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Fight for your right to house party Home improvement adidas style

What?

"It's the house party to end all house party's- and you're invited," says the iconic three stripes footwear brand as it celebrates '60 Years of Soles and Stripes'.

Katy Perry, Estelle, the Ting Tings, Missy Elliot and David Beckham are among the stars appearing in a new adidas house party commercial, part of the company's "Celebrate Originality" 60th anniversary campaign. The 2-minute long commercial (directed by Nima Nourizadeh) includes "All the celebrities, athletes, and kids who have helped make us who we are today," say adidas.

The guests at the party are all kitted out in adidas Originals clothing and footwear, and can be seen dancing to a DJ Palooksi remix of the Frankie Valli and the Four Seasons hit 'Beggin'.

"adidas Originals' biggest strength and point of difference is the ability of the Trefoil brand to be a relevant part of people's lives – in whatever lifestyle they have – skater, rocker, artist, musician, sneakerhead, sports fan whatever," said Hermann Deininger, CMO adidas Sport Style Division. "This is a campaign that celebrates all of them and offers an open invitation to consumers to come and join in."

The year-long campaign will include cinema, digital, retail, events and a print campaign which will launch throughout 2009.

■ www.youtube.com

■ www.youtube.com

■ www.adidas.com

So what?

"Bring your ass to the party, it's gonna be hot," says Tiger Woods in the invitation precursor ad for the house party commercial. This in itself highlights the slight disconnect between sport personalities and musicians – they should fit like a hand in a glove, but for some reason they generally don't work that well together. This ad however manages to shoehorn the two disciplines together by dispensing with any soundtrack from the music artists within the commercial, instead opting for a remixed classic. This evens the playing field between the celebrities, letting them flow through the ad surrounded by everyday adidas consumers.

Marshal Cohen, chief retail analyst for NPDP Group, suggested that TV is a particularly effective medium for the Originals brand, "since its appeal is based on a somewhat retro look, it's trying to reach a young and old audience simultaneously."

This campaign highlights a move away from straight-line artist and song packaged endorsements, (as depicted by the early Run DMC \$1.5M deal originally taken out by the brand). Just as artists are realising there is saleability outside of straight music revenue, so too are brands.

"While using a panoply of stars is, ironically, not entirely 'original' this is executed with polish and the overarching house party idea feels simple and compelling, particularly if the promise of involving the audience comes good. Personally I'd like to see Ilie Nastase and Method Man arguing over who cracks on to Katy Perry in the next ad. Followed by a duel with tennis rackets. But maybe that's just me"

Ant Swede, Creative Planner, FRUKT



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Brands bands fans is published by FRUKT,

The Music Strategy & Communications Agency www.fruktmusic.com

Design & Art direction tailor-made for the music industry www.fruktmusic.com/design



Door to door salesmen

The retail countdown

What?

Jamie Cullum launched 'The Advent Cullumdar' on 1st December which houses £20,000 worth of Christmas gifts behind its virtual windows, including AC/DC tickets, John Legend concert tickets, 10 CDs from Universal and a Nokia Comes With Music phone. Each window features a short video of Cullum introducing that day's gift alongside details of how to win the item. Visitors to the site simply open the particular days window to reveal a new prize and then enter their own details – and refer a friend – for that day's prize draw.

The musical calendar theme is also been utilised by Warner Music who are offering up a '25 Bands of Christmas' website which will offer exclusive gifts, free MP3s and messages from Warner artists. The contents of each window can be gifted to friends via email. Opening each window also reveals links to purchase via iTunes and Amazon.

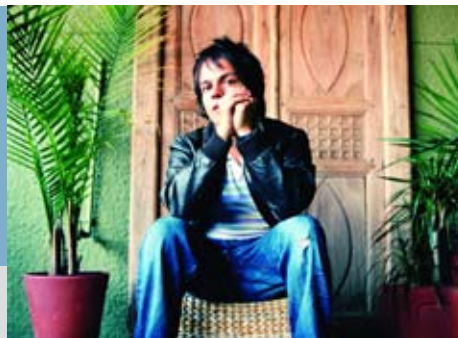
So what?

