

champagne problems

An interactive story that completely immerses marketers in the potential of Myspace.





the situation

No one has seen the combined power of Specific Media and Myspace

- Down-funnel buyers know and trust the Specific brand name
- Up-funnel buyers are averse to the Myspace brand name
- Brands and creative agencies are unclear on the new mission of Myspace

 **specificmedia™** + **myspace**

the opportunity

Show the MS/SM merger as the dawn of the Performance Entertainment Company

- Offer down-funnel buyers reasons to flex their expertise and evangelize
- Inspire up-funnel buyers to see Myspace as a revived and smarter platform
- Educate content creators as to why and how they can leverage Myspace to create, curate and celebrate branded content



c suite

He wants results and respects brand. Although he now leans in to his team to be “ears on the street,” he ultimately calls the shots. He can’t make heads or tails of the MS/SM merger.



agency lead

He’s a master manager of workflow and generalist extraordinaire. He’s influential in the creative process but not focused on the results. If it can’t be expressed in bullets, he’s out.

media lead

A master of buying mechanics and digital media, she’s concerned with performance and values down-funnel practices. No media company gets through without her approval.



promotions

He wants spectacle above all. Accountability is a foreign language to him. He’s skeptical of any 3rd-party creative contribution, especially a company that “sells banners.”

c suite

“I don’t get what Myspace is now. They just launched a Facebook integration. It’s baffling”



agency lead

“I don’t know if my audience is really there.”

media lead

“Myspace burned me once. I don’t trust the quote.”



promotions

“Why would I want to create content with Myspace? I’ve got my own resources and have a direction.”

Lanze



Carrie



Justin



Patrick



the idea

We'll create a content series that follows a marketing team on their quest to create a campaign to promote their (fake) shoelace brand: Lyric. Those who follow the series experience how Myspace can help them create and distribute relevant content like no other company.

The story will be told across a mix of in-player video and video-capable banners to demonstrate the targeting and segmentation abilities of a Myspace powered by Specific Media.



Business Planning

Content Creation

Content Distribution

Media Planning

Media Distribution

Event Planning

Event Promotion

the twist

The presentation of the story will not follow a linear path from planning to execution to deployment but will instead be rearranged to ensure maximum engagement/entertainment value.

In other words, in every episode our marketing team creates content. But the content they create will have been distributed in ad units the week prior to the episode's initial broadcast. Think of it as marketing meets Memento.



discovery

Champaign Problems will be applicable to all marketers, but we'll concentrate our efforts on those who work on youthful, culture-driven brands; those who'll be likely first movers against a revamped Myspace.

They will learn of Champaign Problems through a number of touch-points:

- Direct correspondence from MS/SM/TMA
- Social passalong
- PR in trade publications/blogs
- Targeted buys against relevant inventory and audiences

The goal of these efforts is to direct them into our retargeting funnel, and this will begin when they navigate to the campaign's landing page. The landing page will also serve as the navigational dashboard for all CP experiences.



continuity

Users will experience the CP campaign through our retargeting efforts:

- User-initiated video banners between episode deployments
- Instream cutdown episodes deployed to lapsed viewers

