

EMPOWERING ARTISTS. IMPACTING FANS.

Creative Partner for Superfan Experiences





We are **VICMEDIA HOUSE.**

A creative studio based in Miami, specializing in merch and superfan experiences for the entertainment industry.

Founded by Alejandro Vicuña, a seasoned music executive with over 16 years of experience, we combine strategy, design, and production to create merch drops and fan experiences that connect artists and audiences worldwide.

Latam roots. Global mindset.

WHY SUPERFANS MATTER

20%

of Artist Tour earnings
are lost due to a lack
of superfan engagement

56%

of superfans feel
disconnected

80%

of concert revenue
comes from 20% of fans

35%

of tour revenue comes
from merchandise and
concert experience

10X

is the amount superfans
spend compared to
casual fans

**Latin artists face growing demand
for authentic fan engagement**

**Fans seek more meaningful,
personalized experiences**

**Brands and talent benefit from
deeper loyalty and monetization
opportunities**

Vicmedia bridges that gap with integrity, creativity, and proven delivery

WHAT DRIVE US

Merch services & superfan solutions



Our Mission

To empower Latin talent to connect with fans through experiences that feel personal, elevated, and unforgettable.



Our Vision

To become the go-to creative partner for Latin artists building lasting fan connection and global brand impact.



Our Purpose

We believe superfans are the lifeblood of today's music industry. We help artists connect with fans through meaningful experiences that create emotion, drive loyalty, and turn every moment into a brand-building opportunity. All delivered with a boutique and personalized approach.

vicmedia

WHAT WE OFFER



Core Services

- Custom Merch Strategy & Design
- Production & Manufacturing
- Tour & On-site Sales
- Warehousing & Fulfillment
- Customer Service



Premium Add-ons

- Meet & Greet Experiences VIP
- Backstage & Soundcheck Access
- Video Content Creation
- Brand Collaborations & Drops
- Partnership with Champion

HOW WE WORK



Full-Service Model

- **Vicmedia covers all upfront costs**
- **Artist receives % of net revenue** (30% on merch / 60% on fan experiences)
- **Vicmedia manages design, logistics, fulfillment + on-site execution**

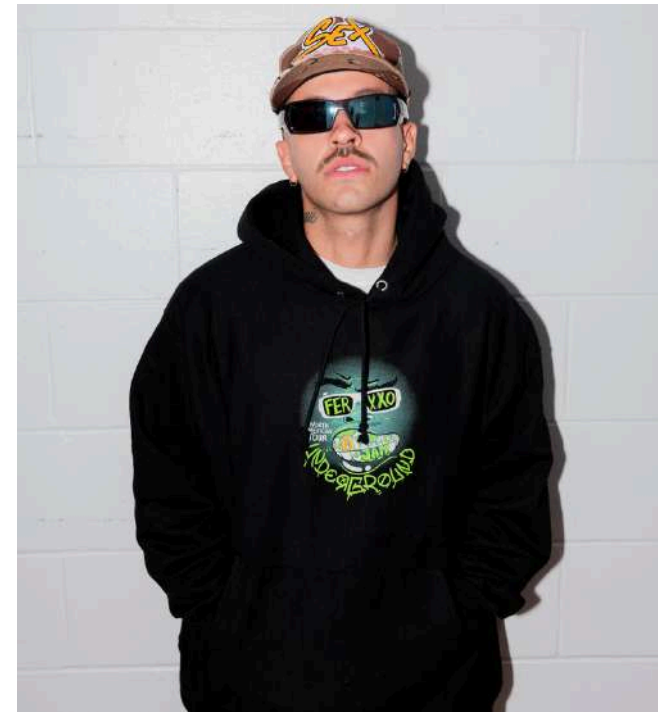


Artist-Managed Model

- **Vicmedia supplies merch to artist at wholesale cost.**
- **Artist keeps 100% of profits**
- **Artist manages sales + staffing**

Artists & Brands

Artists and brands we've collaborated with across live shows, custom merch, and superfan experiences.



Champion

amazon music

BACARDÍ

UNIVERSAL
UNIVERSAL MUSIC
LATIN ENTERTAINMENT

PAN

POLAR

CASALÚ

SOHO HOUSE

Feid U.S. Tour

Champion x Amazon Music
Collaboration



Scope

Lead agency managing product strategy
and execution for Feid's tour collaboration
with Champion and Amazon Music



What We Delivered:

Brand Partnership

Spearheaded and secured the Champion x Feid apparel collaboration, including sourcing 10,000+ Champion hoodies specifically for the tour.

Champion

Client Support

Served as the operational and creative partner to both Feid and Amazon Music, ensuring alignment across product direction, branding, and tour needs.

amazon music

Product Execution

Oversaw the full product lifecycle — from design coordination and sampling to manufacturing, quality control, and delivery for all tour merchandise.

Tour Fulfillment

Managed logistics and ensured on-time delivery and availability of merchandise across 100% of U.S. tour stops, supporting consistent sell-through at every venue.



Outcome

A high-visibility collaboration that elevated Feid's tour branding, aligned top-tier partners, and delivered a premium fan experience through exclusive merchandise. The Champion hoodie program alone generated \$1.2M+ in sales, contributing significantly to overall tour merchandise revenue.

Alleh &Yorghaki LATAM & US Tour

Merch &
Superfan Experience

Scope

Merchandise and fan engagement experiences for the La Ciudad World Tour in Latam, US & Europe.



