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Music Strategy & Communications



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State of independence

Nokia invests in emerging music in Asia



What?

Nokia launched IAC (Independent Artists Club) in October 2007, with the aim of engaging with music fans at a grassroots level. IAC provides a central platform for emerging artists across the Asia Pacific region, enabling them to reach an audience hungry to discover new and breaking artists. Artists upload their tracks, bios, etc. and users rate their favourite tracks to compile a chart exposing the best music to both consumers and the industry.

So what?

The Independent Artists Club works in tandem with the emerging independent music scene across Asia, focusing in on the wealth of homegrown talent available. With 65% of music consumed in Indonesia coming from local artists, for example, Nokia harnesses the true breadth of music bubbling under the radar across Asia.



The platform (available on both web and mobile) extends beyond digital to provide IAC-branded live music events and embedded content for Nokia handsets. The first monthly IAC Chart launched on the 1st January 2008. The platform is currently available in seven territories: Bangladesh; Indonesia; Malaysia; the Philippines; Singapore; Thailand; and Vietnam.

A recent survey suggested that digital advertisements for mobile devices and operators were the most frequently recalled by Asian consumers. In fact, Nokia came out on top in the majority of surveyed markets. Nokia has seen 40% growth in Asia in Q1 of this year, due to a strong lead in emerging markets such as China and India. IAC offers genuine promotion for artists and unparalleled access to new music for fans across the full spectrum of the Asian market.

>> www.nokia-asia.com

Nokia also embedded 10 of the top IAC tracks onto its refreshed XpressMusic 5310 and 5610 handsets. The chosen tracks also featured on IAC's first Tastemakers' Feast sampler CDs, which now go out to key music industry figures in each IAC market every month.

"IAC is a smart multi-channel platform that delivers on a very real artist need in the Asian region. In a very disparate market, IAC allows participating bands to achieve both industry and public exposure through online, mobile and live events. Nokia's ability to enable and power this platform is a powerful brand play which helps to establish its right to be in the music space."

Jeremy Patterson, Director of Content & Production, FRUKT

signmeup@brandsbandsfans.com or visit www.brandsbandsfans.com

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Pop goes East

Music marketing gets a sugar rush



What?

The major soft drink brands are all looking Eastwards towards potentially-lucrative emerging markets; and music is proving to be the cultural key to opening up new doors.

Pepsi has spent \$5M on producing a full-length musical for the Eastern market. The musical *Bahr Al Nujoom* (Sea of Stars) was filmed last year in a village in northern Lebanon and features five Arab pop stars, including Lebanese Haifa Wehbe. "With a growing young population in the Middle East, we see a big potential for us here," said Moussa Mustafa, the Regional Marketing Director for Pepsi Middle East. The musical – which arrives on screen in May – tells the story of a teenage boy who attempts to revive his small town by organising a music festival.

So what?

With West Asia much more of an open playing field – due to the downplaying of alcoholic beverages – soft drinks are seeing marked increases. There is, however, a need to marry the Westernised culture of these brands with localised culture. Pepsi is embracing this wholeheartedly, previously teaming up Christina Aguilera with Lebanese singer Elissa, and footballer Thierry Henry with Haifa Wehbe. Celebrity ads are popular, so creating a High School Musical-styled film version is a smart move.

"The use of music as a cultural connector for Western brands moving East just proves how powerful music can be. The music gives the product a new context, without having to necessarily alter or localise the product itself."

Jack Horner, Creative Director, FRUKT

>> www.bahrlnujoom.com

Diamonds – a girl's best endorsement

Dion sparkles in China



What?

Celine Dion, in a bid to harness China's urban female consumer, is to create a range of diamond engagement rings and exclusive women's accessories. The new range, under the corporate name HV Love, will be created in conjunction with Chinese journalist and multi-media host, Yang Lan.

A website has been set up to capitalise on trade during the Beijing Olympics, but a substantial bricks and mortar presence is also in the pipeline. "Consumers want to touch and examine the jewelry in a store setting," said Lan.

Dion said the new venture would express "the most wonderful human emotion of all – love". The company plans to open around 200 retail outlets in China by 2010.

So what?

Celine Dion (when not working as a Las Vegas showgirl or sinking ships) loves a bit of brand endorsement. From her early-90s restaurant chain Nickels, right through to her range of perfumes. China's burgeoning interest in diamond jewelry is another bankable prospect (the market reached \$20.8B in 2006). Lan's TV news and talk shows give her a reach of over 180M viewers. Combine this with Celine's musical audience and the duo's optimistic figure of 200 outlets doesn't seem unrealistic.

