



Making The Brand

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Andy Awards Attract Atlantic

Label Plays Major Part In Annual Ad Industry Shindig

The 2006 International Andy Awards, which honor those in the world of advertising, were recently handed out at Gustavo's in New York. The event, presented by the Advertising Club, was of course overflowing with agency creatives, producers and directors.

But music industry players were on hand, too, particularly top brass from Atlantic Records, the primary sponsor of the awards ceremony. (Yahoo and Time Inc. were corporate sponsors.)

"For us, this is a meeting of the creative minds," says Atlantic VP of strategic marketing Camille Hackney, who represented the company at the Andys, along with label chairman Craig Kallman, president Julie Greenwald, founding chairman Ahmet Ertegun, senior VP of marketing and artist development Livia Tortella and artist Toby Lightman.

Bad Boy Worldwide Entertainment chief Sean "Diddy" Combs also stopped by.

Though this is the first year Atlantic is the primary sponsor of the 42nd annual Andys, Hackney notes that it's the third year the label has been involved.

"Today, you must seriously look at every possible marketing tool—all the possible avenues to get the music heard," Hackney says. She stresses the importance of looking at those deeper partnerships, those bigger

campaigns that go beyond the 30-second TV spot.

To that end, Hackney and other label execs know that forming relationships and connections with those in the advertising community is crucial. Like nearly every other label, Atlantic knows the realities of today's business of music. In 2006, schmoozing with and befriending agency creatives is a way of life for record labels, artist managers, agents and music publishers.

As the primary sponsor, in addition to hobnobbing with the agencies, Atlantic "owned" the video screens (think music videos and artist

interviews) in the VIP area. And during the awards ceremony, Lightman treated the agency creatives and producers to a short set. "But it's not like a sales call from Atlantic," says Gina Grillo, executive director of the Advertising Club and the International Andy Awards. "Everyone is at the awards to honor the work and the winners." Of course, if an Atlantic artist just happens to make it onto a creative's radar screen, all the better.

According to Kallman, Atlantic is doing its part to keep its artists in the minds of creatives at agencies. And while he and Hackney won't give specifics, it appears that something is brewing between Lightman and a brand.

Hackney, by the way, will be very present during the 47th annual Clio Awards & Festival, taking place May 13-16 in Miami's South Beach. She will be among the participants on the Fusion of Music and Advertising panel (as will I), which will explore the layers involved in band/brand marriages. See you there.

FASHION FORWARD: Taking a cue from music-oriented fashion styles from Lucky Brand Jeans and Worn Free, Universal Music Publishing Group is licensing song lyrics to Lyric Jeans for use on jeans, corsets, belts and purses (billboard.biz, May 2).

"We see this as an extension to [artist] merchandising and an extra revenue stream for clients," says UMPG senior director for marketing and communications Heather Brown. Royalties are paid on each article of clothing sold.

Lyric's UMPG-certified clothes, which debut this fall, will be carried in department and specialty stores and mass merchants.

UMPG is also licensing lyrics to several other clothing companies that manufacture men's and women's hoodies and T-shirts. These fashions are making their way to stores now and feature lyrics from catalog and contemporary songs.



At the Andys, from left, are Time Warner Global Marketing's JOHN PARTILLA and MARK D'ARCY, Atlantic Records' CRAIG KALLMAN and AHMET ERTEGUN and Saatchi & Saatchi's TONY GRANGER.