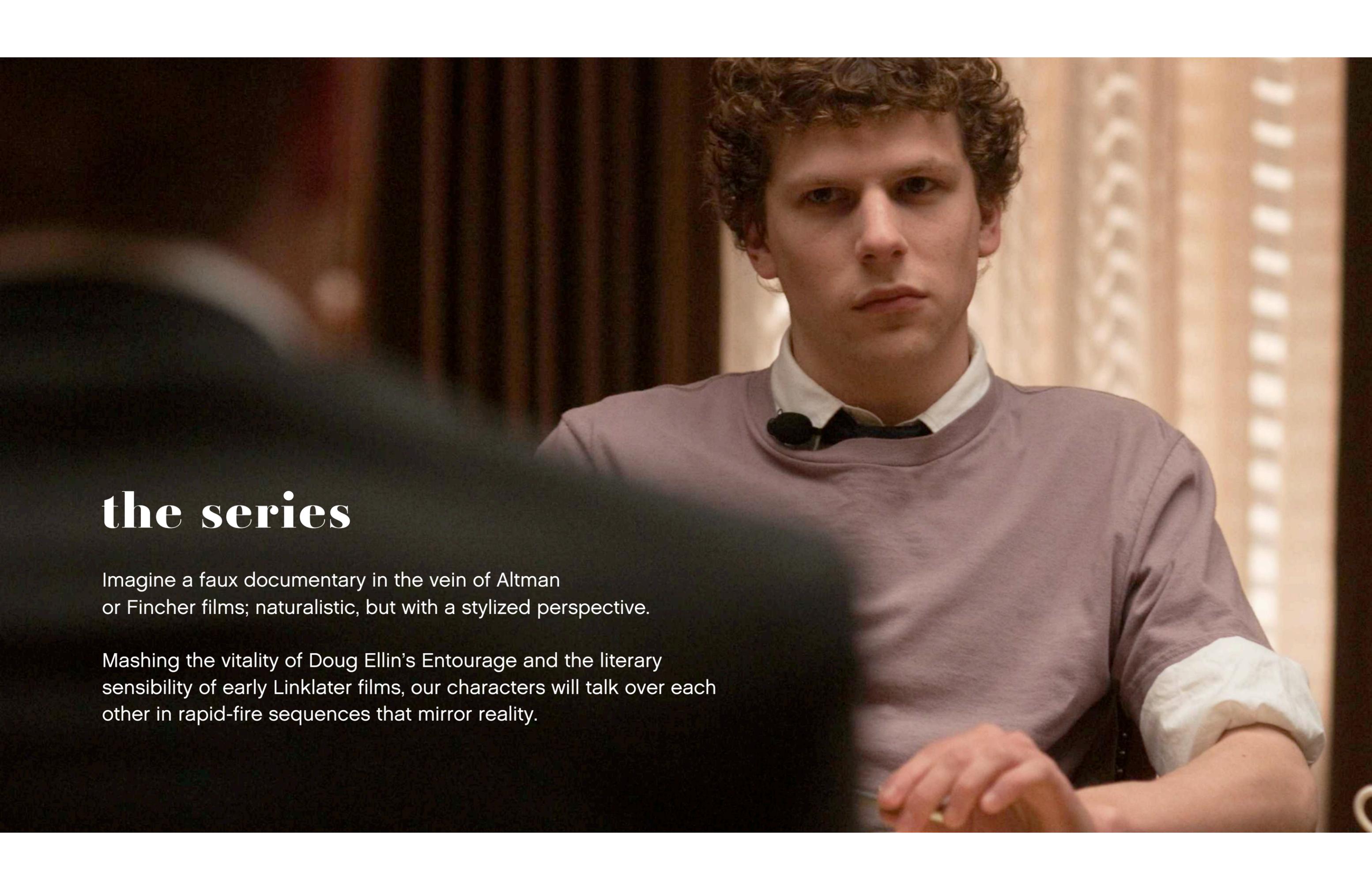
Engagement will be rewarded to spur socialization:

- Tiered bonus content for aggressive audiences
- “Share” best practices deployed within all assets

We’ll also adopt a “rolling update” posture with scrolling engines like Mashable, PSFK, and others.

Content from the series will be leveraged to create a case study that will drop immediately upon campaign completion.





the series

Imagine a faux documentary in the vein of Altman or Fincher films; naturalistic, but with a stylized perspective.

Mashing the vitality of Doug Ellin's *Entourage* and the literary sensibility of early Linklater films, our characters will talk over each other in rapid-fire sequences that mirror reality.

Cameos from well-known artists and industry types will help obscure fact from fiction.

Layered storylines and mysteries only resolved after several episodes will create an insider status among viewers that spurs full consumption and passalong.



the east

Lanze

THE CMO

She's focused on business results and respects brand. She takes pride in her taste and ability to build a team.



Carrie

AGENCY LEAD

She knows product marketing but is relatively new to the sneaker space. Her reputation was built on aligning objectives, resources and personnel.



Justin

MEDIA LEAD

He's a junior but hard-boiled media geek always looking for new ways to target and hold the work accountable for results.



