AGENTS OF SLANG

CULTURE PRESSING

Ideas people carry forward.

GIVE PEOPLE A REASON TO CHOOSE YOUR BRAND.

We create the idea and the conditions for people to carry it forward.

Be distinctive

An original point of view people can connect to your brand.

Earn a place

Collaborate with people who know the community from within.

Build preference

Give people something worth returning to, joining and sharing.

OUR FOUNDER HELPED CHANGE WHAT THE WORLD DANCED TO.

Chicago, 1984.

Vince Lawrence and Jesse Saunders co-created On and On, widely regarded as the first commercially released house record.



A RECORD NEEDED PEOPLE TO CARRY IT.



From Vince Lawrence’s archive. House grew from Chicago’s Black and queer club communities and their collaborators.

1 **Make something original**

Give the dance floor a new sound.

2 **Put it in trusted hands**

Press records. Reach DJs, parties and radio.

3 **Make room for more voices**

Help other artists create and keep the scene moving.

CULTURE PRESSING

More than forty years later, the principle still guides us.

Create ideas people choose to replay, share, participate in and make their own. Build a lasting connection with the brand behind them.

CONTRIBUTION

Adds something to the scene.

REPLAY

Gives people a reason to return.

PARTICIPATION

Makes room for other voices.

BRAND CONNECTION

Gives the brand a clear role.

FOUR CAPABILITIES. ONE CONNECTED IDEA.

01	**Culture-Driven Creative**	An original idea with a reason to exist.
02	**Authentic & Native Production**	Content made for its audience and platform.
03	**Creative Co-Signers**	People who bring credibility and participation.
04	**Ownable Sounds**	Music that gives the brand feeling and recognition.

GIVE CULTURE SOMETHING NEW.

A new point of view.
An original story.
A reason to join in.

We connect cultural insight to a brand truth, then create an idea people can do something with.

STRATEGY / CAMPAIGNS / EXPERIENCES

MAKE IT RIGHT FOR WHERE IT LIVES.

From a creator’s camera to a full crew. The right scale for the story, platform, budget and deadline.



Films, social series, interviews, live capture and the versions each channel needs.

CREDIBILITY HAS CO-AUTHORS.

Artists. Creators. DJs. Tastemakers. Community builders who help shape the work from the beginning.

Community connection

What gives them a real place in the scene?

Creative contribution

What can only they bring to the idea?

Audience fit

Who trusts them and chooses to participate?

Brand fit

Can we make something meaningful together?



GIVE YOUR BRAND A FEELING.

Original sound

Scores, compositions and sonic identities made for your brand.

Licensed music

Existing tracks chosen and cleared for your story and channels.

FROM MUSIC CULTURE TO BRAND STORIES.

NISSAN

PRIDE Partners of Progress

BIKTARVY

I Can’t Believe It’s Me

Music by Slang Music Group. View the campaign credits and films.

ONE IDEA. BUILT TO TRAVEL.

The idea and its route into culture are developed together.

THE IDEA

What conversation can the brand start?

THE PRODUCTION

How should it live on each platform?

THE CO-SIGNERS

Who can create it and invite others in?

THE SOUND

What will people feel and recognize?

WHO MADE YOUR SCENE?

Give credit to the people who make creativity possible.

A lifestyle brand invites a community to celebrate its unsung creative catalysts, then gives the next generation a platform and practical support.

A STORY PEOPLE CAN ADD TO.

Creative	Invite people to name the person who helped them find their place in the scene.
Production	Capture short portraits and creator-shot responses, with a hero film if the scope calls for it.
Co-signers	Ask local creators to make the first nominations, tell their stories and invite others in.
Sound	Create a musical theme and invite cleared local reinterpretations that keep a recognizable motif.

BRAND ROLE Fund the next commission. Give emerging talent a platform.

CULTURAL FREEDOM. CLEAR ACCOUNTABILITY.

ONE SHARED BRIEF	Business objective, audience, brand role and the change we need to create.
A TEAM BUILT FOR THE ASK	A defined lead and a scoped mix of creative, production, collaborators and sound.
DECISIONS MADE EARLY	Budget, deliverables, usage rights, partner selection and approval owners.
LEARNING BUILT IN	Agree the measures, launch with a plan and adapt based on the response.

SCALE THE PRODUCTION. KEEP THE AMBITION.

FOCUSED ACTIVATION

One audience. One clear opportunity.

A defined concept, selected collaborators, native content and a scoped sound approach.

INTEGRATED CAMPAIGN

A connected release across channels.

A campaign platform, coordinated production, creator participation and music across formats.

ONGOING PARTNERSHIP

Build recognition over time.

A recurring creative program, evolving collaborators and reusable content and sound assets.

DEFINE WHAT MOVING PEOPLE MEANS.

Agree the business objective and the evidence before launch.

DESIRED CHANGE	EVIDENCE TO AGREE
Relevant attention	Reach in the intended audience, viewing quality and qualified engagement.
Brand connection	Message association, recognition and consideration where research is feasible.
Meaningful participation	Creator contributions, submissions, shares and repeat participation.
Business action	Qualified visits, sign-ups, trial or sales tied to the brief and available tracking.

Use a baseline or comparison where feasible. Separate paid delivery from earned response.

WHAT COULD YOUR BRAND SET IN MOTION?

Bring the business goal, the audience and the ambition.
We’ll shape the cultural opportunity, the creative route
and a scoped plan to bring it to life.

Start a conversation at agentsofslang.com

SOURCES & SELECTED CREDITS

AGENTS OF SLANG	Agency identity, production and music services, imagery and contact.
VINCE LAWRENCE	Founder biography and official portrait and archive photography.
NPR, VIA NCPR	From the Warehouse to the world: Chicago and the birth of house music.
LITTLE BLACK BOOK, 28 JUNE 2023	Vince Lawrence interview. Nissan and Biktarvy music credits.
THE NATIONAL, 15 OCTOBER 2020	Jesse Saunders on making and releasing On and On.

Campaign example is illustrative. Specific project roles are stated where credited.
Full source links and presenter context are included in the PowerPoint speaker notes.