
WHAT GOOD MUSIC SPONSORSHIP LOOKS LIKE TODAY



CURRENT TRENDS/NEW IDEAS/CREATIVE INSPIRATION

ACTIVATIVE

What Good Music Sponsorship Looks Like Now

Best Practice > Creative Inspiration > Current Trends > Original Ideas & Innovations

MUSIC SPONSORSHIP



A CONTEMPORARY SHOWCASE

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Musicians, property owners, agencies, consultants, researchers and brands speak out

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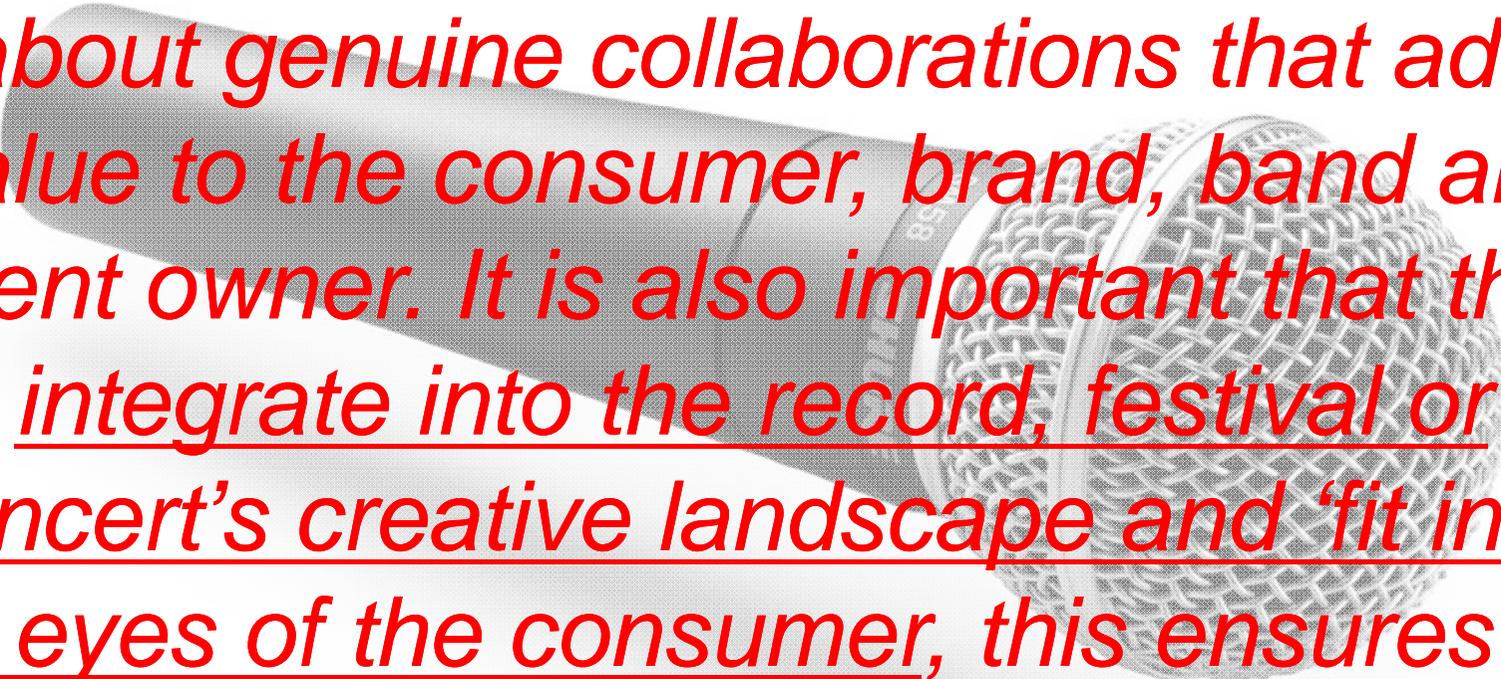
Transmedia Music Initiatives

This is an interactive report with both auto-play embedded MP4 films

An Expert's Guide To Good Music Sponsorship

- 1: Integrate into the creative landscape / fit in
- 2: Enhance the consumer experience / ad value
- 3: Get into the minds of fans / understand them
- 4: Get musicians to speak for you / don't shout
- 5: Digital enables scalability / amplify the music
- 6: Brands can offer genuine assets / be useful
- 7: Music fans don't just listen / think multi-tasking
- 8: People have individual tastes / so be personal
- 9: Fans are creative / enable creativity & sharing
- 10: Credible partners key / seek mutual benefits