Patrick

PROMOTIONS

He runs PR/events for the brand and is an advocate of spectacle and stopping power at any cost.



Mazen

MYSPACE REP

He knows how to balance the needs of teams and is an expert in blending business with brand and art with science.



the series

EPISODE 1:

finding myspace

Over lunch, Justin preps Mazen to meet the Lyric team. Their discussion offers detailed analysis of our characters and their business situation.

That afternoon, a well-prepared Mazen is able to assure the Lyric team of Myspace's prowess in talent recruitment, content production and distribution. He also debuts an all-new Artist Analytics. As the team tinkers with it, we see two artists rise above the pack.





EPISODE 2:

studio output

(CTP) Video banners showcase our artists working in the studio. They struggle at first, unable to find a common chord.

The musicians react to a visitor who, there on other business, drops in to offer some support. After some tinkering, the duo finds their stride together.

For clickers, the video ends with an offer to download or share the resulting single.



EPISODE 3:

baby carrots

Justin, ever the nerd, annoyingly waxes on about potential distribution outlets for the track they're facilitating.

Patrick is still skeptical as the artist partnership fails to bear fruit for hours. Carrie: "What if this doesn't work?"

Viewers discover the mysterious visitor in the previous episode was Dr. Dre. He offers Mazen some welcome distraction, but it doesn't last. Mazen expertly handles the team's questions until the artists hit their stride in the studio.

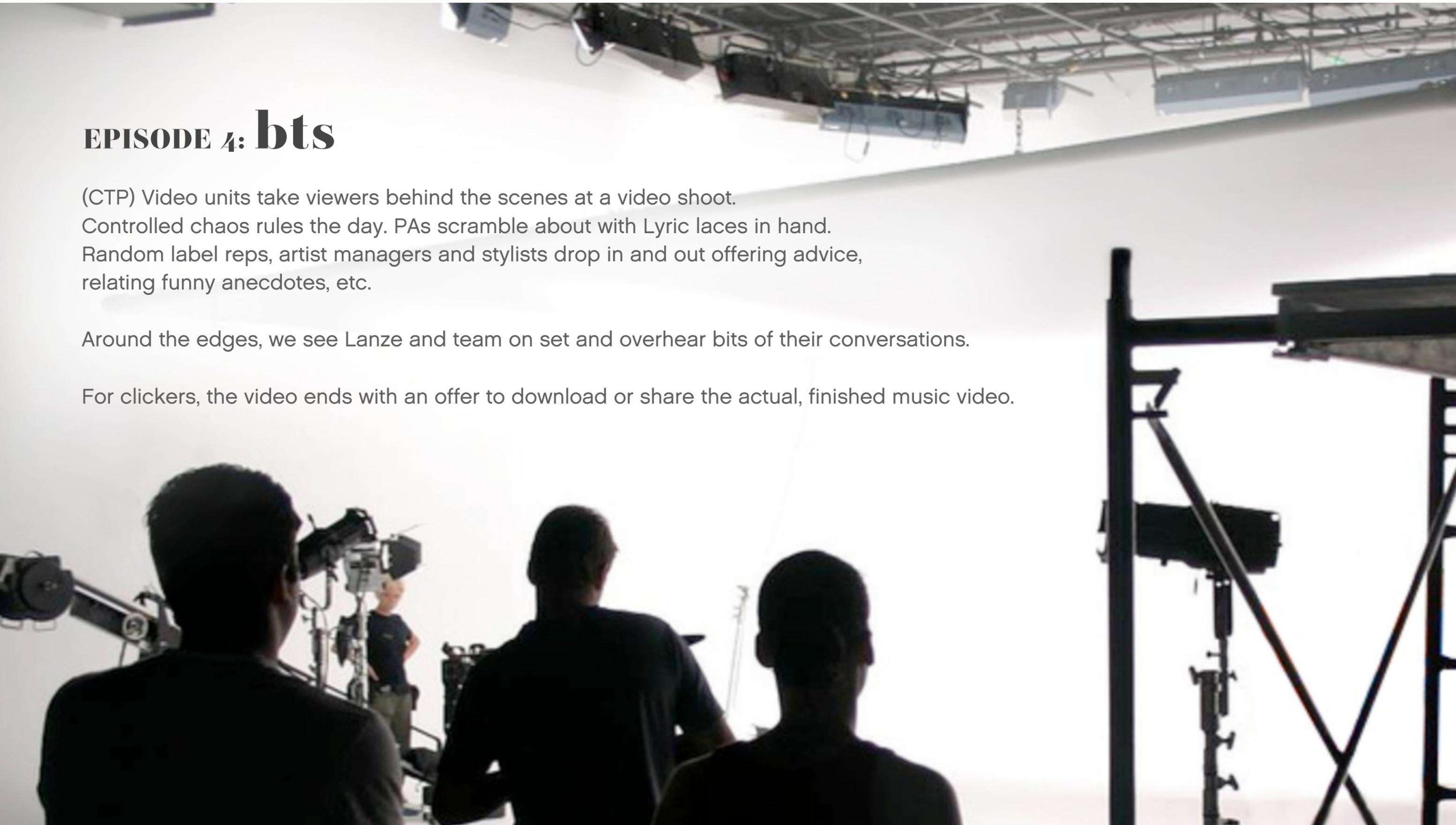
Lanze is the first to recognize they have hit their stride.

