

20

OPEN BRIEF
PARLOPHONE

SPONSORED BY
PARLOPHONE



PROMOTE THE PARLOPHONE ROSTER OF ARTISTS AT OUTDOOR SUMMER MUSIC FESTIVALS AND EVENTS TO DRIVE MUSIC SALES

The brief

Create an integrated campaign of ideas promoting the Parlophone roster of artists within the environment of an outdoor summer music event or festival. You should deliver a generic concept that is unique to Parlophone and the end result of your campaign will be to drive music sales across the different formats on offer – such as CDs, DVDs, LPs, digital downloads, mobile phone downloads, ring tones, screensavers and so on.

Considerations

Some media such as leafleting or fly posting might get lost in the mass of visual and audible 'noise' happening inside the festival site. Consider what will be most effective in competing with all the other communications encountered within the environment, such as non-traditional routes like ambient media, whilst paying careful attention to people's behaviour at outdoor festivals and events (for example, wanting to travel light, how they spend time between watching artists, the weather and levels of comfort experienced).

Furthermore, don't specifically focus on an individual band but think about how your idea could work for a number of artists within a given situation or across different genres of music. Whatever your solution or use of media, we are looking for a core, memorable idea at the heart of the campaign which will automatically encourage word of mouth 'talk-ability' about the label/artist(s) and as a result of this, drive sales.

Target audience

16–35 year-olds at outdoor summer music festivals and events in Europe (such as Glastonbury or Reading in the UK and Sonar in Spain).

Tone of voice

Inspiring, original, memorable, contemporary, humorous – consistent with Parlophone's mission to inspire creativity.

Mandatory requirements

Your solutions should focus on offering the following to festival punters:

- A positive, quality and engaging experience
- The opportunity to interact with or explore music products at the point of contact
- A call to action for purchase (for example, mobile phone downloads, realtones or bluetooth gaming)
- Giving something back – you could encourage interest by offering purchase incentives such as free 'teaser' snippets of content such as music and video clips, news or interview clips and mobile phone screensavers. However, you must avoid giving-away 'free' music – for example, by designing, manufacturing and leafleting a CD of songs

The use of the Parlophone logo and any related branding elements is not mandatory – however, if used then all brand guidelines must be followed (see website below).

Background

Parlophone Records is one of a number of labels within the EMI Music Group. As well as our own artist signings, we work with artists who are 'signed to' our affiliate labels such as Regal, Blue Note, Capitol, Honest Jon's and Apple. Parlophone's ethos is that of strong artist development. We are committed to creativity and innovation, and believe that our roster reflects true music talent. As a result, the roster is very broad, spanning high profile and established acts such as Coldplay, Gorillaz, Kylie, The Beatles, Tina Turner to lesser-known artists such as The Dandy Warhols, Clor and Morning Runner. A full list of artists can be viewed at our website.

Further information

<http://www.parlophone.co.uk>

<http://www.parlophone.co.uk/dandad/>

Deliverables

Work mounted on no more than four A3 or A2 lightweight boards. Any digital media must be:

- On CD only
- Each piece must not exceed 10MB in size
- Mac-compatible and written in either Flash, Director or Quicktime only
- Fully tested before entry with clear written instructions enclosed (if necessary)
- Files must run on their own without requiring additional software

Brief set by

Claire O'Brien, Parlophone.