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Saatchi Picks Up Project From EMI Music

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By Gregory Solman

LOS ANGELES Publicis Groupe's Saatchi & Saatchi has won creative and strategic planning duties for a yearlong EMI Music marketing project.

"They are looking for innovative strategic thinking that creates awareness for their catalog repertoire," said Mark Turner, chief strategy officer at the Torrance, Calif., shop. "Music and emotion go hand-in-hand. They want new musical strategies and ways to reengage with consumers."

EMI "may not use us to take them to the marketplace," Turner said, but media could include "anything and everything we have on hand, a broad spectrum of communications channels."

The EMI win represents the first new business for the agency since it added Pur Filters more than four years ago. The shop handles the U.S. Toyota business, but the EMI work is not related to potential music tie-ins for the automaker.

The EMI catalog includes the Beatles, the Beach Boys, Frank Sinatra, Pink Floyd and the Rolling Stones, among others. The campaign will revolve around CD and DVD sales as well as EMI's downloads.

Labels under the EMI aegis include Angel, Blue Note, Capitol, Capitol Nashville and Virgin, among others.

"EMI artists have captured hearts all over the world," said Saatchi Worldwide CEO Kevin Roberts in a statement. "They are the ultimate 'Lovemarks.' We look forward to introducing music lovers everywhere to classic and new tracks that will change their world."

Ronn Werre, president of EMI Music Marketing, said in a statement that the agency had "demonstrated a keen ability to create deep emotional connections and inspire extremely strong consumer loyalty."