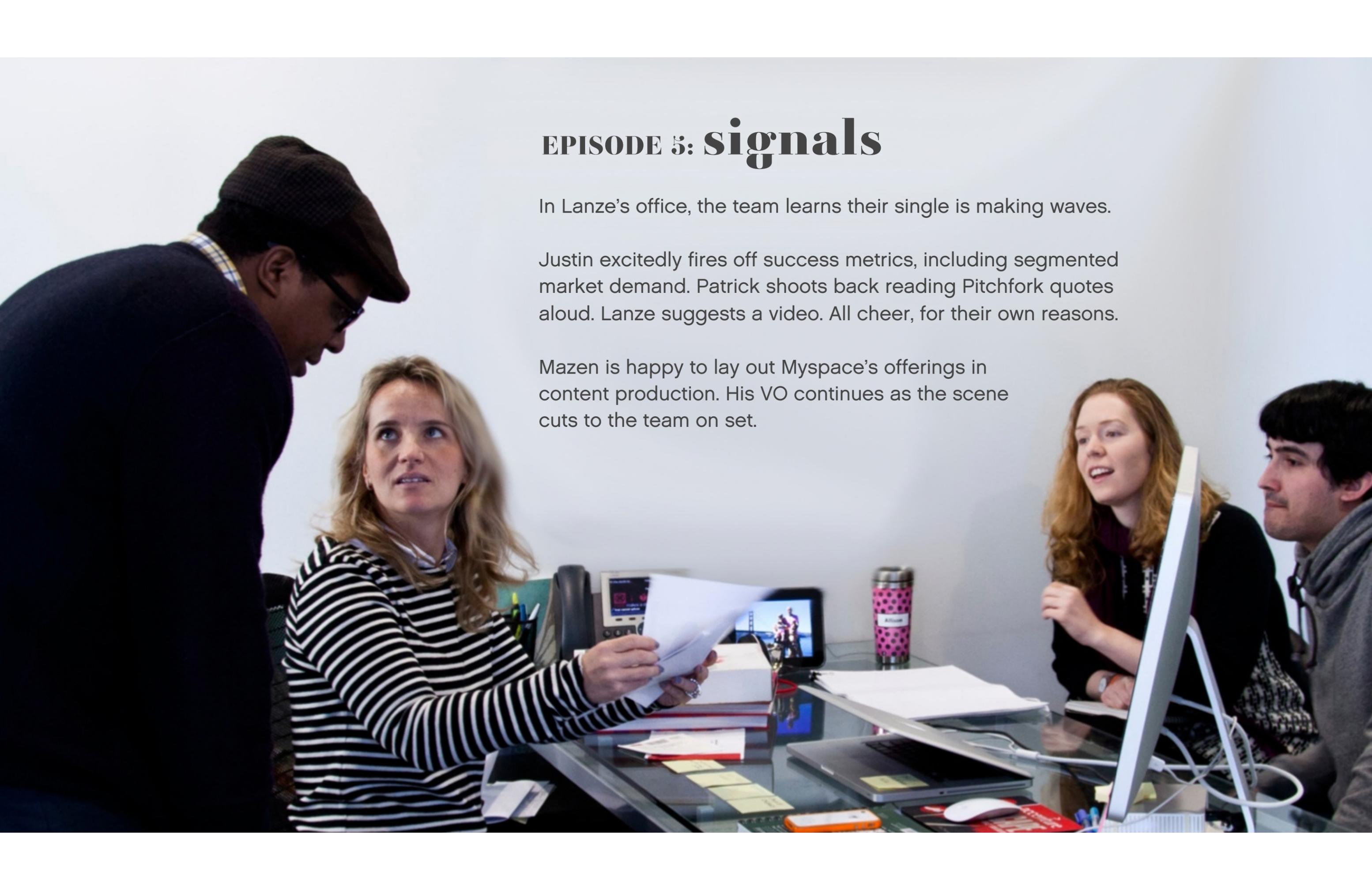
EPISODE 4: **bts**

(CTP) Video units take viewers behind the scenes at a video shoot. Controlled chaos rules the day. PAs scramble about with Lyric laces in hand. Random label reps, artist managers and stylists drop in and out offering advice, relating funny anecdotes, etc.

Around the edges, we see Lanze and team on set and overhear bits of their conversations.

For clickers, the video ends with an offer to download or share the actual, finished music video.





EPISODE 5: **signals**

