

INSANE CLOWN POSSE - THE MIGHTY DEATH POP



Release Date: 8/14/2012
Orders Due: 7/20/2012
Hometown: Detroit
Website(s): <http://www.insaneclownposse.com/>

Label: Psychopathic Records
Genre: Rap

Project Info:

Cfg	UPC	Sel #	Title	Price Cd	Box Lot	SP Pkg
Full Length Album Compact...	756504411124	PSY41112	THE MIGHTY DEATH POP [2 CD][EXPLICIT]	C14	15	O-Card

Project Overview:

****PLEASE COMMUNICATE THE BELOW INFORMATION TO YOUR ACCOUNTS****

- "The Mighty Death Pop" will be released in three different, collectible versions: "Black Pop", "Red Pop" & "White Pop"
- Each version is a 2 disc set, with its own cover and bonus disc, comprised of two jewelboxes wrapped with an O-card
- Disc 1 is the base album with 17 tracks, Disc 2 is a FULL bonus disc!
- As with most previous ICP releases, there will be one UPC and selection number for all versions. Customer orders cannot be separated by version and will contain random quantities of the various versions. Initial boxlots will contain 5 units of each version, 15 units in total.

Need To Know:

* Celebrating 20 years together, Insane Clown Posse is among the best-selling independent groups of all time, with 24 albums to their credit and over 11 million sold worldwide. Juggalos worldwide have something to really get excited about as The Mighty Death Pop will be available in three different versions – Red Pop, Black Pop and White Pop. Each version will feature the new 17-track album in its entirety, plus a full-length disc of bonus material—making it the most extensive release by the group to date!

* The Mighty Death Pop will arrive in the midst of ICP's 13th Annual Gathering of the Juggalos, which returns to Cave-In-Rock, Illinois at The Hatchet Landings (AKA Hog Rock) on August 8th – 12th

* At its core, The Mighty Death Pop features 17 new tracks created with longtime ICP producer Mike E. Clark—but the album is so much more. Three years in the making, The Mighty Death Pop includes collaborations with underground phenomenons TechN9ne and Hopsin!

* For full details on "The Mighty Death Pop" please view the following infomercial: <http://insaneclownposse.com/tmdp/>

Track Listings:

The Mighty Death Pop (Base Album / Disc 1)

1. Intro
2. The Mighty Death Pop
3. Night of the Chainsaw
4. Chris Benoit
5. The Blasta
6. Kickin' Kickin'
7. Bazooka Joey
8. Shooting Stars
9. Juggalo Juice
10. Hate Her to Death
11. SKREEEM! featuring Tech N9ne & Hopsin
12. Ghetto Rainbows
13. When I'm Clownin'
14. Dog Catchers
15. Daises
16. Where's God?
17. Forever

Smothered, Covered & Chunked aka Red Pop

1. Prelude featuring Psychopathic Family
2. Jump Around
3. Shout featuring Blaze
4. Ain't No Future In Yo Frontin
5. Hold Still featuring Downtown Brown
6. Bitch Betta Have My Money featuring Fred Durst
7. Night of the Living Baseheads
8. Beautiful (Indestructible)
9. Mind Playin Tricks On Me featuring ABK and Lil Wyte
10. State of Shock
11. Love for Dem Gangsters featuring Cold 187um
12. Guess My Religion

Mike E. Clark's Pop Emporium aka White Pop

1. Traveling Circus
2. Chris Benoit (Kuma's Scrub Club Remix featuring Ice Cube & Scarface)
3. When I'm Clownin' (Kuma's Clownin' Remix featuring Kreayshawn)
4. Lost in the Music featuring Swollen Members
5. Up Ya Ass (Outtake)
6. Ghetto Rainbows (Soft Ass R-N-B Remix featuring Color Me Badd)
7. Birthday Party (Outtake)
8. Scrubstitute Teachers featuring Twiztid and Willie D
9. Playin' in the Woods (Outtake)
10. Pass It to the Sky featuring Kottonmouth Kings
11. Shugston Brooks 1959-2004 (Outtake)
12. Night of the Chainsaw (Joe Strange Remix featuring Three 6 Mafia)
13. Forever (Extended Geto Mix featuring The Geto Boys)

