

midem marketing competition
2013's finalists

Most innovative use of music/partnership with artist

Pitch session on Saturday, January 26th, 15:45 – 17:45 – Riviera Hall

“Breaking the Law of Silence” by La Chose (France)

Every year, Amnesty International holds a Marathon of Signatures to assist the law of silence’s victims, and to support and defend the rights of persons in danger. They intend to influence political authorities which do not respect those persons' rights.

From December 2nd to 12th, 2011, we created an interactive experience that turns signatures into music notes.

On a dedicated website, the experience starts with an animation movie which presents the story of persons whose rights were flouted. At the end, people were able to sign the petition, and every 10 signatures a note was added to the freedom music score, an hymn composed by the famous french israeli singer songwriter, Yael Naim.

We used Shazam as an innovative media to reach as many people as possible. During the week of the operation, some users of the app could read a powerfull message : 'Valentina Rosendo Cantu could not make herself heard either.' At that point, the user was asked to break the law of silence on the website of the operation.

The campaign has widely spread in the media, and people shared it massively on facebook and twitter.

In less than one week we gathered 150 000 signatures to defend the 12 persons in danger. Which represents a 500% increase compared to the Marathon of 2010.

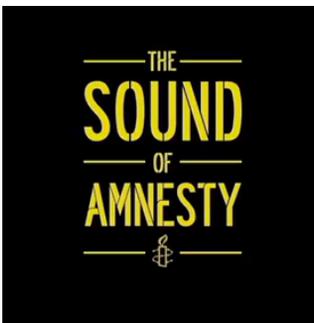
In the end, we were able to send this hymn symbolizing our action to the relevant authorities so that they had no other choice but hear our voice.

Link to the campaign: <http://bit.ly/T4NqLO>

“Green Day live in New York City presented by Nokia Music and AT&T” by MAC Presents (USA)

MAC Presents worked with Nokia and AT&T's teams to identify Green Day as the band who best aligned with the program goals to launch Nokia Music. The partnership coincided with Green Day’s album launch, ¡Uno!. Program objectives included creating media buzz, generating consumer impressions, increasing positive social chatter, and giving passionate Green Day fans a unique concert experience. Fans completed social actions in order to win tickets to Green Day’s concert in New York City, and three songs from their performance were live streamed. Additionally, Green Day created three playlists available on Nokia Music, and Green Day’s album “Uno!” was streamed on the co-branded Facebook tab before it was released to the public.

Link to the campaign: <http://bit.ly/YWV5Cm>



Discover the winner of each category elected by the jury members on
Monday, January 28th at 15:10
during Visionary Monday - Auditorium Debussy

“Make the City Sound Better - The Sound Taxi” by AIAIAI (Denmark)

“Make the City Sound Better” is the name of the campaign for AIAIAI headphone, the Capital. Striving to back up words with action with a project that very literally delivers on the campaign’s motivated promise. They teamed up with Yuri Suzuki and his team to make the “Sound Taxi”. It is equipped with a microphone that records the surrounding noise of the city: the rumbling traffic, screeching brakes, sirens, construction work all are a part of the everyday din of the city.

A specially designed software analyses the frequencies of these noises and uses them to generate unique music in real time. Passersby heard the music via the 67 speakers built into the entire car body and the big, shiny Indian horns mounted on top of the taxi’s roof.

Finally, the passengers of the sound taxi could tune-in to the converted sounds via headphones installed inside of the vehicle.

Link to the campaign: <http://bit.ly/S4YpGg>



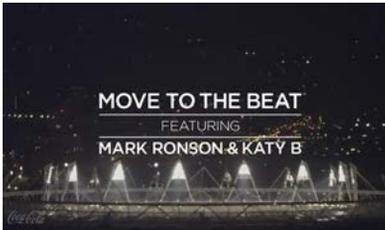
“Move To The Beat” by Cake (UK)

For the London 2012 Olympic Games, the Coca-Cola ambition was to create a storytelling platform that would bring together the youth of the world around London 2012. An overarching campaign thought was needed which would generate assets that could be used in any market worldwide, across any platform – be it in TV, retail, radio, mobile, digital,

Our strategy was to use the universal teenage passion of music as a tool. The “Move to the Beat” of London 2012 campaign featured the Mark Ronson-produced “Anywhere in the World” anthem, which saw Mark travel across the world to meet young Olympic athletes and record the unique sounds of their individual sports. The campaign was supported by a full-length Channel 4 documentary as well as the advert shot in Stratford itself.

