

THE FUTUREHEADS

The Futureheads

Supporting independent music talent

Media objectives

Develop a music collaboration between independent band 'The Futureheads' and Blyk

- Deliver valued music give-aways and content to Blyk members
- Build Blyk's credentials as a platform for supporting the best independent artists

Promote the release of The Futureheads' new album 'This Is Not The World'

- Create a buzz around the band's album launch and UK tour to boost album sales

Create an audience of Futureheads' fans on the Blyk network

The Blyk Solution

Music fans were introduced to the collaboration with a free Futureheads mobile wallpaper

Blyk then re-targeted those that had interacted as well as other indie music fans with a series of messages

- Ticket giveaways; members were targeted by location with exclusive gig tickets to the band's tour
- Album preview; a series of 30 second audio preview clips of their single and album was sent on the day of release
- Q&A album giveaway; members were given the chance to ask The Futureheads a question - best questions won a copy of the album

All messages were strategically timed to complement the promotional activity around the album launch

Mobile Wallpaper



Total Response 24%

Yes >



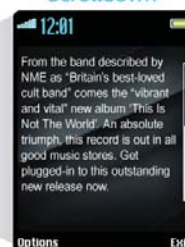
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Album Audio Preview



Scroll down



Results & Insight

Nearly one quarter of recipients opted into receiving the exclusive free Futureheads mobile wallpaper

Ten pairs of tickets were given out to members across the UK

- An average of 22% of members entered across each draw
 - > Shows effectiveness of relevant targeting by location and interest

30,000 single and album preview messages were delivered on the day of release

Blyk received over 3500 questions for the band

- Over one in ten members had responded
- Shows the effectiveness of giving members the chance to interact with the band
- Results were posted on the Blyk blog
 - > Giving members the chance to be heard

Members' questions to The Futureheads

"if you could kidnap any rival band... Who would it be?"

"Explain the inspiration behind your new track radio heart?"

"does running your new record label take away the rock and roll aspect or does it make it more exciting?"