

Brands, Bands and Social Media Savvy

In London on April 28 big names from the music industry will meet their counterparts in brand advertising to find creative ways of using social networks to connect with audiences and customers. The event is a trail blazer organized by brand-e.biz, the brand communications company, that recognizes the drawing power of social media and identifies ways that bands can benefit from engaging their fans, and brands can gain from allying themselves with music their customers have taken to their heart.

The object of the event is to educate bands and brands by bringing together major players and ad agencies who understand new media, to hear about successful campaigns and to learn from the very people who created them. It contends that brand advertising is no longer about presenting your message on a hoarding, on TV or in the press. The key element in social media is 'engagement' a two-way conversation that empowers the customer and gives invaluable insight to advertisers that in the past money could not buy.

"Some bands are ahead of the game" says Steve Mullins, Editorial Director at brand-e.biz "There's the Xbox campaign with Lily Allen, for example, where they filmed 2,000 people across the UK singing along to one her songs and then putting together a mosaic video that people could remix for themselves. But a lot of bands don't get tools like Twitter, and make basic comms errors by tacking traditional promotion tools onto new platforms with ineffective results. This short event will be a master class in the 'art' of brand entertainment, a rare opportunity to learn, meet interesting people and enjoy some great music.

For further details of Brands, Bands and Social Media Savvy including programme, speakers, panels, time, place and fee go to <http://brand-e.biz/bands.html>

Ends

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About brand-e trend intelligence

brand-e trend intelligence is the quarterly communiqué that delivers the sharpest take on what's what in innovative advertising and marketing. Each and every quarter we bring you our unique analysis of non-traditional communications. And we promise to leave no campaign unturned in our unending quest to identify just what it is that's driving creative and original comms.

Plus we'll make sure that, as well as providing understanding of what's behind today's innovative brand strategies, we'll give you pointers as to where they are taking us. No waffle, no fence-sitting. Just brand-e nous, pure and simple. We know you wouldn't want us to deliver it any other way.

brand-e trend intelligence is put together by the same team that brings you brand-e, so you can be sure it's quality content.

About brand-e

brand-e is also the publisher of brand-m, the unique online resource providing news and analysis of music marketing and music in marketing, with an emphasis on innovation in comms and digital distribution. www.brand-m.biz