Freaky Tales aka Black Pop

1. Freaky Tales

Marketing Info:

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Celebrating 20 years together, Insane Clown Posse is among the best-selling independent groups of all time, with 24 albums to their credit and over 11 million sold worldwide. ICP emerged from Detroit's underground music scene in the early 90s, with a hardcore hip-hop style composed of musical stories, a unique mix of controversial and cartoonish lyrics. The face-painted duo of Violent J and Shaggy 2 Dope have smashed through the ceiling of the music industry's expectations, amassing their own dedicated legion of millions of fans and releasing a steady stream of albums, compilations, music videos, wrestling promotions, films, outrageous events, and signature merchandise. The group remains in the pop culture spotlight, with upcoming features in Maxim and SPIN, as well as their recent high-profile collaboration with Jack White, "Leck Mich Im Arsch." But if you ask the wicked clowns about their success, they would tell you that they're just getting started with their latest album, The Mighty Death Pop.

insaneclownposse.com – www.psychopathicrecords.com – www.psychopathiclive.com facebook.com/INSANECLOWNPOSSE -
facebook.com/PsychopathicRecords
twitter.com/ICP - www.twitter.com/#!/psychopathic

THE MIGHTY DEATH POP:

Insane Clown Posse announce details on the upcoming release of their latest opus The Mighty Death Pop via one of their signature infamous infomercials, which can be viewed at insaneclownposse.com/tmdp/. In the latest of their one-of-a-kind clips, which have previously been the subject of multiple popular Saturday Night Live parodies, the wicked clowns Violent J and Shaggy 2 Dope shout out to their fans with details of The Mighty Death Pop, which will burst onto the scene on August 14th. Juggalos worldwide have something to really get excited about as The Mighty Death Pop will be available in three different versions – Red Pop, Black Pop and White Pop. Each version will feature the new 17-track album in its entirety, plus a full-length disc of bonus material—making it the most extensive release by the group to date.

The Mighty Death Pop will arrive in the midst of ICP's 13th Annual Gathering of the Juggalos, which returns to Cave-In-Rock, Illinois at The Hatchet Landings (AKA Hog Rock) on August 8th – 12th. The famed fan festival has entertained more than 100,000 attendees since its inception, and continues the tradition this year with an incredible line-up. Curated by Insane Clown Posse and Psychopathic Records, this year's Gathering will feature performances by Insane Clown Posse, Twiztid, Blaze Ya Dead Homie, ABK, Boondox, Mike E. Clark, and many other acts to be announced.

At its core, The Mighty Death Pop features 17 new tracks created with longtime ICP producer Mike E. Clark—but the album is so much more. Three years in the making, The Mighty Death Pop includes collaborations with underground phenomenons TechN9ne and Hopsin.

Additionally, each bonus collection is an album of its own. Covered, Smothered & Chunked (aka Red Pop) features brand new covers from ICP featuring guest appearances from every artist in the Psychopathic Records family, along with Limp Bizkit's Fred Durst and Lil Wyte. Tracks include "Jump Around" by House of Pain, "Beautiful" by Christina Aguilera, "Shout" by Tears For Fears, Public Enemy's "Night of the Living Basheads," "State of Shock" by Michael Jackson & Mick Jagger, and more. Freaky Tales (aka Black Pop) is ICP's single, album-length version of Too Short's rap classic "Freaky Tales." Though the original was eight minutes long, ICP have expanded it into 64 non-stop minutes of dirty rhymes. Finally, Mike E. Clark's Extra Pop Emporium (aka White Pop) contains outtakes, remixes and collaborations featuring Kottonmouth Kings, Twiztid, Color Me Badd, Geto Boys, Scarface, Willie D, Three 6 Mafia, Swollen Members, and more. The main album and three collectible bonus albums will be sold separately.