1: What The Experts Say > Musician & DJ

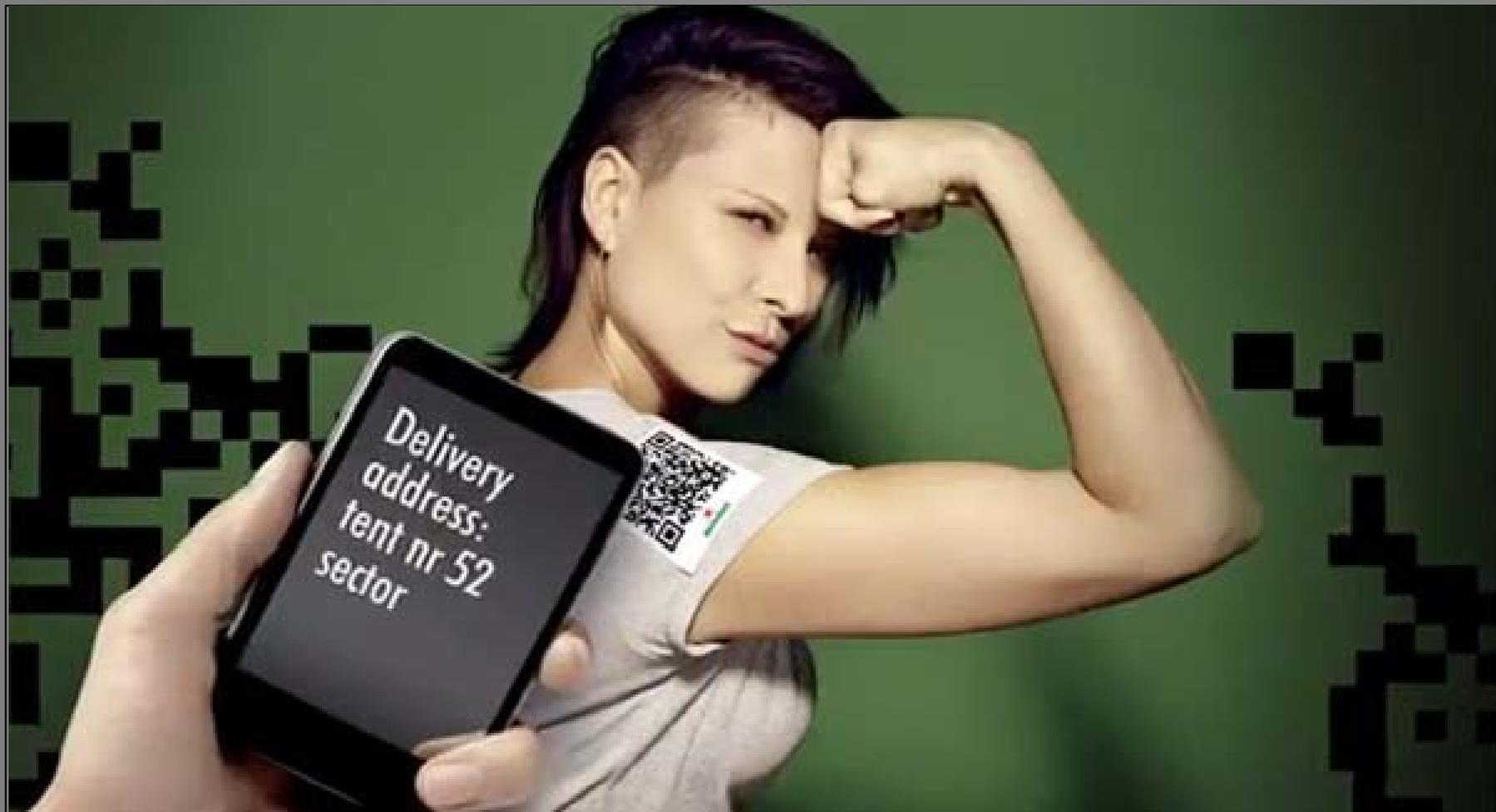


“The most effective music partnerships are about genuine collaborations that add value to the consumer, brand, band and event owner. It is also important that they integrate into the record, festival or concert’s creative landscape and ‘fit in’ in the eyes of the consumer, this ensures the brand, band and event retain credibility.”

Rob Da Bank, DJ & Record Label Owner

Trends > Connecting Music Lovers

Brands bringing music fans together live via social media, photo tagging or QR codes



Heineken > Opener > U-Code QR Icebreaker

Video
auto start



Heineken > Opener > U-Code QR Icebreaker

At the 2011 Heineken sponsored Opener Music Festival in Gdynia (Poland's biggest music festival), the name sponsor developed a new way for strangers at the festival to converse and connect – U-Codes.

These are essentially personalised QR codes that promote a desired message to anyone who scans you.

To get involved, festival goers were invited to visit the Heineken U-Code Dome in order to setup, personalise and print their own QR code stickers. They could then place these across the site and, when scanned by anyone else, it showcased their individual message and put them in direct connection. The simple idea was to kick start conversations.