What We Delivered:

Merchandise & Logistics

End-to-end management of tour merchandise: from manufacturing and fulfillment to full inventory control, shipping, and on-site distribution

Tour Fulfillment

Guaranteed tour merch was produced, packed, and delivered on time at every LATAM and U.S. stop

Sales

In-person sales operations, pricing strategy, and staffing for on-site sales

Fan Experiences

Meet & greet and after-show events across Latam and US

Outcome

Sold 5,000+ garments across 30+ shows throughout LatAm, the U.S., and Europe, marking a strong global merch run for Alleh y Yorghaki.

Elena Rose US Tour

Tour Merch &
E-commerce



Scope

End-to-end merch development
and e-commerce setup
for Elena Rose's U.S. tour,



What We Delivered:

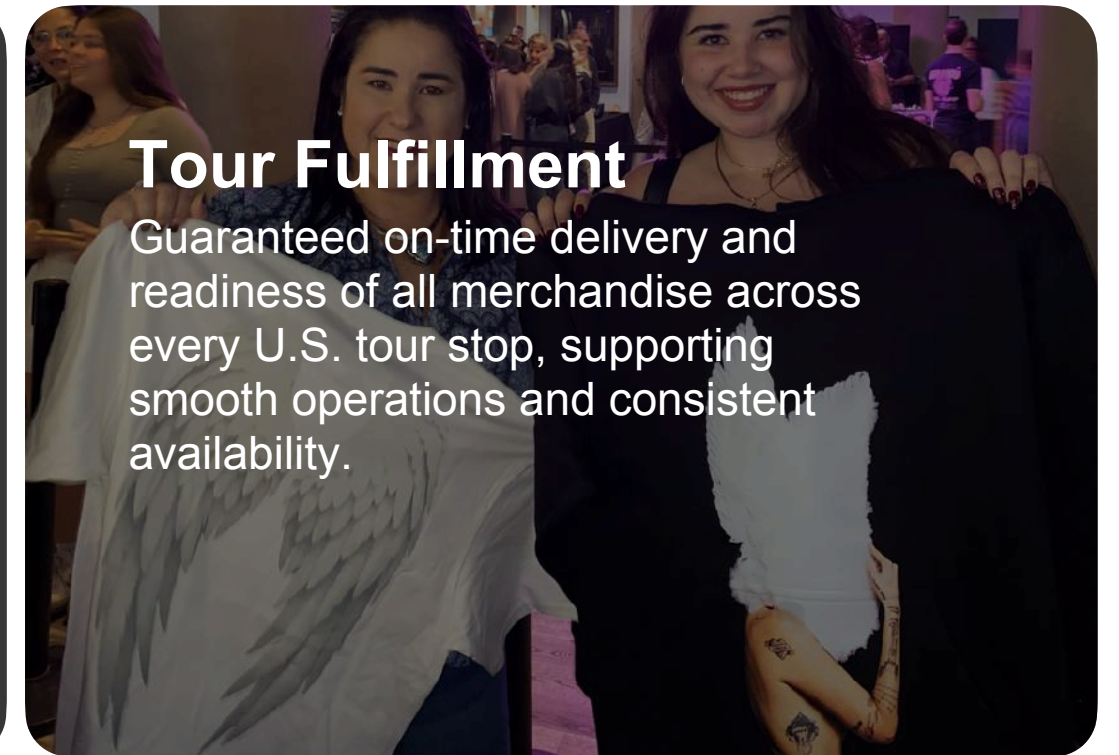
Merchandise & Logistics

End-to-end management of production, inventory control, and shipping, overseeing every stage from manufacturing to warehouse coordination.



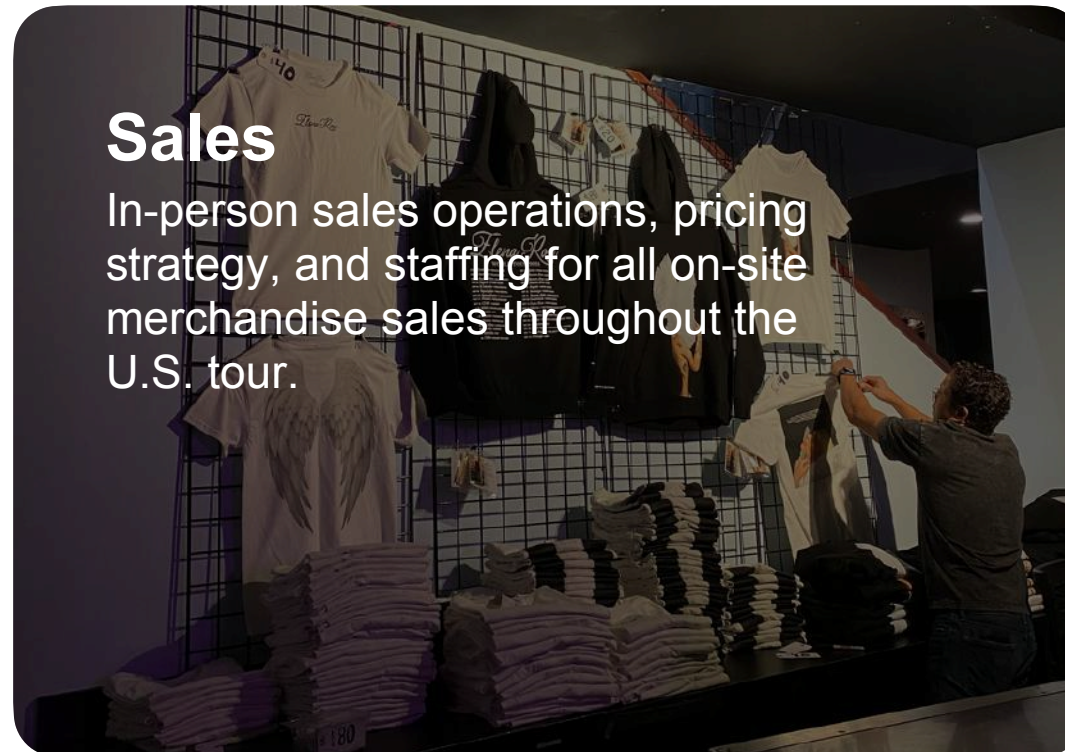
Tour Fulfillment

Guaranteed on-time delivery and readiness of all merchandise across every U.S. tour stop, supporting smooth operations and consistent availability.



