

Ska's the limit for Warner

The Plot

Dub Pistols' mix CD reworks Warner ska back catalogue for new wave of Ben Sherman shoppers

VARIOUS MUSIC TO GET DRESSED TO (WARNER)
Warner Music and the Dub Pistols have teamed up with fashion brand Ben Sherman as part of a three-month, pan-European campaign to support the launch of Ben Sherman's new Big Beat fashion collection.

The campaign will see Ben Sherman customers receiving an exclusive CD of classic Warner Music ska tracks which have been remixed by the Dub Pistols.

The CD was produced by Warner Music UK's special projects team in association with creative music agency Ad Bradley Music, which devised the music campaign. Headed by director Adam Bradley, who was responsible for organising the BMG/Nike campaign for Elvis

Presley's *A Little Less Conversation*, the agency currently represents the Warner Music catalogue in the brand promotions market.

"It's a win-win situation," says Bradley. "It's great for Ben Sherman, it's great for Warners and their ska back catalogue, and it's great for the Dub Pistols. It's a kind of effortless fit."

"Ska has always been a bit under the radar, but with the success of the Ordinary Boys it's having a real revival. The choice of the Dub Pistols was a natural thing really - we sent them a batch of material and they started working on it straight away."

Aimed at the 18- to 35-year-old market, the promotion will run in all Ben Sherman outlets in the UK and Europe over the next three months. The Ben Sherman website will also feature exclusive music content specially remixed by the Dub Pistols.

As well as taking in stylised print, outdoor and online advertising, the heavyweight marketing activity surrounding the launch will feature 11 different two tone-style print ads which will run in *GQ*, *FHM*, *Loaded*, *Maxim*, *iD* and *Dazed And Confused*, as



well as in music titles including *NME* and *Q*, and in national and regional style titles such as *Clash* magazine.

Bradley says that these titles were selected because of their strong music associations and editorial content - criteria that will run throughout the campaign.

Bradley says, "The way in which an 18-year-old will spend his disposable income on music and fashion has changed. What excited me about this project is that you've got the Dub Pistols, who've got a great knowledge of the material, presenting tracks that people that age might not necessarily hear otherwise."

CAMPAIGN SUMMARY

MANAGEMENT: Nick Hanson, Stream Management
PROJECT MANAGEMENT: Nicole Evangelini, Warner Music Special Projects
MUSIC PRODUCTION: Adam Bradley, Ad Bradley Music
MARKETING: Suzanne Egleton, Ben Sherman
PRESS: Brian Oliver, Focus Marketing Communications; Sarah Feeney, Ben Sherman
CREATIVE: Mark Maidment, Ben Sherman

TASTEMAKERS TIPS

Six Nation State Keep Dancing (Worst Case Scenario)

RUSS THORNE, EDITOR, ETC MAGAZINE

"It's a leap, but imagine Sons & Daughters fronted by Editors' songmaster Tom Smith, with a little of the mad gypsy knees up purveyed by Gogol Bordello, and you're approaching the infectious racket of Six Nation State. Their distorted yelping is a joyous thing, especially as they seem to like doing it so much."

Red Hot Chili Peppers

Dani California (Warners)

GARETH GRUNDY, DEPUTY EDITOR, Q



"This is the first single from May's 28-track Stadium Arcadium album, which is

shaping up very own Pl Notable fo Zeppelin-si fact that gu in-the-hole finally been playing wh enormous t Fantastic, a needed afte Hyde Park s

Richard Music is (Parlopho

JAY CRAWFORD DIRECTOR, RE



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THE INSIDER

Piccadilly Records



piccadillyrecords.com
manchester

Manchester's northern quarter is a record shopper's paradise, with eight music stores tucked into the space of a few hundred square metres, taking in everything from Fat City's exceptional hip hop selection to Vinyl Exchange's treasure trove of second-hand vinyl.

But even in such hallowed ground, Piccadilly Records, last month named Best Independent Store at the 2006 Music Week Awards, stands out, thanks to its superlative selection of music and friendly staff.

Not that it has been an easy ride. Founded in 1978, Piccadilly

Records beg Record Cen bought by le retailer Edw it its presen

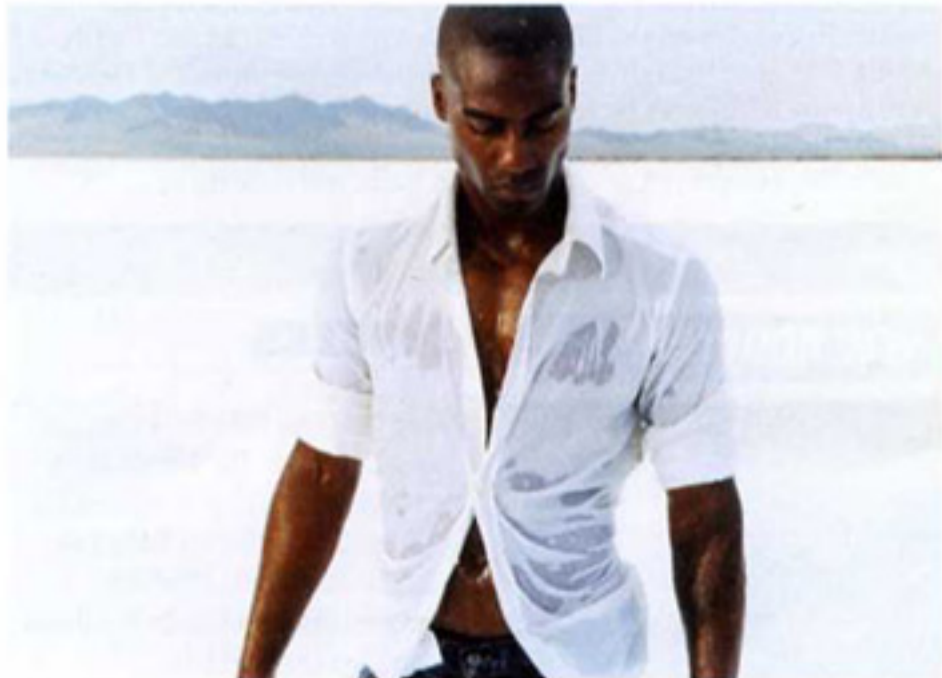
The store incarnation when the ex Philippa Jar Mottershead Kennedy, pl departed Jo over. Under shop flouris 1996 IRA M caused a sh in the city c rise in rents Piccadilly R present loca north of Ma shopping dr

Simon Webbe goes from Blue to double platinum in four months

Campaign focus

When Blue's members announced their intention to pursue solo careers, Lee Ryan and Duncan James were the band's tabloid darlings.

As such, the marketing team at their colleague Simon Webbe's EMI division Angel Music Group set the relatively modest target of reaching gold status for his debut solo outing *Sanctuary*. The reality has been success far beyond the record company's expectations, with the album a week ago surpassing double platinum status with its shipment now beyond



RADIO PLAYLISTS

RADIO 1

A LIST

Corinne Bailey Rae Put Your Records On; Editors All Sparks; Embrace Natures Law; Franz Ferdinand The Fallen; Gnarls Barkley Crazy; Hard-Fi Better Do Better; Joey Negro



Grillz; Snow Patr Strokes Heart In Rowland Here W Lion

C LIST

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