

Case Study – Simon Ellis Music



About:

Simon Ellis is an ITV & BRIT Award winning pop songwriter and producer for SClub7, Spice Girls & Jamelia , and musical director for Britney Spears' Circus world tour 2009

The Brief:

To promote Simon Ellis Music as a premier talent agency to aspiring UK singers and musicians. To build awareness of the brand, stimulate enquiries, and build an email database of talented UK performers

Strategy:

- Online viral advocate strategy to communicate the credentials of Simon Ellis Music as a premier talent agency to unsigned UK performers
- Celebrity endorsements from Victoria Beckham and Simon Fuller

Execution:

- Built a dedicated Flash microsite at www.simonellismusic.com
- Viral advocate campaign on Facebook, Myspace, Youtube, Digg and StumbleUpon
- The campaign used a live Twitter feed from the Britney Spears' Circus world tour which, at the time of the campaign, was running in Australia
- The campaign was also timed to coincide with the broadcast of ITV's X Factor series
- Google & Facebook pay-per-click advertising were also used

Results:

- The microsite attracted over 8,000 views from the UK, USA and Australia and over 300 enquiries within the first 2 weeks

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