

Warner Music

Ed Sheeran Case Study

Context

Email marketing directly to fans is an important part of Warner Music's strategy for their artists.

Owning high quality, recent data on fans converts to sales.

Objectives

- > Convert fans on social media to Warner's owned database.
- > Encourage friends to share with friends about their favourite artists.

Convert followers to owned data

Solution

Buddy Builder

An entrant invites a friend to take part in a competition, as well as themselves.

Why Buddy Builder?

- > Grows databases by capitalising on existing reach.
- > Captures up-to-date opt-in data.
- > Friends share with friends increasing brand awareness.

Incentive

We know a prize for 2 people is what's needed to compel people to recruit. In this instance, the prize being an all expenses paid trip to see Ed Sheeran.

In addition; a higher volume of lower value prizes which seem more attainable (in this case 20 x \$50 prize packs) increase entrance rates.



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Deliverables

- > Promotional microsite built to strict brand guidelines
- > Buddy Builder mechanic
- > Triggered emails
- > Promotional assets
- > Media tracking links
- > Access to Peazie Platform with live campaign performance analytics
- > Multiple entrant prevention
- > Prize draw
- > Best practise for contacting winners and unclaimed prizes
- > Post-campaign report with insights and recommendations

Channels used to drive traffic

- > Email to existing database
- > Boosted posts to Ed Sheeran fans on Facebook and Instagram

Data captured on **21,000** people

20% media amplification

42,000 visitors

40% recruitment rate

Insight

So many people shared this campaign with their friends that it amplified Warner's paid media budget by 20% - for free!

After the success of this campaign, Warner are running similar promotions for their other artists.