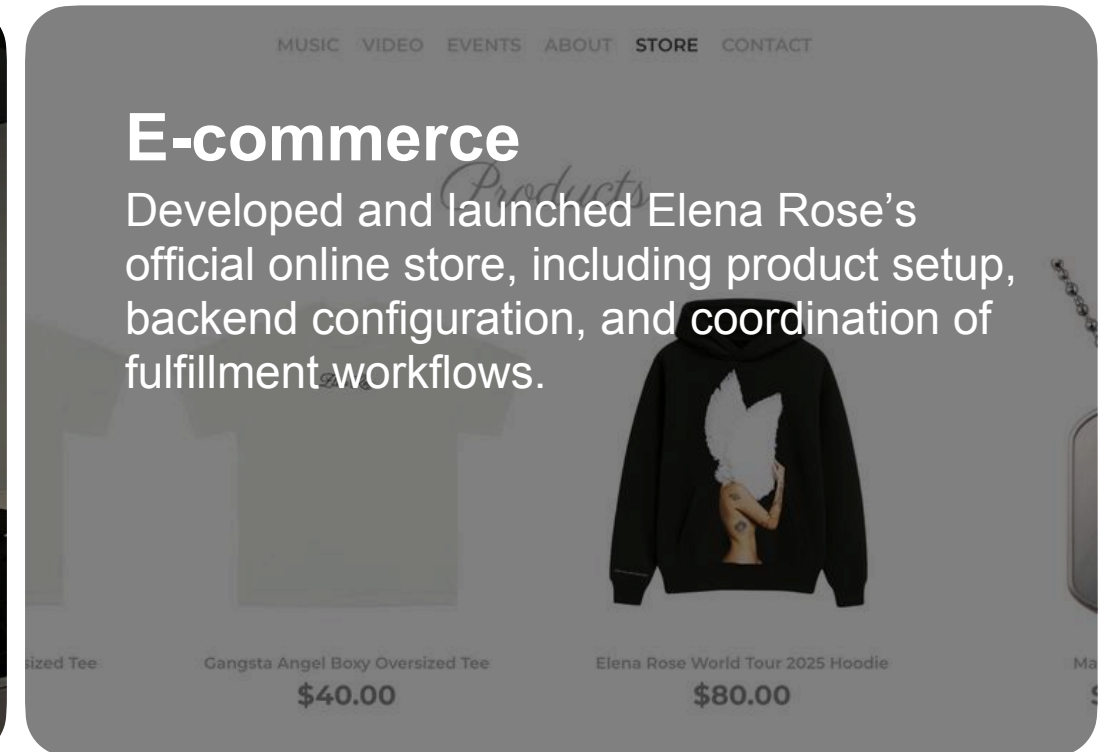
Sales

In-person sales operations, pricing strategy, and staffing for all on-site merchandise sales throughout the U.S. tour.



E-commerce

Developed and launched Elena Rose's official online store, including product setup, backend configuration, and coordination of fulfillment workflows.





Outcome

A high-performing U.S. merch run fueled by Elena's authentic connection to the products, driving immediate fan response. A signature merch drop sold over 400 units in 20 minutes, exceeding projections, with strong momentum continuing across the tour and her official e-commerce store.

Joaquina U.S. Tour

Merch &
Superfan Experience



Scope

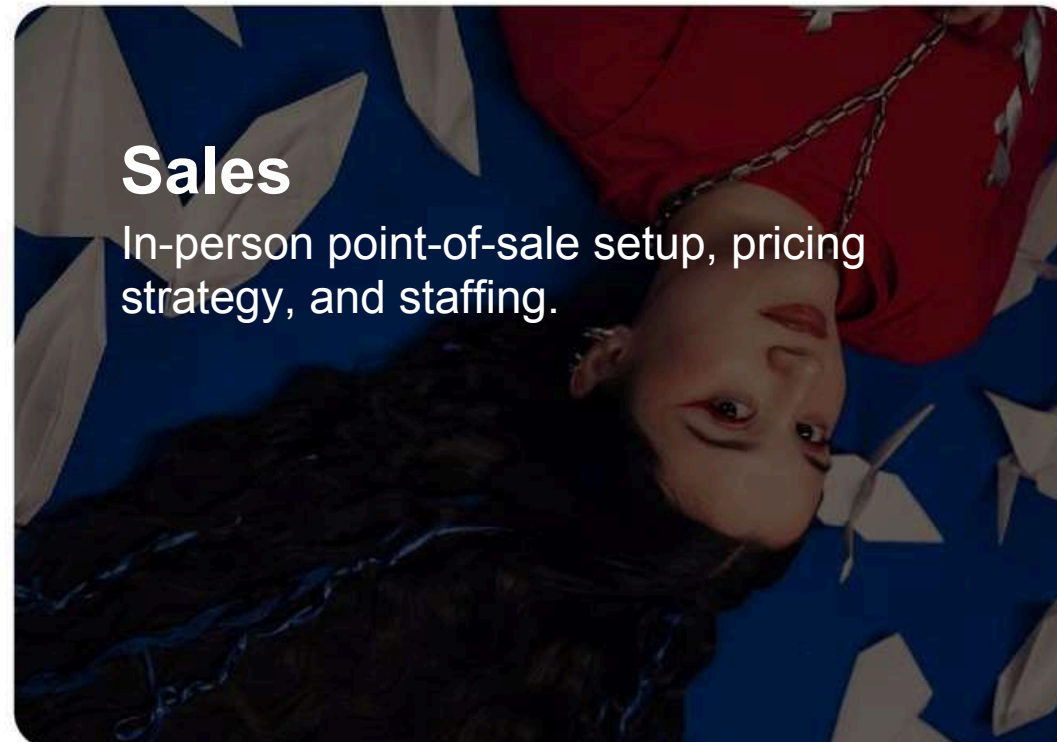
End-to-end management of
merchandise and fan engagement for
Joaquina's U.S. tour



