



EMI label Catalogue launches a viral quiz to test 'how rock are YOU?' to support launch of Rock School DVD

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URL: <http://www.pr9.net/ent/music/2943november.html>

This week, EMI Music UK label, EMI Catalogue, launches a viral quiz to promote the new DVD of the hit TV show Rock School, which is being released on the 18th November.

PR9.NET November 14, 2005 - Targeting primarily 30 plus year old males, this amusing, tongue-in-cheek style quiz, asks players a series of multiple choice questions to see if they are as 'rock' as presenter of the TV show and ex Kiss band member, Gene Simmons.

The quiz has been built by digital agency Ward 404 and includes 15 quickfire questions, giving a 'rock n roll' style scenario, asking the player to choose from a, b, or c on what they would do in a particular situation. Scores are then calculated to find out whether they are rock enough to bite the head off a bat. Or is a creme egg the most dangerous thing they bite into?

Andy Way, digital media manager at EMI Catalogue, comments: "The idea was to see if the spirit of rock is still out there. Or are we now a nation of Keane fans? I suppose that it might be a good way of raising awareness of the DVD release in a creative way in a terrifyingly crammed Christmas market, but that's completely coincidental. Surely it's more important to find out whether people's favourite rock 'Dave' is Dave Grohl, Dave Gahan or Dave Lee Travis."

This campaign will be sited on www.emicatalogue.com/rockschool, the Raft, EMI's award winning music news website, www.the-raft.com, Channel 4's Rock school site, www.channel4.com/entertainment/tv/microsites/R/rockschool/, and distributed to the EMI database, with the DVD available for sale from the 18th November.

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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.

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