

PR WEEK

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WEBSITE RELAUNCH

EMI feeds need of marketing execs

PR Team: EMI Music Publishing (New York) and Jericho Communications (New York)
Campaign: EMI Music Publishing's website relaunch
Time Frame: April-June 2002
Budget: Part of the normal retainer

The right song can make or break a commercial. It can also carry that key moment in a movie or TV show. And getting the right song to the right people is EMI Music Publishing's bread and butter.

To make life easier for the folks in advertising and show business looking for that perfect tune, EMI relaunched its website earlier this year. The new site allows music and production creatives to search hundreds of songs by artist, title, lyrics, and theme, and then give license to use a particular song—all online. Previously, advertisers and producers had to do this work over the phone.

"Prior to the relaunch, I don't think EMI ever truly defined what they wanted to do with the website," says Eric Yaverbaum, president of Jericho Communications. "Now they have made it much more efficient for their audience. Now we just had to get [the audience's] attention."

Strategy

EMI and Jericho recognized that their audience was extremely busy, and didn't have time to read another press release or take another pitch on the phone.

"Marketing to marketers is



Search-e-os... key part of a balanced diet for marketers

an extremely difficult task," says Gary Klein, SVP of creative services and new media at EMI. "While the website is definitely a useful tool, we knew it would be necessary to educate our users about the new functionality. Therefore, the PR and direct campaigns had to do this in a fun, yet informative way."

"We spent at least a good week locked in the conference room," says Yaverbaum. "The thought process was, 'How do we get them to come once [to the website] without asking them to do anything else? How can we educate them in painless way?'"

Tactics

Jericho and EMI racked their brains trying to come up with examples of what people from all walks of life, even studio executives, do when they are killing time. "You kill time when you're eating by reading the cereal box," explains Yaverbaum. "Everybody does it."

And thus Search-e-os, which could very well be the first breakfast cereal to promote a music research and licensing website, much less any other kind of website, was born.

Inside the custom-made Search-e-os box, the media and creatives found two single-serve

boxes of cereal, milk, a bowl, a spoon, a letter explaining the new site's capabilities, and a magnet with the recipient's user ID and password.

"The cereal box is symbolic of starting out each morning with a healthy EMI Music Publishing breakfast that will stay with you all day long," says Klein. "This epitomizes the service we provide to our clients who license music. One of the great parts about Search-e-os was that all the written copy on the box was information about the site and its new features. It was a perfect fit since most people who sit down with a box of cereal also pass the time by eating and reading what's on the box."

Results

EMI Music Publishing saw an initial 100% increase in average daily visitors to the site. The figure has dropped over the past four months since the campaign began, but still sits at a steady 55% higher traffic rate than pre-launch. Additionally, 10% of the initial target audience visits daily. The trade press also wrote about the site, and Search-e-os, in publications including *Hits Magazine*, *DM News*, and *Investor's Business Daily*.

Future

With Search-e-os and press from the promotion driving web traffic, Jericho and EMI Music Publishing are happy with the cereal. But their culinary promotions won't end there. Yaverbaum says he's considering a similar promotion for when the midnight munchies hit, using a snack such as chips or crackers.

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