

### **Additional questions for our panelists from audience members after the panel:**

- 1. The Bacardi liquor brand was mentioned on the panel as acting outside of traditional roles by signing Groove Armada directly to them as a "label". Does anyone know how that deal has gone? Has it been good for both sides?***

**Kasaan Steigen (AIMP Executive Director):** In a recent interview with Sarah Tinsley, Marketing Manager for Bacardi global brands, she spoke about the Bacardi-Groove Armada collaboration. In developing this initiative, Bacardi identified innovation as one of their core brand values. Creating a groundbreaking brand partnership model fit tightly with this core brand value. The challenges they faced in selecting the right artist were finding an artist relevant to all of their global markets and one that fit the brand's values – innovative, vibrant, energetic, and dynamic. They also wanted an articulate act to represent the brand to global media.

There were four main elements to the campaign:

1. live tour sponsored by Bacardi with salary paid to band to perform
2. band acts as ambassadors for the brand
3. band hosted a series of radio shows produced by Bacardi
4. band produced 4 exclusive recordings for the brand (incorporating brand messages)

From a PR standpoint, Bacardi feels the partnership has been a massive success for the brand. The exclusive music (produced by Groove Armada) was distributed via a "sharing platform," the first download being free to users – the more they shared it, the more additional music they won. Bacardi reports 43,000 downloads, with platform users in 91 countries. The tracks reached the top of several global "music buzz" tracking sites, which both the band and brand considered a PR success. Bacardi values the airtime alone they have received in association with this initiative at over \$3 million. They feel the brand has increased its credibility worldwide. The band has enjoyed a steady salary and maintained its artistic freedom, which may be due in large part to the band's and the brand's core values being so well aligned in the first place.

***2. Concerning artist approvals, how do publishers balance the artist's feelings with their efforts to exploit the catalog? What approval terms are standard? Is this changing, i.e. have artist's attitudes changed in this area as it becomes more common?***

**Michelle Belcher (Primary Wave):** It is typically a contractual obligation to secure artist approval before proceeding with a branding opportunity. It would be unwise for a Licensor to continue with such an opportunity if the artist was not fully on board. A straight forward conversation with the artist about expectations and limitations in terms of what they would and would not want to do is crucial. I believe the stigma about branding (i.e. to a product or within a commercial) has not fully gone away but seems to be very much accepted in today's market. Artists today see a great value to tie in with a campaign that enhances their value and brings their music to more people however some artists will not associate with specific topics due to personal beliefs (i.e. military, fast food, pharmaceuticals). Terms vary per deal but are sometimes broken down by 6 months or yearly with renewal options and fees built in that increase the longer the campaign runs.