"Celine's recent sellout at the Venetian Macau proves her status as one of the few divas to crossover between Western and Asian audiences. What makes this interesting is that she's partnered with an established media brand in China to do it."

Jasper Donat, President, Music Matters

>> www.hvlove.com

Double Agent

Pop princesses team up



What?

In a targeted country-specific marketing move, Kylie Minogue recently recorded a duet with Taiwanese Mandopop singer Jolin Tsai especially for the Asian edition of her upcoming album, *X*. Tsai featured on the track 'In My Arms'.

Tsai is a branding stalwart, having appeared in commercials for Lux hair care products, McDonald's, the Oops! Jealous nail polish range, Levi's, Max Factor, China Mobile, and Pepsi (among others). The deluxe version of Tsai's own Agent J album features a three-part 70-minute music movie filmed in France, London, and Bangkok. The movie – which cost NT 50M to film – stars Tsai as the leather-clad Agent J and boasts a host of popular Korean actors. The film features prominent promotion for Pepsi during a key pole dancing sequence. The track 'Let's Move It' from the album has also featured in commercials for Toyota.

So what?

Jolin Tsai is considered by many to be the Taiwanese Britney Spears, rising in fame off the back of a MTV singing competition to become the biggest star in the Mandarin music market. Like Britney, Tsai has been a major Pepsi brand ambassador, starring in the Lord Of The Drinks commercial in 2005. The linking of Tsai with Kylie highlights a new trend in pop princess pairing. With Kylie struggling to gain ground in the US, and Tsai's album generating 65% of Mandarin album sales in its first week, Kylie's *X* wants to mark the spot in Asia.

"Western / Asian collaborations can be hit and miss. This is a powerful partnership between two mainstream 'brands' and it will be interesting to see how it plays out"

Michael Denmark, Co-Founder, Branded Asia

>> www.youtube.com

Beach buoyed by music

Surf's up for Asian bands



What?

Quicksilver – a leading sports lifestyle company – is promoting some of Asia's biggest music acts via major surf events such as the Quicksilver Open Keramas in Bali, Indonesia and Quicksilver Revolution 2.0 in Sunway Lagoon, Kuala Lumpur, Malaysia.

Quicksilver hosted a party celebrating the culmination of the Quicksilver Open, Keramas at the Hard Rock Hotel Bali. Headline music acts were Pop Shuvit and Joe Flizzow from Malaysia. Both acts played to crowds of 40,000 people at the Quicksilver Revolution 2.0 earlier in the year. Bangkok-based band Futon and DJs the Stylustiks also performed at the major surfing event.

"Our target market is the same as Quicksilver; it includes the youth who enjoy music and participate in the extreme sports field," said Sunway Lagoon's Senior Executive of Public Relations, Loke Kah Peng.

So what?

Asia has been a major surf destination for the last 25 years, and Quicksilver is a brand well positioned to target Asia's musical youth. The use of Sunway – the largest manmade surf beach in the world – as a backdrop migrates the campaign from a basic sponsorship deal to a fully-fledged interactive experience. Quicksilver recently offered up 60,000 Quicksilver iTunes cards as part of a surfing promotion in Australia between surf icons and emerging bands. It seems a similar promotion based around new acts would be the natural next step in Asia.

"It's great to see more and more brand-funded music events appearing on the calendar. Surf's up!"

Kate Baldwin, Event Director, Music Matters

>> <http://live.quicksilver.com>



So what else?



Corny advertising

Unilever's 2008 campaign for Cornetto in China (where the brand is the number 1 cone) is to continue to be endorsed by music duo JJ Lin and Jin Sha (as in previous campaigns in 2006-2007). A new duet, 'Expecting Your Love', is to build on the association between the brand and teen romance. A far cry from the more lust-filled ads for its Magnum range.

>> www.youtube.com



McDonald's goes underground

Successful Cantopop singer Joey Yung has again been named as spokesperson for the fast food restaurant chain McDonald's. The new Shake Shake Fries commercials sees Yung paired up with South Korean actor and model Lee Jun Ki. In a previous ad, Yung is seen demolishing a section of the underground network as she shakes her McDonald's meal for all she is worth.

>> www.youtube.com



You say goodbye, Motorola says Hello

Asian pop star Jay Chou made an appearance at the Hong Kong International Airport last year, enabling travelers to "Say Goodbye" to loved ones via their mobiles. Motorola showcased its new RAZR handset with messages broadcast on giant video screens, and users received personal messages and exclusive content. A viral suitcase well packed for international traction.

>> <http://210.48.79.8/awards>



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