eight cities, sixteen days, one van. No label, no tour bus, no crew beyond a two-person film team. Northbound Studio follows the whole run and cuts it into **'The Long Way Round'** — a 22-minute short about the economics of touring independently.

Five brands come along, each with **guaranteed content deliverables** and category exclusivity. Not a logo on a slide — the things a small brand can actually use.

WHAT'S CONFIRMED

DATES	4–19 Mar 2027
CITIES	8 · Manchester → Glasgow
VENUES	250–800 cap 6 of 8 confirmed
OUTPUT	22-min short + stills & verticals
FILM TEAM	Northbound Studio
PARTNER SLOTS	5 — category exclusive

Demo deck. Rue Meridian, Northbound Studio and every figure here are fictional, created to show what PAGER generates from a creator's intake.

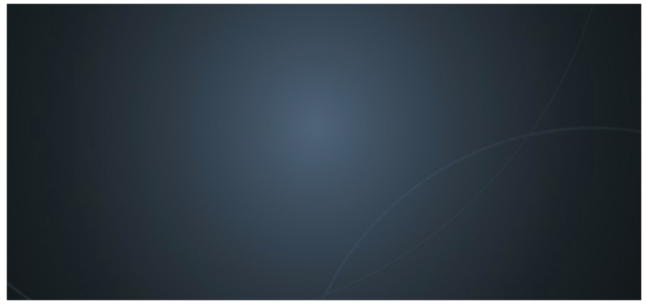
Sixteen days. Eight rooms. One cut.



ACT 1

The North

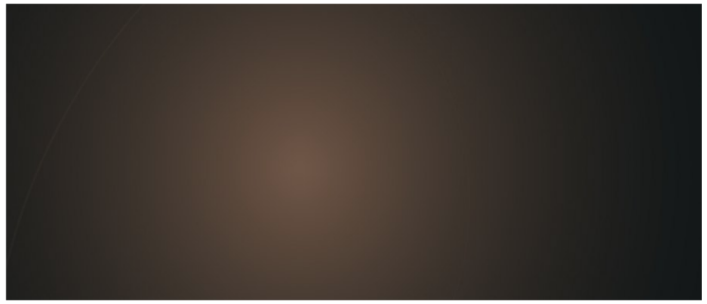
Manchester, Leeds, Newcastle. Load-in, soundcheck, the merch table. Where the record either travels or it doesn't — and the first gifting activation.



ACT 2

The Middle Stretch

Sheffield, Nottingham, Birmingham. The unglamorous half: the drives, the service stations, the night the PA fails. This is the part of touring nobody documents, and the part brands sit inside most naturally.



ACT 3

The Film

'The Long Way Round' cuts in summer 2027, with a Manchester screening and a free public release. Partner brands carry through from footage to credits to launch.

THE ARTIST

Small rooms, loud ones.

Rue Meridian has released two records without a label and sold out rooms in six cities on word of mouth. The audience is small enough to know by name and loyal enough to travel — the profile brands increasingly prefer to a rented one.

The tour is self-funded. That's the story the film tells, and the reason partner integration reads as real rather than bolted on.

- 2 independent releases
- Manchester, UK
- 121K combined following
- Subject of 'The Long Way Round'

@RUEMERIDIAN — DEMO DECK, PLACEHOLDER ART

THE NUMBERS

What's ours, and what's context.

121K	16	5	22MIN
COMBINED FOLLOWING	DAYS ON THE ROAD	PARTNER SLOTS	SHORT FILM

RUE MERIDIAN / OWNED REACH

Instagram	68K
TikTok	41K
YouTube	12K
Mailing list	4.2K

TOUR CONTEXT / NOT SOLD AS REACH

Tickets across 8 dates	3,400
Rooms already sold out	6 of 8
Cities on the run	8

AUDIENCE / FROM IG INSIGHTS

Female	58%
Age 25–34	47%
UK-based	71%
Age 18–24	29%

※ Demo figures. In a live deck the owned-reach column syncs from the creator's connected accounts and audience data is pulled from their own platform insights. Ticket and venue figures are tour context — the environment a partner enters, not reach delivered to them, and never sold as such.

WHAT A PARTNER GETS

Guaranteed minimums. Not "where possible".

10

Still images

Minimum ten edited, colour-graded stills featuring your product on the road, delivered within 5 working days of the final date. Shot list agreed before we leave.

3

Vertical videos

Minimum three vertical cuts for your own channels — the product moment, the road, the room. Supplied as clean assets with no Rue Meridian watermark.

2

Named placements

Minimum two named appearances inside the film itself, listed in the post-campaign report. Named, not estimated.

ALSO INCLUDED ✓✓

- Category exclusivity — no competing brand on the run
- Agreed shot list before the first date
- Merch-table presence at all eight dates
- One named contact for the whole tour
- Post-campaign report: assets, placements, delivery log
- Usage licence stated in writing, per tier

PARTNER TIERS

Five slots. Three ways in.

	ROAD PARTNER £1,500 · 3 slots · category exclusive	TOUR PARTNER £4,000 · 1 slot · category exclusive	FILM PARTNER £9,000 · 1 slot
Product on the road, all eight dates	✓	✓	✓
Guaranteed minimums (10 stills · 3 videos · 2 named)	✓	✓	✓
Merch-table presence	✓	✓	✓
Social tag across IG, TikTok, mailing list	✓	✓	✓
Category exclusivity	In tier	In tier	Tour-wide
Product placement inside the film	—	✓	✓
Credits & launch promotion	—	✓	✓
Manchester screening invitation	—	✓	✓
Presenting billing & title card	—	—	✓
Early hosting window on your channels	—	—	✓

What each tier includes.

ROAD PARTNER

£1,500

3 SLOTS · CATEGORY EXCLUSIVE

- Product travels the full eight dates
- **10 stills · 3 vertical videos · 2 named placements** — guaranteed minimums
- Merch-table presence at every show
- Tag / mention across Instagram, TikTok and the mailing list
- Assets delivered within 5 working days; cleared for your owned and organic channels
- *Gifting and content only — Road Partner product does not appear in the film.*

MOST COMPLETE

TOUR PARTNER

£4,000

1 SLOT · CATEGORY EXCLUSIVE

- Everything in Road Partner
- Natural product placement inside 'The Long Way Round'
- Rue and the touring party using the product on camera
- Brand acknowledgement in the film credits and launch promotion
- Invitation to the Manchester screening, summer 2027
- A dedicated behind-the-scenes cut for your channels

ONE ONLY

FILM PARTNER

£9,000

1 SLOT

- Everything in Tour Partner
- **Presenting billing** — 'The Long Way Round, presented by [your brand]'
- Opening and closing title card
- Early hosting window on your site or channel, ahead of public release
- Named publicly as Film Partner across launch
- Category exclusivity across the whole project — not just your tier

NEXT STEPS

Five slots.
Sixteen days.

CONVERSATIONS OPEN	DECISIONS	AGREEMENT + DEPOSIT	PRODUCT RECEIVED	ON THE ROAD
Now – 12 Dec	**By 20 Dec**	**Early Jan**	**By 20 Feb**	**4 – 19 Mar**

Product needs to reach Manchester by **20 February** to make the first load-in. If your category is already taken we'll say so straight away rather than keep you waiting.

START A CONVERSATION →