What We Delivered:

Merchandise

Custom design, manufacturing, and fulfillment of tour merchandise

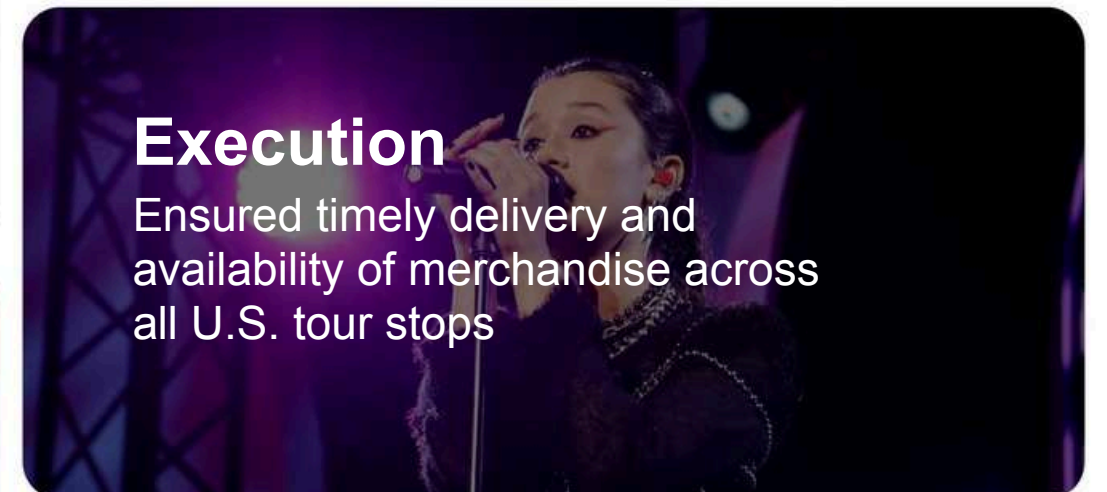


Sales

In-person point-of-sale setup, pricing strategy, and staffing.

Logistics

Full inventory management, shipping, and on-site tour distribution

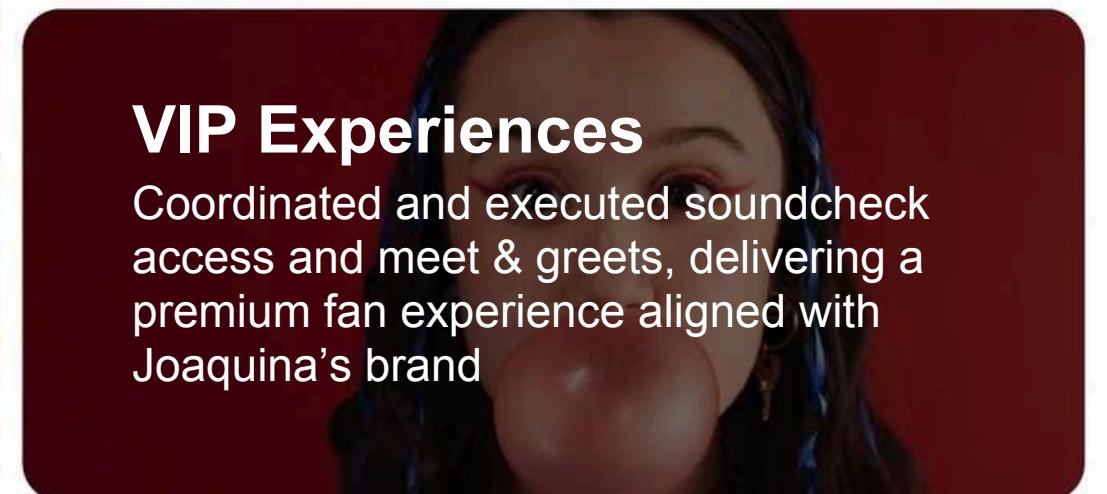


Execution

Ensured timely delivery and availability of merchandise across all U.S. tour stops

VIP Experiences

Coordinated and executed soundcheck access and meet & greets, delivering a premium fan experience aligned with Joaquina's brand





Outcome

Drove strong fan engagement for Joaquina's tour, with meet-and-greet purchases contributing nearly 40% of total fan experience revenue. Our team led the full meet-and-greet program, delivering one of the tour's highest-performing engagement channels.