Jamie Cullum, Universal's jazz prodigy, could actually fit inside an advent calendar window. A bit like Mike Teavee did in Charlie and the Chocolate Factory. However this is a chocolate free calendar stacked full instead with some genuinely great prizes. All credit to Cullum for recording 25 separate messages and creating a genuine artist to fan relationship here. Warner's effort is similar, with the added benefit of free MP3s and a sharing option. It's a great use of a daily touch point. One that could easily be adapted to a yearly calendar once all those email addresses are gathered in.

"I really like this, some proper prizes and a nice little site from everyone's favourite jazz maestro. Most of all it's a clever way to gather a lot of email addresses and get traffic to his site"

Dom Hodge, Associate Director, FRUKT

■ www.jamiecullum.com/



Videos for rent

Taking a trip with Dido

What?

Sony BMG's marketing campaign for Dido's latest album 'Safe Trip Home' features 11 short commissioned films, each set to the soundtrack of a song from the new album. The short films were created by directors across the globe based around the concept of 'home' and feature locations such as a dump site in Rio, a Mumbai taxi-cab, the rugged coast of New Zealand's South Island, a Thai boxing ring and a picturesque Portuguese fishing village. The films were launched via a series of film-style teaser TV ads.

"I wanted every song to have its own video or film to represent the album as a whole," said Dido. Visitors to a dedicated site can map their global journey as they watch the films and share them with others.

Sony BMG is also placing the campaign on the UK debut of Facebook Connect.

So what?

Dido is opting for the 'Grey's Anatomy affect' here, by utilising her music as the backing track to emotional dramas. Compelling scenes in TV dramas have been proven to rack up sales of singles. A single by The Fray saw a 232% boost after sound tracking a particularly emotional moment in medical drama Grey's Anatomy. This campaign promotes Dido as a global artist whilst also highlighting the emotive impact of her music. It also brings the notion of the music video up to date, in an age of a la carte purchasing habits. The only issue here is that due to the low-key presence of marketing within the films there is a danger that the music could literally fall into the background.

"This is very much like the 365 day global landscape book project set to music. Dido makes perfect coffee table pop, so it's only fitting that it should be accompanied by a set of coffee-table-book-styled videos."

Giles Fitzgerald, Editor, Five Eight

■ www.safetripshome.com



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Melrose face Mannequin Sky Walker

What?

Fila is teaming with R&B and pop artists Natalie and Nicole of Nina Sky to launch its first women's footwear initiative. The Puerto Rican American identical twins will be featured in an integrated marketing program for the debut of 'The Melrose' footwear.

The campaign "fuses eastern flavour with western style and features bright pinks, stars, and Japanese characters", as echoed in the footwear itself. Nina Sky's sophomore album, *The Musical* will be promoted in store alongside *The Melrose* and across print ads in *Missbehave*, *Latina*, *YRB*, *Cosmo Girl*, and *Giant*.

Jon Epstein, President of Fila USA, had the following to say about Nina Sky's endorsement: "They are identifiable with a broad base of the female youth market attracted to Fila. *The Melrose* speaks to our fans in a fresh new way and Nina Sky provides us with a recognizable and relevant voice."

Nina Sky performed at the *Melrose Collection* launch event on 4th December. Fila is also launching an initiative with retail partner Sportie LA for *The Melrose*.

So what?

This is by far a more 'what-you-see-is-what-you-get' endorsement as opposed to Adidas' House Party effort. However as it is clearly targeting a very specific demographic - as opposed to appealing to a broad spectrum of ages/genders - it does seem to be a good artist/brand fit. *The Melrose* is an updated version of the classic F13 high-top from the Eighties, and its vibrant colours are anything but quiet. Nina Sky themselves are marketing themselves heavily around clothing and female empowerment, having designed a *New Era* hat (available next year), a headwear domain generally considered to be dominated by male influences.

"And there I was thinking Nina Sky got dropped when their debut album only boasted one hit! Perhaps then, this is a game, set, (brand) match, bringing back two names we'd long forgotten were cool."

