

Last Update: 02/02/11



Merchandise



For the latest up to date info on this release visit WEA.com.

ARTIST: Gucci Mane

TITLE: Brick Squad 1017 T-Shirt Black (L)

Label: WBN/Warner Bros. Non-Music

Config & Selection #: MH 163546 L

Street Date: 09/27/10

Order Due Date: 09/07/10

UPC: 809731635488

Box Count: 12

Unit Per Set: 1

SRP: \$19

Alphabetize Under: G

OTHER SIZES:

MH:809731635501 Brick Squad 1017 T-Shirt Black (2X)(\$20)

MH:809731635518 Brick Squad 1017 T-Shirt Black (XXXL)(\$21)

MH:809731635464 Brick Squad 1017 T-Shirt Black (S)(\$19)

MH:809731635495 Brick Squad 1017 T-Shirt Black (XL)(\$19)

MH:809731635471 Brick Squad 1017 T-Shirt Black (M)(\$19)

DESIGN



ALBUM FACTS

Genre: Rap/Hip Hop

ARTIST & INFO

Hometown: Atlanta, GA

MARKETING POINTS

Awards:

- Gucci won the BET Hip Hop "Who Rocked The Mic" Award for his performance of "Breakup" & "Wasted" on the 2009 BET Hip Hop Awards.

Press & Publicity:

- Performed at the 2010 Espy's afterparty in LA (7/14/10)
- Performed at the 2010 VH1 Hip Hop Honors
- Attended the 2010 BET Awards Show in LA (6/27/10)
- Urban Ink Magazine cover (April 2010)

SoundScan:



AVAILABLE MERCH



[The Appeal](#)



[Free Gucci Red T-Shirt](#)



[Free Gucci Black T-Shirt Black](#)



[Burrrr White T-Shirt](#)



[Burrrr Red T-Shirt](#)



[Brick Squad 1017 T-Shirt Red](#)

- The State vs. Radric Davis has sold close to 400k units to date
- Gucci's 'Burrprint 1' Mixtape (actually was titled 'The Burrprint (The Movie 3D)' has reportedly sold over 100k to date (released fall 2009 - exact date not found)
- "Wasted": TW Sales: 2,746 / LW Sales: 2767 / Change: -0.8% / Total Sales: 45,448 / Hot R&B Singles Charts: TW: # 10/LW: #8 (12/17)
- "Spotlight": TW Sales: 19,774 / LW Sales: 14,773 / Change: 33.9% / Total Sales: 84,257 / Hot R&B Singles Charts: TW: # 22/LW: 23 (12/17)

Video Rotation:

- "Gucci Time" single directed by Chris Robinson
- 106 & Park walk-on appearance
- MTV2 Sucker Free appearance
- BET's The Deal appearance
- BET Hip Hop Awards performance

Info:

- Strong viral campaign that will be catered to his core audience. Weekly video releases, candid footage and strong remixes. This content will be released online and will promote the new album date
- Twenty (20) market promo tour beginning the week of August 23rd
- Markets to include: NY, Chicago, LA, San Francisco, DC, Baltimore, Dallas, Detroit, Memphis and more
- Georgia's Most Wanted campaign will be executed across all departments while Gucci Mane is on his "GA's Most Wanted Tour":
 - In each market the "most wanted" fan will be chosen (fans will be featured on gasmostwanted.com website)
 - There will be a "most wanted" webisode series which will document the tour
 - Indie retail visibility campaign - "retails most wanted"
 - In each market we will run an on-air radio contest where the fan wins the chance to hang with Gucci Mane for the day in their respective market

ADVERTISING:

- TV advertising campaign to include BET, MTV2, FUSE and local NFL spots. (Flight Dates: 9/20 - 10/4)
- Online advertising campaign to include the following websites - OnSmash, Worldstar Hip Hop homepage banner, Pitchfork, Bossip, livemisxtapes.com etc... (Flight dates: 9/5 - 10/5)
- Radio advertising campaign in Atlanta, Chicago, Dallas and New York. (Run Dates: 9/23 - 9/30)

ARTIST CATALOG

LBL	SEL#	CFG	ARTIST	TITLE	UPC	SRP
ASW	523890	CD	Gucci Mane	Burrprint 2 HD (04/13/10)	093624967170	\$13.99
ASW	520540	CD	Gucci Mane	The State Vs. Radric Davis (12/08/09)	093624974154	\$18.98
ATL	313516	CD	Gucci Mane	Back To The Traphouse (12/11/07)	075678996665	\$18.98
ASW	522913	CD	Gucci Mane	The Appeal: Georgia's Most Wanted (Explicit) (09/28/10)	093624969457	\$18.98