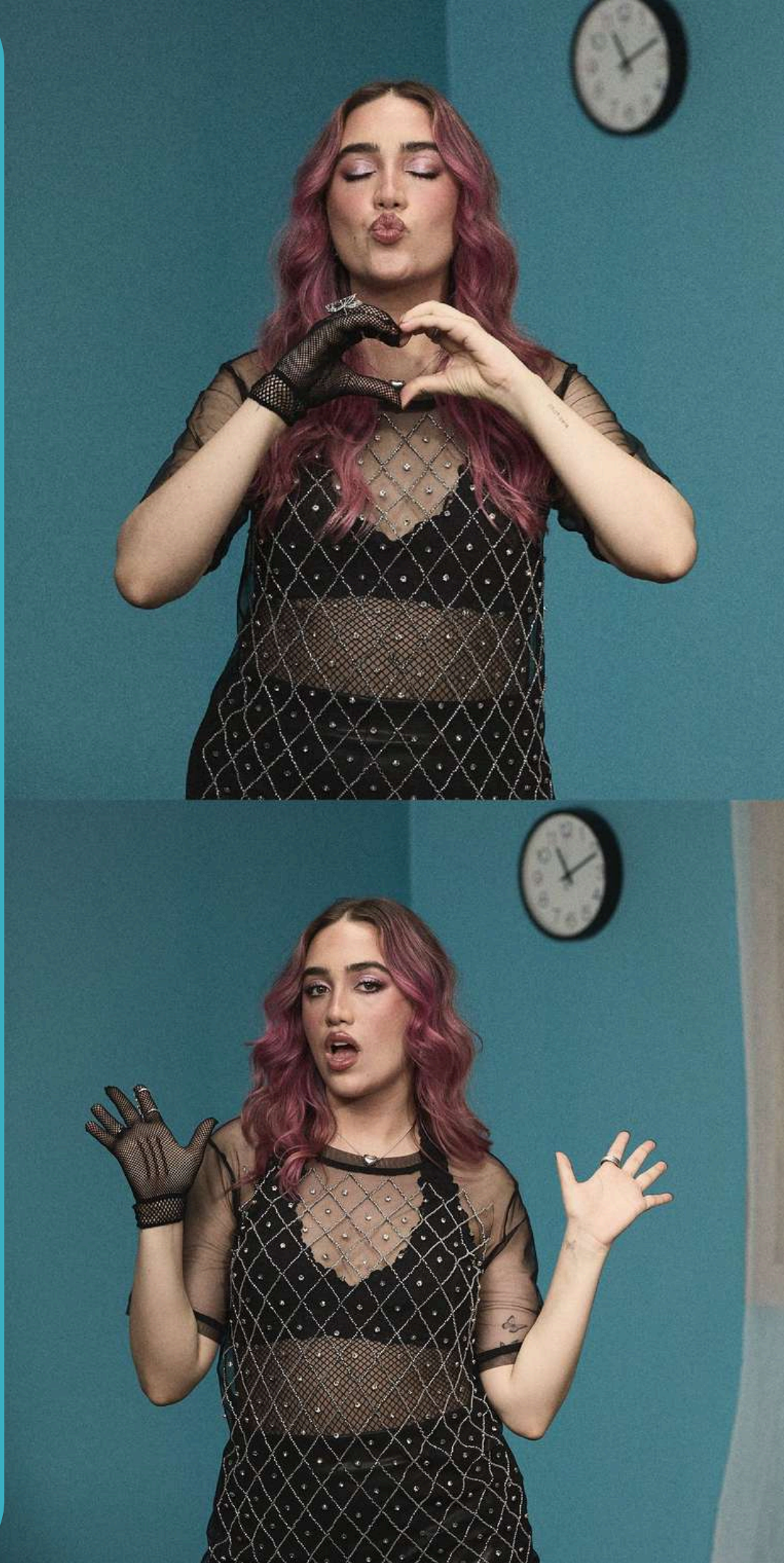
Ela Taubert LATAM & US Tour

Tour Merch



Scope

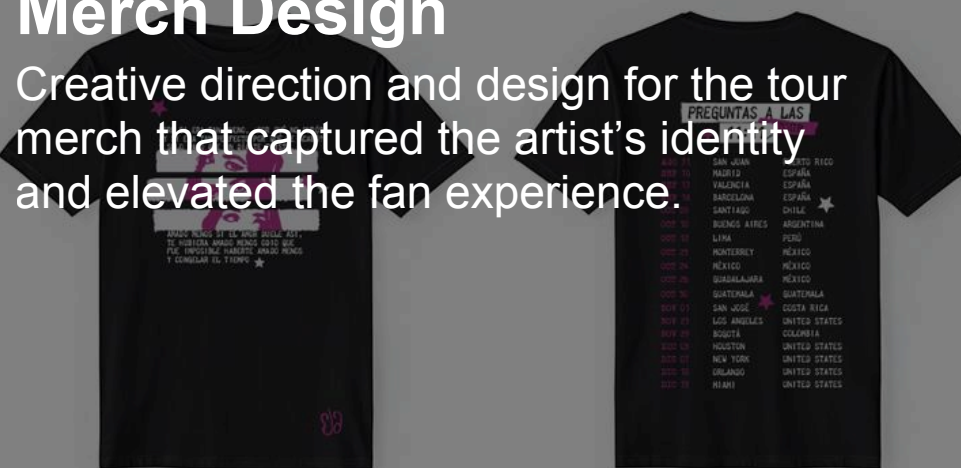
Full-service development, covering creative design, production, logistics, and sales across LATAM and the U.S



What We Delivered:

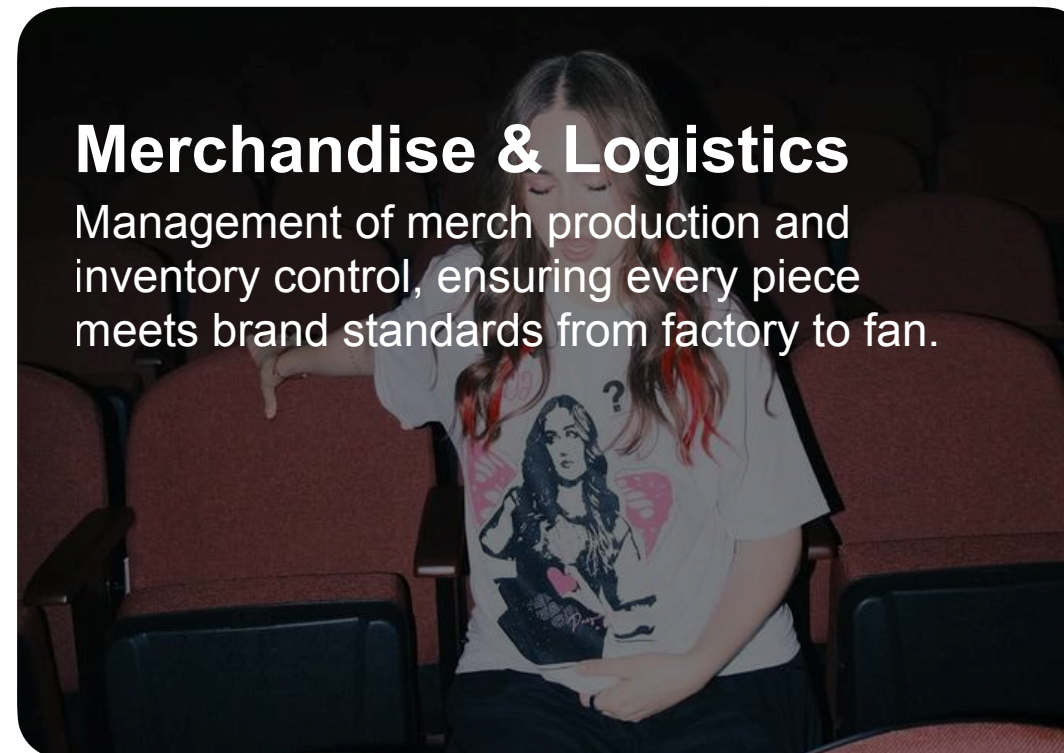
Merch Design

Creative direction and design for the tour merch that captured the artist's identity and elevated the fan experience.



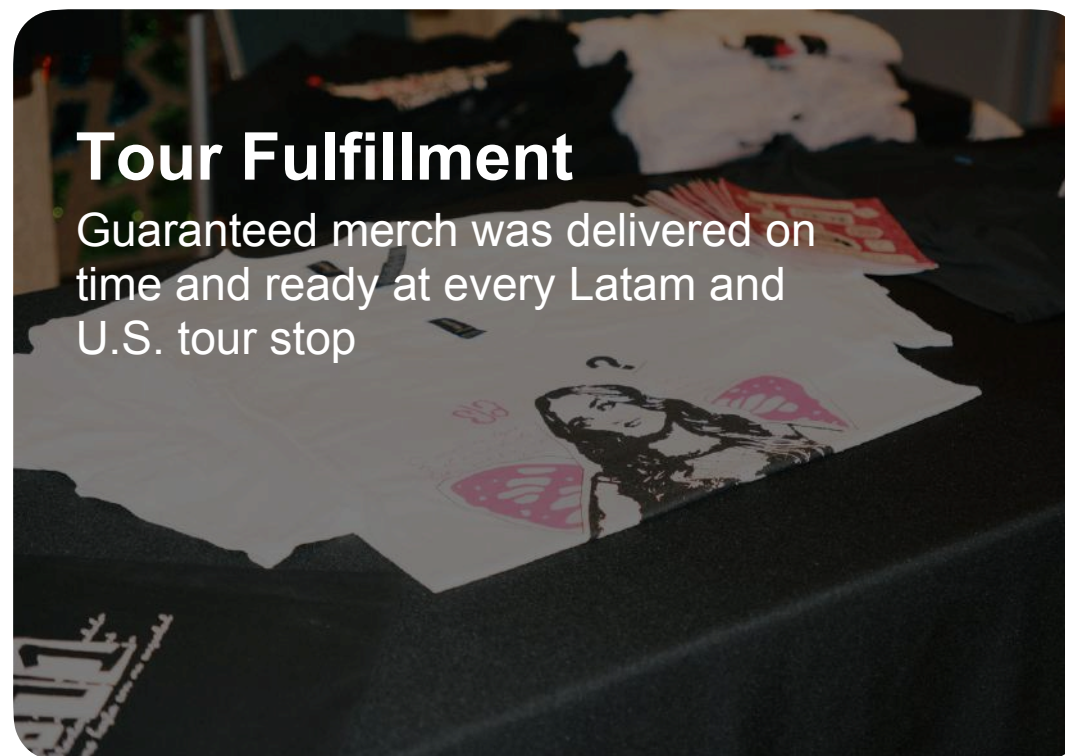
Merchandise & Logistics

Management of merch production and inventory control, ensuring every piece meets brand standards from factory to fan.



