

## Musician Todd Carey APPROACHED OUR COMPANY

about creating a marketing campaign to promote the launch of his new album "Watching Waiting." He wanted to separate the new album's design from his old work with a different feel - more modern, clean and distinctive. He really wanted to portray himself as a brand, rather than just another musician in an already-crowded Chicago music scene.

An IFS Account Executive met with Todd and his marketing manager to develop a solution. First, we knew we had to re-design the packaging of his new album to stand out from the crowd. Second, we had to come up with a way to entice music listeners to buy the new CD without giving the album away. And since Todd was a fairly established artist in Chicago and had several regional tours under his belt, we wanted to expand beyond the normal buying public who already purchase his CD's.

Our solution was a PURL Campaign. We re-designed the CD inlay for his new CD and branded a "VIP" page on his website that would reflect the new album design. Then we produced a "FREE Download Card" that drove traffic directly to the VIP page. The card was a plastic ID-sized card with rounded edges. It featured a 4-color design with a picture of the new album on the front and instructions on how to obtain the free downloads on the back. The VIP page featured downloads to three of Todd's singles from the album and a video that welcomed listeners to the site.

Todd's marketing team was instructed to pass out the cards at shows along his tour to drive initial traffic to the site. 40,000 cards were also mailed to independent music shops, boutique shops and hotels around the country. Each location received a specific amount of cards that reflected Todd's current reach in the area, as well as a counter sign to display the cards to potential listeners. Downloads off the site increased dramatically over a period of four weeks, so much so that many shops and hotels requested that we send more cards and albums to their locations. They had been playing Todd's music in their shops and were complete sold out. Todd's iTunes store and his website's store also experienced an over 10% increase in sales.



<http://www.toddcareymusic.com/vip>

