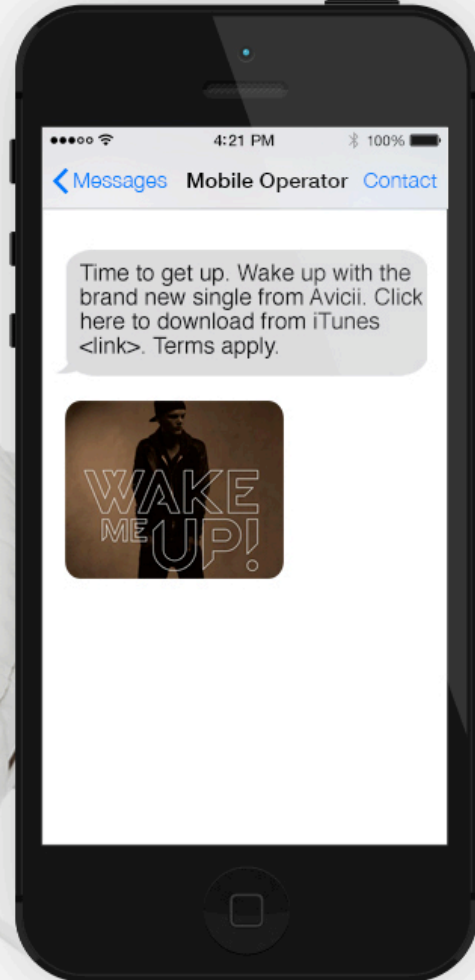


✉ Virgin Records & Avicii: Driving downloads

Virgin
EMI RECORDS



Objective

To drive iTunes downloads of Avicii's single 'Wake Me Up'

Strategy

We've targeted dance music fans aged 16-34 at 8am on the weekend to act as a wakeup call. A picture message was delivered which directed consumers to iTunes where they could download the single.

Campaign Results

9.7%

CTR 4.5x the music sector benchmark

WEVE