Results include activation in 110 markets worldwide, 45.7 million video views, 242 million social media impressions, 1.5 million new global social media fans and the documentary was viewed 4 million times on Vimeo.

Link to the campaign: <http://bit.ly/VTV8ak>



“MTV Gif Me More Party” by Buzzman (France)

For this campaign, we had to work on MTV mobile brand awareness without a special offer to highlight. Therefore, we chose to use MTV's music expertise to create never seen before brand content. On one side, we gathered all the different mobile usages (text messages, data, voice and social networks) to create five short stories based on the codes of MTV's series. The films show five young men or women overcoming difficulties with a creative use of their smartphones (for instance: starting a flashmob via text message to seduce a girl, live streaming a video to mislead his/her boss and run away from work...).

On the other side, we created the MTV GIF ME MORE PARTY, the first interactive music video users can experience through the eyes of 50 different characters. An unlimited experience mixing mobile content, gaming and media platform (the five GIF ME MORE TVCs are hidden in the experience).

Link to the campaign: <http://bit.ly/125vuFO>



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“The Sound of Creation” by DDB & Tribal Amsterdam (Netherlands)



To demonstrate Philips’s ‘obsession with sound’ and show real music lovers the craftsmanship that goes in to creating the brand’s audio products, we created an interactive audio-visual story that unfolds over nine chapters; each consisting of an inspirational story, a music loop and a video loop that come together to reveal the true story behind the nine audio products.

The experience gets richer over time, stacking layer after layer, resulting in a complete music track.

Users can interact at any moment. By muting chapters they create their own musical composition and find out more about the products

Link to the campaign: <http://bit.ly/VAFsZl>

“Vodafone/Yonderboi – Soundmapping” by Vodafone (Hungary)

Everyone wants to leave a mark, but on their own, few have the creativity and resources. Vodafone has set out to co-create The Soundmap with the public – an electronic pop song built out of sound samples that people from all around the country have sent in, used our 3G network.

We asked one of Hungary’s most respected musicians, Yonderboi to be the orchestrator of the effort and in turn, helped him to step one level up with our campaign. We gave the project huge mainstream media exposure, reaching every second local Facebook user and receiving nearly 500 sound/noise entries.

We didn’t use music to illustrate a point: we have made music THE point. We didn’t force our messages in but offered our coverage as inspiration and as a platform, and enabled artist and audience to cooperate in a way that we believe is the best a technology company can do for culture.

Link to the campaign: <http://bit.ly/XOGPKg>



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Best music placement in an ad

Pitch session on Sunday, January 27th, 15:45 – 17:45 – Riviera Hall



“Blackberry Night Bikes” by Cutting Edge Music (UK)

Bikers riding glow in the dark night bikes use their BlackBerrys to set up a meeting, and as all of them converge in a dark urban landscape, their futuristic night bikes combined with Cliff Martinez’ score from the movie *Drive* creates a unique and edgy atmosphere.

Link to the campaign: <http://bit.ly/uHNMDU>

“C3 Face” by The:Hours (France)

Thanks to its arty touch, this ad can be defined as an original and unusual production. It was made by paper and the result is outstanding. One man driving his CITROEN C3, smiling, singing, living awesome trip thanks to his car! Face of creative technology, Citroën's spirit!

Citroën wants to show how a C3 trip is powerful, how you feel good when you drive this car. All is easier with a C3. And his windscreen offers drivers comfort and get the road funnier as never.

This music ad is a re-recording track, adapted to the movie, giving a strong power to the entirety. This Ray Charles Hit the road Jack track has a strong reputation, his renown helps the mass to catch with this ad. Original track was remixed by Donuts and impulse positively a good atmosphere in this ad. This ad was liked straight away from both client and consumer. Sales increased and it’s the best indicator far away. It’s a success then.

Link to the campaign: <http://bit.ly/Rndmpg>



“La Guirlande” by The Shop / Young & Rubicam (France)

A childish, naïve and happy Christmas tinsel actually happens to be a tragic car accident.

If you drink and party during Christmas, don't drive afterwards!