Chantelle Fiddy, Editor Ctrl.Alt.Shift

■ www.filamelrose.com



Just want I always wanted You get what you give

What?

Universal Music Enterprises (UME) is to embark on its "Don't Disappoint Them, Give Them Music" promotion in the run up to the holiday season (including Black Friday and Cyber Monday).

The promotion aims to sway credit crunch shoppers away from bad gift choices by focusing in on the difference between 'bargain' presents (music) and cheap presents (fruitcake, underwear, tie, socks or sweaters). Albums on Amazon.com will be available for less than \$10 each or three for \$25 for the duration of the promotion. "Music, like the best gift-giving, is personal," states UME.

The joint campaign with Amazon will also highlight a 'worst gifts' page where visitors can upload photos of truly awful gifts, vote on the worst of the worst, and win shopping vouchers and a \$1,000 grand prize.

So what?

Nothing quite says I love you more than a piece of digital code. The rise of digital music sales, and illegal downloading, may have seemingly dispensed with shiny bits of plastic in the minds of consumers. However, come Christmas time (and Mother's Day for that matter) musical gifts really need to be tangible. With shoppers needing to stretch their dollar as far as it can physically go due to the current economic climate, this campaign offers a fun and interactive way to get value for money. These consumers are also incredibly time poor and buying physical products as quickly and easily as possible, without delivery charges, is another big draw.

"Cute idea for a category campaign from Universal's catalogue arm. Arguably, though, by the time shoppers arrive at Amazon they have already decided against a cheap and thoughtless gift, so the success will depend on whether and where this is being promoted beyond the online store."

Alexandra Johnson, Music Marketing Manager, MTVNE

■ www.worstgiftgame.com

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So what else?



Rick N' Roll

The Cartoon Network made good use of the Rick Rolling phenomenon at the annual Macys Day Thanksgiving parade. Half way through a puppet-based rendition of one of the stations songs, Rick Astley himself emerged from within the CN float to sing his 80s classic 'Never Gonna Give You Up'. This is the first time Rick Rolling has been performed live. However, we imagine it won't be the last. Rick never lets us down.

■ www.youtube.com



Ring of fear

The 'Saved by Zero' jingle from a recent Toyota commercial (from the original song by 80s new wave act The Fixx) has been remixed into a horror video. Bizarrely the original ad, which was lambasted by viewers due to its repetitive nature, has taken on a whole life of its own, making it a far bigger campaign than Toyota could have imagined. As displayed on American Idol so often, a bad performance often garners more attention than a good one.

■ www.youtube.com



Santa on Tap

Weezer have released a seasonal mobile game, which will feature six new songs. 'Christmas With Weezer' is built on the Tap Tap Revenge game for iPhone and iPod touch (which has over 3M users). It highlights how albums have moved from CDs, to digital downloads, to games as music consumers increasingly want to get hands on with new songs. It's almost as much fun as destroying a Christmas sweater.

■ www.nme.com

Blog Wire

Sounding out the web so you don't have to...

Which mobile does Santa use?

Hey, that's not Santa

■ www.adweek.com

Hands free gaming -

Guitar Hero on a bike. The revenge.

■ www.youtube.com

The pomegranate phone -

real music on your mobile

■ www.youtube.com

Born in manger -

ends up on a guitar

■ www.gigwise.com

An advertisement for Metropolis Studios' End of Year Sale. It features three people holding signs that say '1/3 OFF SELECTED SERVICES', 'STUDIOS SALE', and 'I ❤️ Blu-ray Disc'. A large banner at the top reads 'STUDIOS MASTERING DIGITAL MEDIA END OF YEAR SALE SERVICES 1/3 OFF SELECTED SERVICES'. The text on the right says 'METROPOLIS END OF YEAR SALE SERVICE SO GOOD WE'LL GIVE YOU THE SHIRTS OFF OUR BACKS'. Contact information includes phone number 0208 742 1111, email hello@metropolis-group.co.uk, and website www.metropolis-group.co.uk. The address is The Power House, 70 Chiswick High Road, Chiswick W4 1SY.

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