



UKTI networks expand MHCM's contacts

Fast facts

Company: My Hart Canyon Music

Industry: Creative Industries

Target Market: US, Netherlands

UKTI Services: Passport to Export, Market Visit Support, Events & Trade Mission, Overseas Market Introduction Service

www.myhartcanyon.com



Practical, personalised support from UK Trade & Investment (UKTI) has given My Hart Canyon Music crucial contacts and renewed confidence as it promotes its artists in the US and the Netherlands.

The story of My Hart Canyon Music (MHCM) starts before the Exeter-based record label and publishing company was even set up. One of the artists that it represents, rock band Iko, had had a number of its tracks picked up for synchronisation. All Time Low was used on a DFDS Seaways television advert that aired in Denmark and the UK. Then, its song Heart of Stone was used on the soundtrack and promotional trailer for Hollywood blockbuster The Twilight Saga: Breaking Dawn Part 2. MHCM was incorporated to sign a licensing agreement giving the studio the rights to use the track to promote the film. More recently, two of the songs from Iko's first EP, Dazed and Confused, were also featured on hit TV show Grey's Anatomy.

"I've worked with Kieran Scragg and Neil Reed since we laid the foundations for MHCM in April 2011, having previously been manager of their first band Buffseeds," says Adrian Scragg, Managing Director of MHCM. "We were delighted when Heart of Stone was picked up to be featured in the soundtrack of The Twilight Saga: Breaking Dawn Part 2. The trailer clip went viral, with more than 40 million YouTube views by the time the film premiered in November 2012."

Getting export-savvy

In July 2012, Adrian met a UKTI International Trade Adviser (ITA) at Indie-Con, a conference run by the Association of Independent Music. The ITA explained about the different types of support that UKTI offers British companies doing business overseas. Soon enough, MHCM found it needed advice about how to secure an exemption from paying tax on earnings from US companies. The issues were complex and the company had tried

to find a definitive answer from various sources with no luck. A call from UKTI in Exeter to their colleagues in New York resolved the issue.

Soon after, Adrian heard about a UKTI Sync Mission to Los Angeles. During this four-day trade mission and conference, a delegation of 50 UK music businesses would network with 40 US-based music professionals working in film, TV, advertising and games. Adrian got in touch with UKTI in early March 2013 to ask how to get involved.

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Adrian Scragg, Managing Director of MHCM



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Adrian Scragg, Managing Director of MHCM

He was invited to join Passport to Export, the UKTI programme that helps businesses to prepare for international markets. This proved to be an enlightening experience. The company then secured a Market Visit Support grant from UKTI towards the costs of the mission.

“As part of Passport to Export, I attended a two-day workshop called Developing International Business,” says Adrian. “This was the first time we had considered ourselves as ‘exporters’ of music and this changed the way we approached the Sync Mission. The mission itself was amazing. It included a site visit to Disney and a networking reception at the British Consul General’s residence. Besides giving us the chance to place music and business cards in the hands of some key players in Los Angeles, we left with a strong database of contacts both in the US and UK.”

Strong support

Since the LA Sync Mission, MHCM has kept in touch with UKTI and the British Consulate in Los Angeles. When in July 2013 the company was making plans for Iko to play in the US at a Twilight fan-convention, UKTI in Los Angeles recommended a local agent to help with visa applications for the musicians. The company commissioned an Overseas Market Introduction Service (OMIS) asking UKTI and the Consulate in Los Angeles to publicise Iko’s gigs and set up meetings with useful contacts who could help to promote the band in the US. The British Vice Consul himself attended Iko’s performance at the prestigious Hotel Café along with people from his network who he thought the band should meet. He also arranged meetings with four major companies, including Lionsgate Entertainment and Create Advertising.

Meanwhile, UKTI in Amsterdam has also been supporting MHCM in the Netherlands, providing background information on people that the company is working with there.

“We wanted to get noticed by the community of film, TV and ads professionals,” says Adrian. “It was very effective to have the British Vice Consul send out a targeted email to his contacts, introducing Iko and including links to their music and the flyer for the gig. When we later hosted a launch event in London, seven people from the local Create Advertising office came along. We have since had a breakfast meeting with them and they are sending us briefs for music. The personal interest and hands-on support that we have had from UKTI, in particular the British Vice Consul in Los Angeles, has been genuinely useful and given us a lot of confidence. Everyone at UKTI has been very responsive, friendly and open, actively seeking out ways to help us.”

The export advantage

International trade has always played an important role in the UK economy. Today it accounts for almost 20 per cent of the nation’s GDP.

Exporting can be challenging, but the benefits can be the difference between profit and loss. Research carried out by UKTI shows that:

- companies that export become 34 per cent more productive in the first year alone
- 59 per cent of companies that exported either developed a new product or service or modified an existing one
- 85 per cent of companies reported that exporting led to a ‘level of growth not otherwise possible’
- 87 per cent said exporting had significantly improved their profile or credibility
- 73 per cent said exporting had increased the commercial lifespan of products or services

For more information, please go to www.ukti.gov.uk/export

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 My Hart Canyon Music in its business overseas.



To find an adviser in your chosen market and begin your own success story now, scan this code with your smartphone, visit www.ukti.gov.uk/trade, or email enquiries@ukti.gsi.gov.uk

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