

Warner Music UK hires specialist

Warner Music has appointed specialist marketing agency Ad Bradley Music to run its UK promotional strategy.

The fledgling agency will handle promotional activity for Warner UK's catalogue of artists, including Madonna and Led Zeppelin.

It is seeking to secure deals with major brands to create direct marketing activity involving Warner UK artists.

Warner has handled its promotional efforts in-house to date, working with brands such as McDonald's, Nokia and Samsung.

To back the launch of McDonald's Big Bag meal, it staged a one-off Sugababes concert.

The Nokia deal saw Warner pre-load tracks from its artists onto the handset manufacturer's phones with MP3 capabilities.