Comment:

Unsurprisingly, considering their huge audiences of tech savvy young music fans armed with smartphones and eager to meet likeminded people, music festivals have become prime properties for sponsor tagging initiatives focused on linking people. Another recent example is Trident's Smile Tagging initiative at Rock In Rio which saw 2,278 smiles identified by those in the crowd from a taggable picture in the first three days of the festival. These kind of initiatives enable consumers to relive and reminisce about sponsored events in a positive, personalised way and help the brand spread its own smile-based happiness message virally.

Links:

<http://www.youtube.com/watch?v=0RrXcm89FAo>

Trends > Digital Live Amplification

Scaling live audiences via digital platforms enable brands to bring music to the masses

AMERICAN EXPRESS
UNSTAGED

WATCH LIVE

[YouTube.com/TheKillersVEVO](https://www.youtube.com/TheKillersVEVO)



NEW ALBUM BATTLE BORN AVAILABLE SEPT 18TH

American Express > Unstaged > YouTube/Vevo

Video
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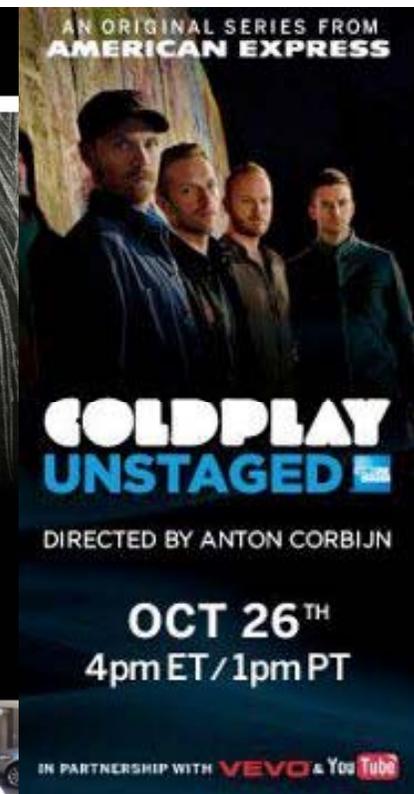
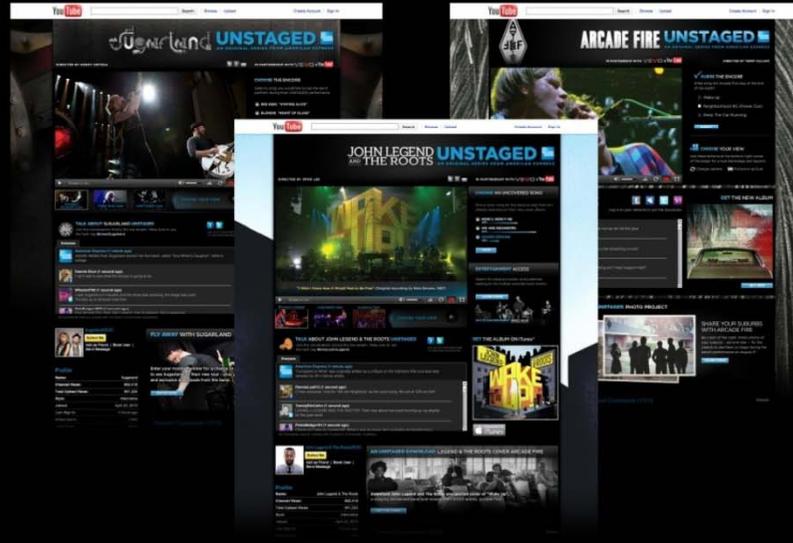


IDEA:
UNSTAGED - revolutionizing the interactive concert experience, bringing the emotion of "being there" to a global online audience. A unique collaboration of incredible music artists, legendary directors, and breakthrough digital connectivity between artist and fan.

EXECUTION:
We partnered with YouTube and Vevo to create a first-ever web concert series dedicated to top-tier, live + digital experiences.

UNSTAGED featured Arcade Fire directed by Terry Gilliam, John Legend and The Roots directed by Spike Lee, and Sugarland directed by Kenny Ortega.

RESULTS:
Music fans flocked in droves, generating over 32MM views and spotlights in Billboard, Rolling Stone Hotlist (#4), and widespread praise throughout the blogosphere.



American Express > Unstaged > YouTube/Vevo

American Express is presenting an ongoing series of 'American Express Unstaged' concerts with top performing artists – including recent 2012 shows with Usher in London and Coldplay in October in Madrid – to bring the in-concert and at-home viewing experiences to card members. The program has also featured such recognised musicians as Arcade Fire, John Legend & The Roots, Sugarland, Duran Duran and My Morning Jacket. The shows for these latter five artists generated more than 40 million total streams (with an average watch time of 22 minutes).

The concerts are live streamed via Vevo and YouTube where they regularly draw millions of views. Many more views are generated via on-demand clips.