ICP's RABID FAN BASE: THE JUGGALO'S

Juggalos are a worldwide fan base, with numbers in the millions. It is safe to say that they are a sub-culture. Juggalo's have even created their own social media website & Juggalo Book <http://juggalobook.com/>

THE GATHERING OF THE JUGGALO'S (8/8 - 8/12 Cave-In-Rock, IL)

Described by Joseph Bruce as a "Juggalo Woodstock", the Gathering of the Juggalos spans five days and includes concerts, wrestling, games, contests, autograph sessions, karaoke, and seminars with artists. Over its first eleven events, the festival has drawn an attendance of about 107,500 fans

<http://www.juggalogathering.com/gotj/>

DIGITAL:

Total Assault is spearheading the digital promotions for 'Mighty Death Pop'

Here's the full proposal for ICP's The Mighty Death Pop, <http://clients.totalassault.com/p/psychopathic/deathpop2.pdf>

ICP's Youtube & Vevo pages have 55,000,000 views combined
ICP's Facebook page reaches over 614,000 users
ICP news reaches over 115,000 Twitter followers

LIFESTYLE FEATURES:

FearNet
Dread Central
Crave Online
Suicide Girls
High Times
Fan Sites
Juggalo News
The Juggalo Nation True Juggalo Family Magic Ninja Radio Sideshow Carnivals
Contesting

GAMING LIFESTYLE
IGN
YOUTUBE WEB SERIES
GUEST BLOGS
TATTOO LIFESTYLE
BILLBOARD LIVE Q&A
ICP's INFLUENCES
LIVE SESSIONS
LISTENING PARTIES
SCAVENGER HUNT
HISTORY OF ICP
FOURSQUARE
TINY CHAT MAP
TWEET FOR A TRACK
TWITTER FAN BOMBS

ADVERTISING:

Facebook and SEM marketing
Email blasts
Facebook flyer ads
Song on StripJoints sampler.
Music to over 2,500 strip clubs
ICP will be featured in a full color/full page ad in Exotic Dancer magazine, the "Billboard Magazine" of the adult night club industry

TV, RADIO, SNIPE & PRINT AD ADVERTISING CAMPAIGN:

The goal of the campaign is to reach the target audience of M18-34
Units: 99X
Total HH Impressions: 23,551,400
Flight: 8/14 – 8/26 (13 days)
Media: Adult Swim, Fuel TV, MTV2, Spike (National & Local), SyFy (National & Local), and USA (National & Local)

Snipe, radio and print ad campaign on street week in top ICP markets

TOUR DATES:

June 19 – 22 Gathering Infomercial Shoot @ Office
June 23 ICP Concert @ Emerald Ballroom in Mt. Clemens, MI
June 24 – 26 ICP Music Video Shoot
July 5 JCW @Taylor Town Center in Taylor, MI
July 6 JCW @The Orbit Room in Grand Rapids, MI
July 7JCW @ Miramar Theatre in Milwaukee, WI
July 20 – 22 Music Video Shoot in LA
July 26 CNN.com Interview @Office
August 8-12 The Gathering of the Juggalos in Cave-IN-Rock, IL

TOP MARKETS:

Boston, MA
Albuquerque, NM
Los Angeles, CA
New York, NY
Detroit, MI
Chicago, IL
Philadelphia, PA
Seattle-Tacoma, WA
Phoenix, AZ
Cleveland, OH

Current Single (Radio Add Date):

Chris Benoit (5/15/12)

Radio / Video Highlights:

- * Video for the 1st single "Chris Benoit" - premiere in July (date TBD)
- * Radio advertising campaign on street week in top ICP markets
- * Pitching for visibility on video shows including Fuse!

Comparable Titles / Catalog Titles:

Artist	Title	UPC	Street Date	Week 1	Week 2	Week 3	Week 4	RTD
INSANE CLOWN POSSE	BANG! POW! BOOM!	0756504410226	9/1/2009	49,708	11,565	6,922	4,502	163,659