



The Kooks

Creation of a unique music collaboration

Media objectives

Create a unique music collaboration between indie band The Kooks and Blyk

Promote the release of The Kooks' new album 'Konk', and single, 'Always where I need to be'

- Create hype before and after the album launch
- Generate album sales

Build a buzz around the band and drive traffic to The Kooks' homepage

Deliver music content and give-aways to Blyk members

- Further building Blyk's music credentials

The Blyk Solution

A bespoke cross-platform promotional campaign ran before, during and after the release of the album

- Series of pre-launch multimedia messages including audio clips and video clips of the new single
- The first ever weeklong take over of the Blyk homepage
- An exclusive Kooks gig ticket give-away competition for Blyk members
- Exclusive Kooks wallpaper downloads for members

Messages were targeted at all members interested in music

Homepage takeover creative



Pre launch MMS



Results

Pre album launch MMS activity delivered over 200,000 impressions

- Across a series of five messaging periods

During homepage takeover week, the site received over 50,000 hits

- This was the week of the album launch

Post album launch activity had an average response of 29%

- The competition for gig tickets received a response of 36%
- The wallpaper download received a 21% response

Insights

Post campaign research found that 1 in 10 of Blyk members interested in music said they had bought the new album

- Further proof to the effectiveness of using Blyk as a medium for launching new music
- Demonstrates how Blyk can be used for timely post campaign research
 - > A mechanic not available with any other medium