

PROMOTION OF THE MONTH

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Fashion label goes back to its musical roots

Ben Sherman has launched a promotional campaign based on renewed interest in ska and Mod style, reports **Mark Ludmon**

The iconic fashion brand, Ben Sherman, is drawing on its heritage for a music-based campaign across Europe over the next three months.

It has picked up on the resurgence of interest in ska music and the Mod youth movement to create a campaign that targets men and women aged 18 to 35.

Ska has influenced many of today's top bands such as The Dub Pistols and The Ordinary Boys, whose lead singer Preston appeared in *Celebrity Big Brother*.

The integrated marketing campaign includes print, outdoor and online advertising as well as an in-store promotion in which customers will receive an exclusive CD of classic ska tracks, remixed by The Dub Pistols.

Called *Music To Get Dressed To* CD1, it was created by Warner Music UK's special projects team in association with creative music agency Ad Bradley Music, which devised the music campaign. The agency represents the Warner Music catalogue in the incentives market.

It will be given away with purchases in Ben Sherman's own stores in London's Carnaby Street and Manchester's Trafford Centre, but the company is considering rolling it out to other retailers in the UK. The campaign is also running in Germany, France, Greece, Sweden and Japan.

It is supported through the Ben Sherman website, which features



Ben Sherman's spring/summer collection

exclusive music content, again remixed by The Dub Pistols.

Visuals for the advertising and point-of-sale material feature a contemporary interpretation of the 2-Tone graphic "look" of the late 1970s, which is the inspiration for the fashion brand's new Big Beat Collection for spring/summer 2006.

Ad Bradley, director of Ad Bradley Music, said: "The Ben Sherman campaign is very timely because today's young music fans are rediscovering ska in a highly credible way through the success of new groups such as The Ordinary Boys."

Dating back to 1963, Ben Sherman has been associated with cutting-edge music since its beginnings. The label was popular with bands of the 60s and 70s, including The Jam, Undertones and Specials. Preston from The Ordinary Boys is now regularly pictured wearing Ben Sherman clothes.

Suzanne Egleton, head of UK



The Ordinary Boys



marketing at Ben Sherman, said: "The campaign is designed to capture the brand essence of Ben Sherman by building on its close links with music. It aims to not only use Warner's music to inspire and capture our loyal consumer base but also to tap into the younger market of brand-aware consumers."

She added that, if the CD was successful, Ben Sherman would look at working with Warner Music on further compilations for promotional giveaways. It is also considering other music-related promotional activity for the campaign later in the year.

For Warner Music, the promotion provides a chance to stimulate interest in the back catalogue, said Nick Stewart, head of Warner Special Projects. "This high-profile campaign offers a lot of potential for cross-over marketing because the Ben Sherman brand is so closely associated with Mod and ska," he said. ■



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