In Lanze's office, the team learns their single is making waves.

Justin excitedly fires off success metrics, including segmented market demand. Patrick shoots back reading Pitchfork quotes aloud. Lanze suggests a video. All cheer, for their own reasons.

Mazen is happy to lay out Myspace's offerings in content production. His VO continues as the scene cuts to the team on set.

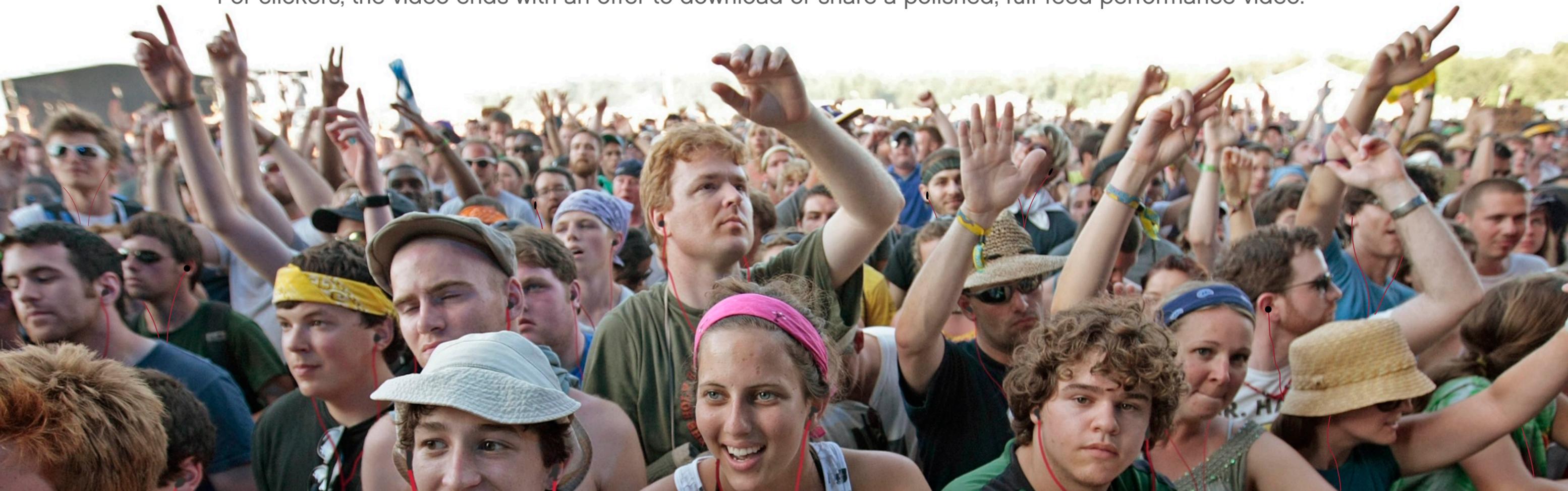
EPISODE 6: **echo park**

(CTP) Video units feature CP artists performing at a Myspace Secret Show in Echo Park.