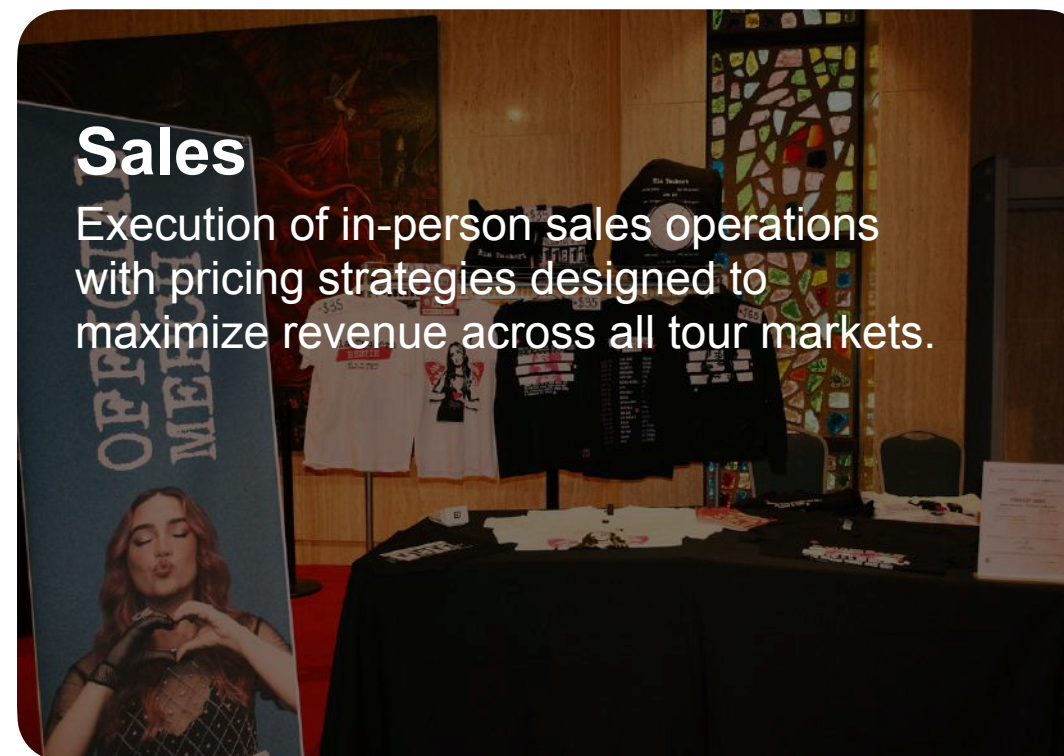
Tour Fulfillment

Guaranteed merch was delivered on time and ready at every Latam and U.S. tour stop



Sales

Execution of in-person sales operations with pricing strategies designed to maximize revenue across all tour markets.





Outcome

A high-performing merch program that doubled industry benchmarks, with 20% of total attendance purchasing merchandise. Driven by a strategically timed drop and a curated collection that resonated with fans, strong engagement translated directly into exceptional sales performance.

Myke Towers Island Boyz

Superfan Experience

Scope

Superfan experience for Myke Towers' album launch in NYC, covering creative concept, production, logistics, merchandise, and street promotion

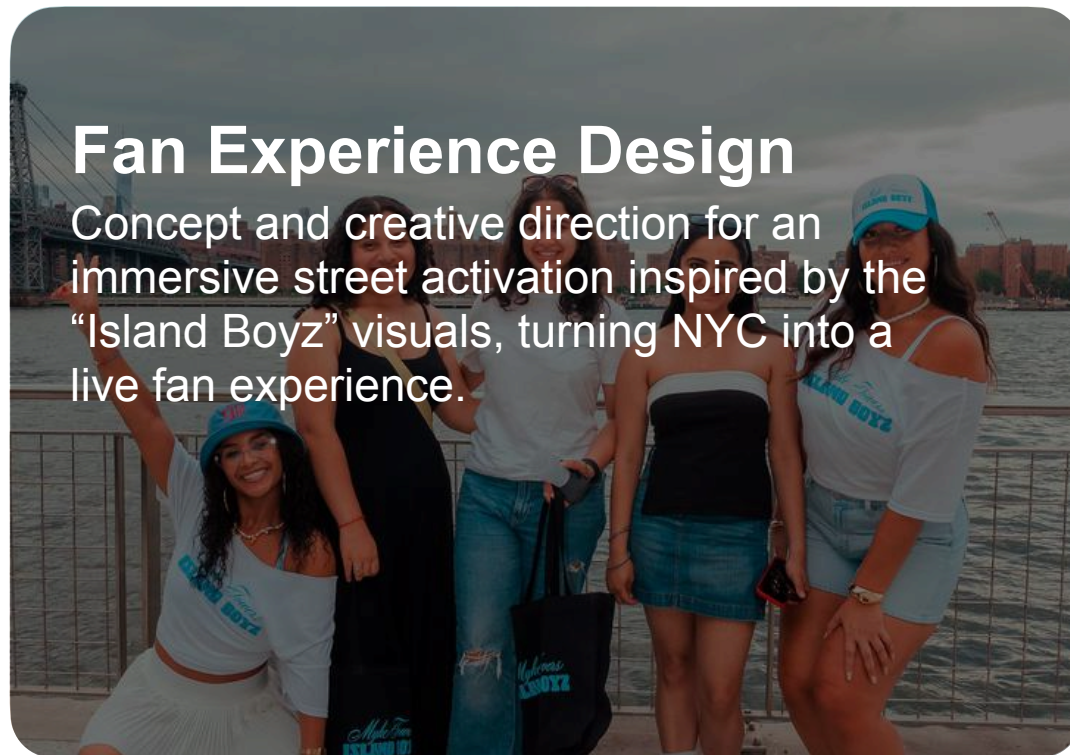
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What We Delivered:

Fan Experience Design

Concept and creative direction for an immersive street activation inspired by the “Island Boyz” visuals, turning NYC into a live fan experience.