"Unstaged" brings together popular and iconic musical artists with renowned film directors.

The concerts are also an opportunity to weave in social media. Usher was on stage with live Twitter feeds and interacting with them. The idea is that this live social connection and interaction brings viewers closer to the action: even when they aren't able to be in the auditorium they are part of the show.

American Express has also utilised social services like Twitter in its music partnerships via its Twitter Sync project that lets card members sync their card to their Twitter account and then receive discounts directly on the card for certain tweeted offers.

American Express Cardmembers and music enthusiasts are able to access pre-show digital features and one-of-a-kind content that further blurs the line between an at-home and in-concert experience.

Tickets are available for American Express card members during an exclusive presale window, before becoming available for purchase by the general public.

American Express > Unstaged > YouTube/Vevo

Comment:

Amex decided to get involved with this ambitious project (developed by agencies Momentum and Digitas) predominantly because while it had long offered its car members exclusive music experiences, it now wanted to create a truly online experience (ie beyond standard livestreaming) that could reach more of its customers.

So the initiative revolves around a triumvirate of brand, director and platform (Vevo and YouTube) in order to maximise engagement.

By using interactive channels on these platforms, fans can also choose the encore songs. While typical customer comments are: "This is the best concert I've ever seen in my living room," the bands do not fear selling out by working so closely with a brand because the experience is not over branded.

"it wasn't over branded: they weren't wearing Amex t-shirts or anything. Plus we saw they got 3 million viewers for the previous show – so the brand is actually delivering sizeable audiences.

But it was more the concept than anything else," says Scott Rodger, Arcade Fire's manager.

Even the Arcade Fire 'Unstaged' concert director Terry Gilliam agrees that the Amex brand was in the background: "None of it was ruthlessly planned. Amex stayed in the background."

Gilliam even suggests that "Maybe the best way for brands to approach clients is to work with artists they like. Like patrons of art in the 19th century. There's a new world developing."

Links:

<https://www295.americanexpress.com/entertainmentaccess/home.do>

Trends > Festival Wristband Technology

With RFID chips and contactless payment wristbands are replacing cash and tickets



Barclaycard > Payband At Wireless Festival



Barclaycard > Payband At Wireless Festival

Thanks to headline sponsor Barclaycard, July saw the Wireless Festival become the first UK music event to be fully kitted out for contactless payment.

The Barclaycard Payband, a branded wristband for all ticket holders, that enables attendees to pay for goods (from booze to burgers) to use only contactless technology.

Are the days of loading up with cash (and getting it stolen) a thing of the past for music festivals?

At Wireless, the PayBand was free to both Barclaycard customers and non customers.

Barclaycard's wristband offered all festival goers the option of either loading up their bracelet with £20 worth of electronic value on-site, or the ability to use their own existing NFC-enabled bank cards.

To pay, users simply tap their band on the payment terminal and then wait for the beep and the visual indicators to confirm the transaction has completed.

Users are only able to spend up to the value of the sum they have loaded on to their wristbands and the system has an auto top-up function. Band balances could be checked at Wireless Festival booths and on its website

The PayBand also offered a range of event tips, hospitality perks and fun like the PayBand activated photo booth and functional features such as site maps and luxury toilets. It was even issued with a gift and limited edition festival bag. The wristband also enables wearers' access into the Barclaycard Unwind Perk Park.

Not all attendees wore a Barclaycard PayBand this year at Wireless, but in the future it could be dovetailed with the ticketing mechanism.

Barclaycard > Payband At Wireless Festival

Comment:

Despite the rain and the mud, the Barclaycard PayBand was one of the more innovative additions to this year's festival and on that same weekend all those attending the Wakestock Festival wore RFID wristbands that offered an even broader range of functions from ticketing and access to payments and location.

Torrential downpours and filthy mud baths are things UK festival goers typically take in their stride, but having their cash stolen (or even running out) is one of the worst live music experiences involving either hours with the police or long treks to the nearest town cash point. Secure contactless technology can solve this problem with a simple swipe of the wrist.

It is a branded utility that looks likely to be embraced by the live event scene and it provides partners and sponsors with an opportunity to play a credible role during festival season by fulfilling a genuine need and solving a genuine festival goer problem.

The possibilities for microchip RFID technology in sponsorship stretch further and wider than the simple tracking devices that have been so prevalent in marathon running in recent years. From avoiding queues at football, to frustrating the world pick pockets and buying drinks at nightclubs, the possibilities are endless.

Links:

www.barclaycardpayband.com

www.barclaycard.co.uk

www.wirelessfestival.co.uk

Final Thought > Don't Play It Safe

'Safe' simply will not cut through the increasingly cluttered music landscape any more



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Please use the above contact details for further enquiries regarding the full '100-plus slide and 25 case study' interactive version of this presentation (including the illustrative creative assets / campaign videos).

THANK YOU