Although staged in public, the concert is still exclusive; audience members are wearing Beats buds wrapped with Lyrics. The Myspace app is streaming the live audio feed from the stage.

A click enables ambient noise and a cappella audio from stage. Users can also toggle a feed switch on-banner to hear the concert as if through earbuds.

For clickers, the video ends with an offer to download or share a polished, full-feed performance video.



EPISODE 7: a show is born

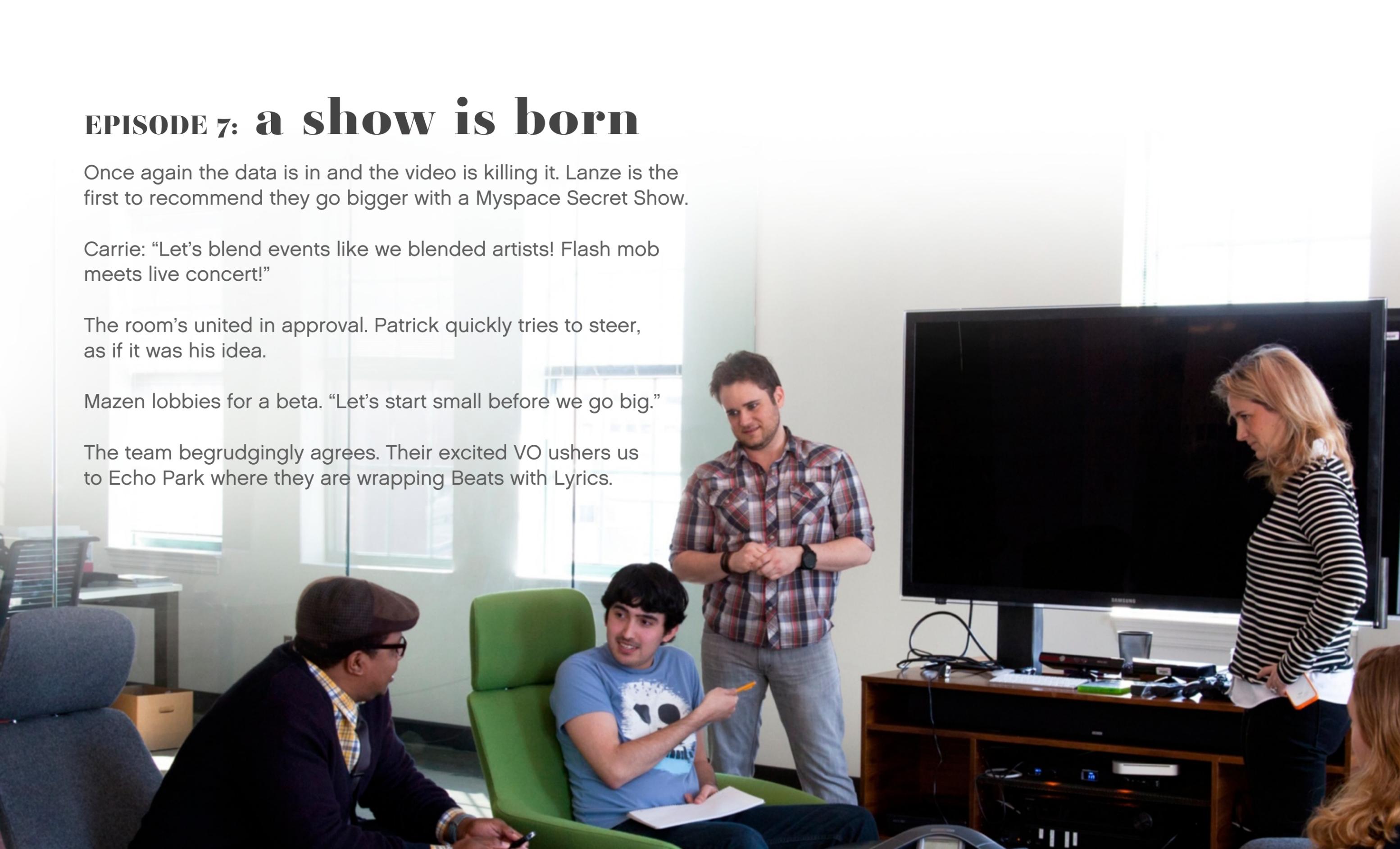
Once again the data is in and the video is killing it. Lanze is the first to recommend they go bigger with a Myspace Secret Show.

