



I'M WITH THE BRAND: Branding Fact Sheet

- 97% of companies surveyed believe music can strengthen their brand
- Most brands spend 5% or less of their marketing budgets on music
- 7 out of 10 major brands say music will be MORE important in their marketing in the future
- TRENDS - Top Brand Platforms Using Music:
 1. TV Commercials
 2. Music on Websites
 3. Artist Sponsorship
 4. Music Events
 5. Radio spots
 6. Music Products
- 75% of people avoid advertising (i.e. what is perceived as advertising)
- American Idol is ranked as the top show for product integration
- Best audience for music-brand integrated campaigns:
Young females
Least receptive audience:
Older males
- 83% of consumers say brands partnering with music increase their appeal
- 50% of consumers would consider buying a brand in partnership with their favorite artist
- CREDIBILITY: Can brand-music partnerships damage an artist's or brand's credibility?
In 2006, 81% of consumers agreed that this is a risk
In 2007, 67% of consumers agreed that this is a risk

Conclusion: Attitudes toward music-brand partnerships are changing fast, but success of the connection is based on how GENUINE it feels to consumers.

- Music = Social Media
Music is one of the most discussed topics in online social networks

Statistics from Heartbeats International's Sounds Like Branding 2009 report and Billboard