



Digital remains a core marketing tool for EMI Records with launch of captivating microsite for Magic Numbers

immediate future Limited, June 22, 2005

URL: <http://www.pr9.net/ent/music/1849june.html>

Campaign allows fans to create their own posters, 'paste' them onto a 'community' wall and email them to friends or save as mobile wallpaper

PR9.NET June 22, 2005 - Today, EMI Records continues to put digital at the core of its artists' marketing strategies with the launch of a microsite for up-and-coming band, Magic Numbers.

Promoting the band's eponymous forthcoming album, the microsite (<http://magic.blocmedia.net>) allows consumers to create their own 'poster' that they can then 'paste' up on a wall displaying other posters that have been created. Consumers can then either email their poster to a friend or send to their mobile, via WAP, as wallpaper.

The microsite extends the animated video theme for the recently released single, 'Forever Lost', with some of the video's images and characters available to fans for personalising their posters.

The microsite was created by the digital agency, Bloc Media.

Eric Winbolt, Digital Media Manager at EMI Records, comments, "Allowing for greater user intimacy and community creation than many other traditional, non-digital channels, we continue to place digital at the core of our artists' marketing strategies.

"Bloc created the microsite to have a viral mechanism, taking the offline word-of-mouth buzz surrounding this new band and replicating it online. Stimulating creativity, the poster function allows fans a greater sense of ownership and involvement, drawing them closer to the band."

As a visual extension of the 'Forever Lost' video, the microsite offers fans a peek into, and ability to interact with, the Magic Numbers' unique world.

Rick Palmer, Managing Director of Bloc Media, comments, "The site's execution is based on people's love of creating and personalising content, which they can share with friends. Being able to paste posters onto the wall also creates a community message board, allowing fans to see not only their own handy work, but what others have been busy creating too."

The site is promoted on <http://www.themagicnumbers.net/> and through EMI Records' database.

About EMI Records

EMI Records' digital media division, headed up by Eric Winbolt, plays a core role in the label's business. Integrating digital channels into its traditional label activities has become an increasingly important element of EMI Records' artist promotion, marketing and distribution; allowing its artists to reach consumers wherever and however they wish to be reached.

EMI Records has a number of successful partnerships with independent labels, including Heavenly Recordings, which began in 2000. This partnership is home to Doves, Beth Orton, The Vines and Ed Harcourt. EMI Records also has a partnership with Positiva, one of the longest running and most recognised dance labels in the UK.

Artists at EMI Records include Robbie Williams, Kate Bush and Pink Floyd.

EMI Records is an EMI Music UK label.

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

About Bloc Media

Bloc Media is a digital agency specialising in creating attention-grabbing websites, virals and games, as well as developing online advertising campaigns, DM campaigns, and CRM strategies.

With its creative insight and intuitive approach, Bloc Media's campaigns are focused on being creatively compelling whilst effectively fulfilling a marketing brief and delivering ROI.

Bloc Media has worked with Electronic Arts (EA), Diesel, EMI Records, Sony Computer Entertainment Europe (PlayStation), Mini Clip, Mousebreaker, Universal Music, Virgin Records, Eidos, V&A Museum, Sony BMG and WAVV Rapp Collins.

Contact:

Anna Vickerstaff

immediate future Ltd.

0845 408 2031

pressoffice@immediatefuture.co.uk

###

About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in-depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

Phone:	0845 408 2031
Website:	http://www.immediatefuture.co.uk
E-Mail:	pressoffice@immediatefuture.co.uk

[PR9.NET - Your Free Press Release Service](#)