Carrie: "Let's blend events like we blended artists! Flash mob meets live concert!"

The room's united in approval. Patrick quickly tries to steer, as if it was his idea.

Mazen lobbies for a beta. "Let's start small before we go big."

The team begrudgingly agrees. Their excited VO ushers us to Echo Park where they are wrapping Beats with Lyrics.



EPISODE 8: **extra credit**

Instream units feature the CP cast thanking viewers for following the story and informing them that a case study and gift are available with click-through.

Click-through takes users to a bespoke registration page, where users can view the video case study and find out more about a big show taking place in NYC this October.

Case study PDFs may be downloaded upon registration click.



follow through

The CP case study will be offered as an exclusive to noteworthy marketing, music and film trade journals before going public.

Myspace will also host the Secret Show Lanze hinted at in Episode 7. This show would be planned to coincide with CMJ 2012, only guaranteeing space for marketers who followed the story in real time.

All MS/SM sales staff will have the case study in multiple formats before they go live.

CMJ 2012
MUSIC MARATHON & FILM FESTIVAL
OCTOBER 16-20 NYC | CMJ.COM


ISLAND **Def Jam** recordings
MUSIC GROUP



Thank you.

**the
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appendix

CHAMPAIGN PROBLEMS DELIVERABLES

Based to current deck and divided by location:

Office Location

- EP 1: Finding Myspace
- EP 5: Signals
- EP 7: At Show
- EP 8: Extra Credit

In Studio

- EP 2: Studio Output (in banner)
- EP 2.1: Mastered Audio Track
- EP 3: Baby Carrots

Music Video Set

- EP 4: BTS Video (in banner)
- EP 4.1: Music Video Download

Live Event Outdoor Set/Park

- EP 6: Live Event Coverage (in banner)
- EP 6.1: Polished Performance Feed

Case Study

- Retrospect

Assumptions:

Artists

- Session fees not applicable
- Unlimited use rights on recorded content
- Grants to free downloads of content
- AFofM fees covered by labels for all uses
- Entourage and travel not included

Assets

- Microsite build by Myspace
- App design/build by Myspace

Talent

- Cast non-union for all executives
- Content negotiated as unlimited versions and edits for industrial, online usage (non-commercial)
- All talent agreements will state upgrade to commercial usage paid at scale
 - \$2.1k+35%tx/PH per talent per edit
 - Assessed based on final edits
- Celebrity cameo costs not included

All media targeting/distribution handled by SM/MS

TIMING AND COMMITMENT

\$1.7MM for all deliverables ready in six months

Assumes rolling start date

Timing

- Prep to award and artist negotiations: 3 Weeks
- Artist song development/production prep: 6 Weeks
- Shoot week/audio mastering: 1 Week
- Edit: 4 Weeks
- GFX/Finish: 2 Weeks
- TOTAL: 16 Weeks

Contingencies

- Commercial upgrade: \$100k
- "Follow Through" concert (3000 attendance at CMJ): \$300k

Talent Considerations

Azealia Banks/Sleigh Bells



Kendrick Lamar/Class Actress



Alabama Shakes/James Blake



finding Myspace

Episode 1

script excerpt

BRAND LEAD LANZE AND PR GUY PATRICK WATCH CHEESY MUSIC VIDEO ANIMATICS OF AN AD FEATURING THEIR SHOELACES.

LANZE: I have no idea what I'm looking at. This looks like an ad for fucking Fruit Roll-ups. This is our music tie-in? Who are we partnering with? The fucking Wiggles?

