

Powering album releases.

Warner Music Group turns up volume on recent single release using Livefyre, part of Adobe Experience Manager.



WARNER MUSIC GROUP

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Paul Almeida-Seele, Director, Web Strategy and Digital Marketing Operations, Warner Music Group

SOLUTION

Adobe Marketing Cloud, including Livefyre, part of Adobe Experience Manager

RESULTS

4,023 VOTES cast on Twitter

34K Video VIEWS

8K New YouTube channel SUBSCRIBERS

Warner Music Group

Established in 1958

Employees: 3,500

New York City, New York

www.wmg.com

CHALLENGES

- Re-engage fan base and encourage action
- Build excitement across diverse online community
- Integrate activities across digital channels

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including Livefyre, part of Adobe Experience Manager

For more information

www.adobe.com/solutions/customer-experience/web-experience-management

www.adobe.com/solutions/digital-marketing.html



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

The passion of fans

One of the most successful bands in history bleeds heavy metal, selling millions of albums, playing thousands of shows, and producing countless gold and platinum albums. Their followers are loyal and fiercely proud, so when the band released their latest single off their latest album, Warner Music Group (WMG) wanted to promote both the album and song in the most metal way possible.

For WMG, the aim was to build excitement around the new single, and encourage all fans to subscribe to the band's YouTube channel.

Rocking on

WMG built a microsite where, for four days, eight of the band's best and most famous music videos were pitted against each other in a series of bracketed elimination rounds. The company wanted to remind fans why they came to love the band in the first place: blistering guitars, powerful lyrics, and world-famous rock.

Fans were encouraged to vote for their favorite videos on Twitter through a series of specific hashtags. Trending capabilities in Livefyre, part of Adobe Experience Manager, helped WMG easily quantify which video rocked hard enough to move on to the next round. Fans could also watch the videos and join the action live from the microsite, cheering on their favorite videos as buzzmeters updated in real time.

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Users entered their names and emails for band news and updates straight from the site, giving WMG new user information to expand its reach. With the click of a button, fans subscribed to the bands YouTube channel, lowering the barrier to entry and raising the channel's subscriptions.

Smashing records

In the four days the competition ran, a total of 4,023 votes were cast on Twitter. Fans watched campaign videos almost 34,000 times, and the band's YouTube Channel gained 8,000 new subscribers.

When the band's latest video launched, thousands of new fans took part in the excitement of their triumphant return.