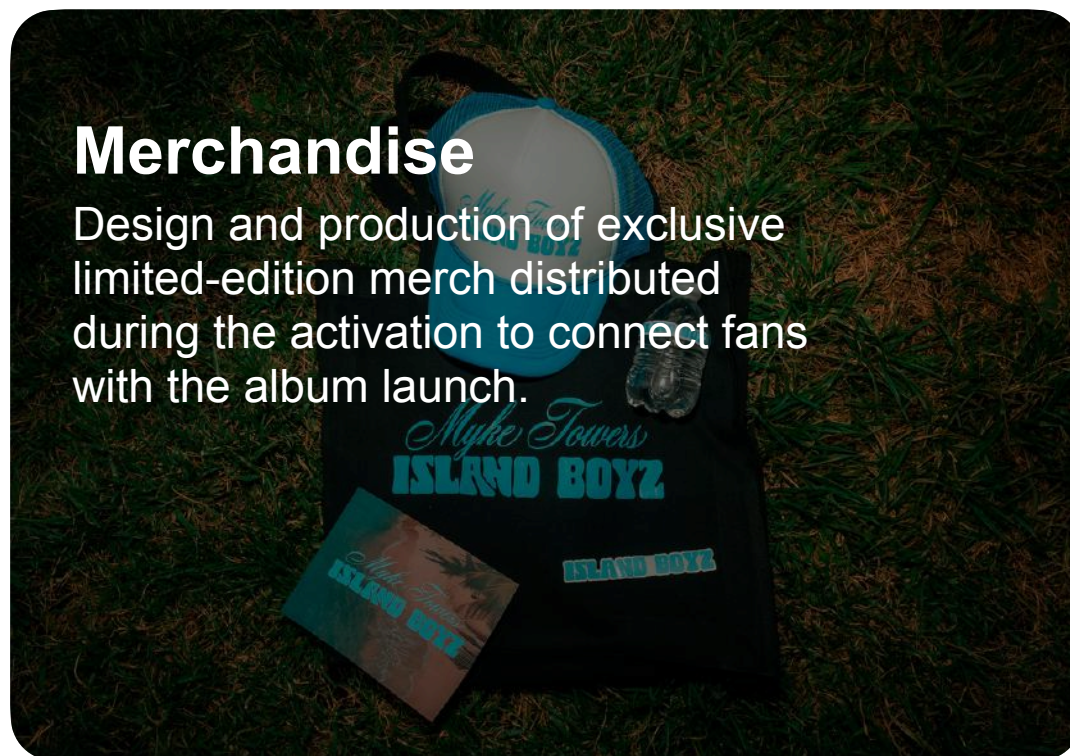
Production & Logistics

On-site coordination, and activation logistics ensuring flawless delivery and visibility across the city.



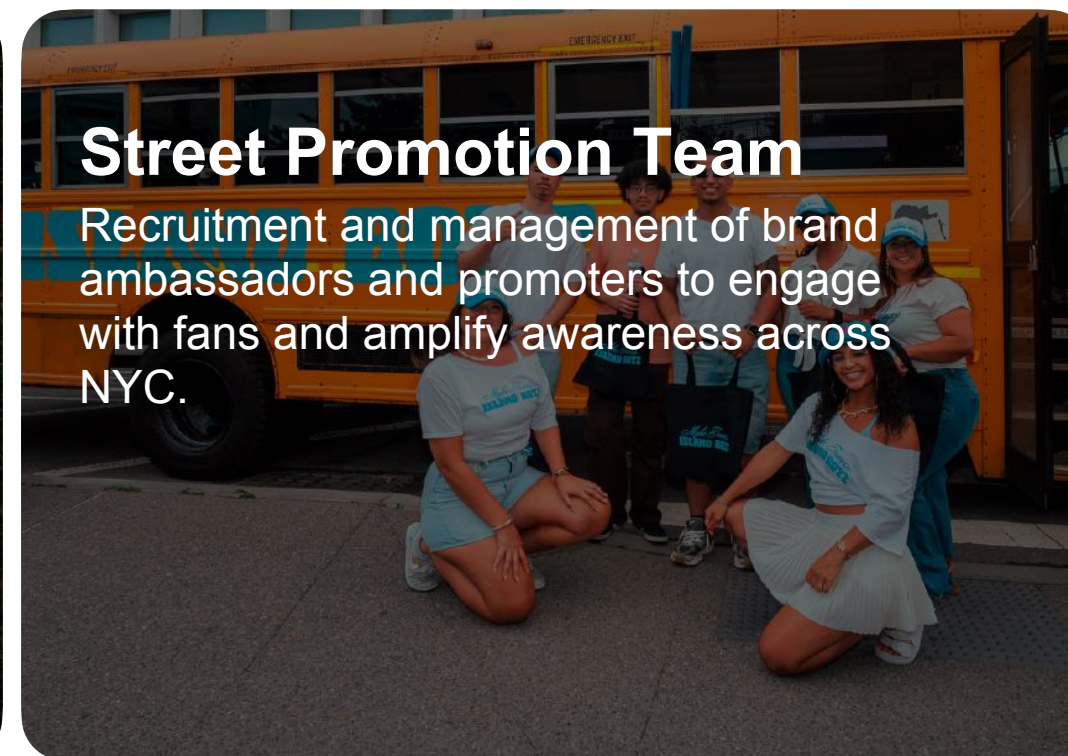
Merchandise

Design and production of exclusive limited-edition merch distributed during the activation to connect fans with the album launch.



Street Promotion Team

Recruitment and management of brand ambassadors and promoters to engage with fans and amplify awareness across NYC.



Outcome

Expanded awareness of Myke Towers' new album through an immersive street activation in NYC that engaged fans and captured the attention of new audiences.

ISLAND BOYZ

WHY WORK WITH US



Turnkey solution. From creative direction and design to nationwide fulfillment, we handle every step.



Low risk, high return. No upfront costs for talent under our full-service model.



Boutique service: high-touch, high-quality execution.



Deep and trusted relationships across Latin music, touring, and brand partners.



Strong reputation and proven track record. Trusted by top artists, creators, and brands across music and entertainment.



Fan-first mindset aligned with artist values: empathy, passion, and care.

LET'S BUILD SOMETHING MEMORABLE TOGETHER

Your next drop. Your next tour. Let's make it matter.

Alejandro Vicuña

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