FREEZE FRAME ON LANZE.

SUPER: LANZE. BRAND LEAD.

PATRICK: That's why I'm telling you we should do A3C. Hip-hop festival of the year. Get some prime real estate right next to Rocawear. Get the booth babes, do the little chapsticks...

FREEZE FRAME ON PATRICK.

SUPER: PATRICK. PR GUY.

PATRICK: ...I can probably even hook up the DJ thing again this year if we can get that sound permit shit worked out. I can't even begin to tell you how pissed I was that we got shut down before we even got the extension cord to the falafel plex...

LANZE: (irritated) Look, did you even run this idea by Justin and Carrie yet? I just want some accountability here and not another flash in the pan partnership. Even eSurance has a fucking DJ wagon. It's not buying us anything. Where is Justin, anyway?

CUT TO Brand media lead Justin is having a lunch meeting with MySpace rep Mazen on the sidewalk patio of a restaurant.

JUSTIN: Man, I have to say, I think this sounds like a really solid idea. Like just the kind of smart, credible platform that Lanze is looking for. And what I like is that we can start small and invest more as we need to.

FREEZE FRAME ON JUSTIN FOR A COUPLE SECONDS.

SUPER: JUSTIN. MEDIA GUY.

JUSTIN: You feeling good about taking this to the rest of my team?

MAZEN: Yeah, if your boy Patrick is willing to do something other than slapping a Coke glass on the judge's table, we're golden.

FREEZE FRAME ON MAZEN.

SUPER: MAZEN. MYSPACE REP.

JUSTIN: Don't worry about Patrick. He'll be on board once he hears us out.

The waitress sets down the check and Justin pretends to reach for it.

MAZEN: Oh really? You're gonna fake pay for this? That's nice. You know what, though? I'm actually gonna let the waitress separate this raspberry tea shit. Cuz I don't know how to expense that.

JUSTIN: Don't knock the raspberry tea. This is nectar of the gods kind of stuff. People come here just for this. In fact, I'm ordering you a pitcher of it. (To the waitress:) Could I get a pitcher of this for the gentleman? (To Mazen:) You can take it back to your office.

Episode 3 baby carrots

script excerpt

OPTION 1

LANZE, Carrie and Patrick hang out in the MySpace studio AS THEY LISTEN TO FRANK OCEAN AND MIIKE SNOW'S ROUGH MIXES.

CARRIE: Damn, this is amazing.

Justin ENTERS, EXCITEDLY TAPPING ON HIS IPHONE.

JUSTIN: Check this out, you guys. Dre was in the kitchen. (Holding up phone) Eating baby carrots.

Patrick rolls his eyes at HIM AS MAZEN PEEKS IN THE DOORWAY.

MAZEN: Hey guys, Dre wants to pop in and check out the latest mix. Cool?

LANZE: Definitely, bring him over.

Mazen goes to duck out, and momentarily peeks his head back in.

Mazen: Oh, shit. If you see Dre, don't bother him. Heard he's had a rough one.

Mazen leaves. A beat. Dre walks back in holding his phone up.

DRE: Who posted I eat baby carrots?

Patrick and Carrie point to Justin.

OPTION 2

LANZE, Carrie and Patrick hang out in the MySpace studio AS THEY WATCH THROUGH THE GLASS AND LISTEN TO FRANK OCEAN AND MIIKE SNOW LAYING DOWN TRACKS.

CARRIE: I don't want to act too excited cuz I think they can read our expressions.

LANZE: It's really good, isn't it.

PATRICK: And none of you heard me say it, but if I was a chick, I'd be slow ridin' that Ocean all the way to Cape Horn and back.

THROUGH THE GLASS, FRANK OCEAN STOPS AND GIVES A SUDDEN LOOK TOWARD PATRICK.

PATRICK: Uh, why does Frank Ocean look like he can hear me?

ENGINEER: Because you're holding the call button down. And he can.

CARRIE AND LANZE BUST OUT LAUGHING. PATRICK LOOKS DUMBSTRUCK. CUT TO FRANK OCEAN, WHO WINKS AT HIM.