



All I want for Christmas is EMI Music UK to provide online shoppers with gift profiling service

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URL: <http://www.pr9.net/ent/music/2964november.html>

New 'wish list' facility, called GIFT-O-MATIC, aims to take the stress out of Christmas shopping

PR9.NET November 18, 2005 - This week, EMI Music UK launches a new gift profiling service for Christmas shoppers to drive online sales of music and merchandising.

GIFT-O-MATIC is available at www.giftomatic.co.uk, and is an interactive service, which takes the headache out of Christmas shopping, in a creative and funky way using profiling technology to create cartoon style characters and gift recommendations, which can then be emailed, used on Messenger or sent to a mobile.

To help find or receive that perfect Christmas gift, customers are asked to answer a series of short, lighthearted questions about themselves or for whom the gift is intended.

Based on the answers provided, GIFT-O-MATIC creates an avatar of the individual, along with a recommendation of CDs, DVDs and merchandise items that this person may like. The character can then be emailed to the person they are buying the gift for, used as an Instant Messenger icon or stored as a profile on a mobile phone.

Each of the 400 items that are available on the database have been individually cross-checked against a set of values, gender, age groups and genre styles. Taking the key demographic and target audience of each of the artists, a focused search has been created giving accurate results on what certain groups of people, might like for Christmas.

Shai Eilon, customer relation manager at EMI Music, comments: "As part of our CRM strategy, we aim to offer our consumers the best experience when interacting with our websites and receiving our email marketing. Our end goal is to introduce them to more music from EMI.

"The Christmas GIFT-O-MATIC will achieve just that by offering our consumers a fun and cool experience presenting them with a personalised choice of gifts for them and/or their friends and family.

"We believe that with our strong and extensive offering this year which includes releases as diverse as Live 8 to Lennon, we have that perfect gift selection for any music fan this Christmas."

The new service is available at the following sites: www.giftomatic.co.uk (a dedicated microsite), www.emimusic.co.uk, EMI's aggregate news site www.the-raft.com, www.nowmusic.com, plus various other sites.

Artists available on GIFT-O-MATIC include Robbie Williams, Kate Bush, Live8 DVD, Coldplay, Gorillaz, The Magic Numbers, KT Tunstall, John Lennon, Now That's What I Call Music! 62, Depeche Mode, Goldfrapp, Kylie Minogue, Now Music, David Bowie platinum collection, Cliff Richard and Chas & Dave, to name a few.

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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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