

# TLC Marketing signs international deal with Universal Music to provide catalogue to brands

Issued by [TLC Worldwide Africa](#)

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The most exciting partnership since Lennon met McCartney - Reward campaign specialists TLC Marketing has announced that they have signed an agreement with Universal Music Group, the world's leading music company. The new agreement enables TLC to provide their clients with music from UMG's unrivalled catalogue.



TLC Marketing's Managing Director for Africa, Derek Miller, commented: "Music is one of the world's main forms of entertainment which reaches almost everyone. We are delighted to be working with the world leader in music which will bring access to up and coming local African artists as well as international artists all via our exciting joint promotions. I can hear this space rocking already!"

Sylvain Mahy, Universal Music's Head of Digital and New Business in Sub Saharan Africa, said: "We're delighted to partner with TLC Marketing. The partnership complements our own dynamic new business function and gives us access to existing brand relationships, allowing our artists and their music to reach even more consumers."

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TLC Worldwide Africa is a global MarTech solution that rewards consumer behaviour with experiences. For 30 years, we've been connecting people with experiences that match their passions. The uniqueness of our business model is doing this for a fraction of the cost, making it commercially viable for brands to offer free experiences to their consumers as a reward for sales, engagement, and retention.

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