Link to the campaign: <http://bit.ly/12jfgs7>



“Matinique Moments” by Upright Music (Denmark)

“Moments” is a short film for Danish fashion brand Matinique. The film is directed and shot by Mads Feldballe on location in Las Vegas.

The film was shot in a cinematic documentary style, to give it a raw yet beautiful look to capture the feeling of a Nevada adventure with an American drifter. Music supervision was handled by Upright Music and the music “Turn The Other Cheek” is composed and performed by Julie Collings (Hella Good Records). The film has received much acclaim for its visuals, music and style in several media across fashion, advertising and creativity.

Link to the campaign: <http://bit.ly/12jfd5T>



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“Origami” by BETC Music (France)

For the very first time, La Poste group decided to advertise on TV. This animated film, associating a world music band (Amadou & Mariam, produced by Damon Albarn) with an historically state-owned firm in an innovative and modern way, reveals the group’s development dynamic, linking its missions together: mail, bank, telecommunications, postal packages. It is meant to underline how services offered by La Poste are modern and easy, set up to reintegrate trust everywhere and any time people need it, in physical as well as in digital exchanges.

Link to the campaign: <http://bit.ly/ZaWuns>



“Renault Twizy: Plug into the Positive Energy” by Digitas, Publicis Conseil & Moxie (France)

In April 2012, Renault launched its first 100% electric vehicle in Europe targeting private individuals: **Renault Twizy**. Not a car, it’s the first-ever fully electric urban compact two-seater inside the Renault range. We built a strong 360 activation based on a partnership with David Guetta, whose music and mindset perfectly fits the ‘positive energy’ positioning of the **Renault Twizy**. The activation goes beyond a traditional endorsement. Indeed our association with David Guetta allowed us to develop content that our young target is used to consuming (Music/ music video/ digital experience/...) and to broadcast them on their preferred media too: David Guetta’s own powerful communication channels (his Facebook page with more than 34M° fans, his Twitter with more than 6,7M° followers, VEVO channel...). David Guetta’s galaxy became the main media for the campaign, thus shifting the focus from earned to paid media while appearing more engaging and credible to the audience.

Link to the campaign: <http://bit.ly/lZd1i7>



“Sprint/HTC EVO 4G LTE Launch” by Leo Burnett (USA)

For Sprint's launch of the HTC EVO 4G LTE , we needed an iconic love song that would resonate not just with the broader, general public, but with the clued in, tech savvy, blog reading consumer we were trying to reach. We chose "I'm Always In Love," a classic song by Wilco, and remade the song in a surprising new way-- using the product itself.

Link to the campaign: <http://bit.ly/K3VYLW>

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“Unlock the 007 in you” by Publicis Conseil (France)

The TVC is designed to leave viewers on the edge of their seats and utilizes one of the most memorable James Bond elements – the famous Bond theme tune. The theme features in every Bond film and it is almost impossible not to hum the melody the moment you hear it.

The advert sees our hero on a mission to get the girl of his dreams against all odds. When he drinks Coke Zero, he unlocks his inner 007 and immediately starts humming the theme. This helps him push the boundaries in his everyday life with the confidence and drive of 007, highlighting that there's a little bit of Bond in us all.

This advert is a unique experience whereby the action and the hero create the music. From conception to final edit, music was at the heart of the production. The action constructs the rhythm; music was then added to underlie the rhythm and sound effects. The result is an entertaining and memorable advert that is interesting enough to get the audience to ask themselves, “How did they do that?”

Link to the campaign: <http://bit.ly/RLTF3f>



“Youtube Space Lab” by Aurotone (UK)

“Space Lab” is an initiative created by Google to source experiments put forward by young people from all over the world to be conducted in space on the International Space Station.

A beautiful film was shot in order to launch the campaign globally on YouTube, and Google commissioned Aurotone to create a haunting piece of music to convey the sense of wonder and weightlessness of space. The campaign was a great success and is a great example of a modern campaign: within a week it had achieved 10 million YouTube hits; the music soundtrack went viral, was downloaded countless times and remixes were appearing all over the internet; the campaign was reported on by press around the world and it must be the first song to have voices recorded in space. The first experiments were successfully conducted on the Space Station last month.

Link to the campaign: <http://bit.ly/ozZehw>



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