

The Blues
Framing the Marketing Story
August 26, 2003

BACKGROUND INFO

Description of Project Elements (Spokespeople: A. Gibney, M. Bodde, A. Zeiser, B. Benjamin-Phariss)

***The Blues* is a comprehensive, multi-media project, of which the television series is the cornerstone.**

The much-anticipated series, premiering Sunday, September 28 from 9-11pm on PBS, anchors a multi-media project to help raise awareness of the blues and its contribution to American culture and music worldwide. Its goal is to reach as many people as possible through the following initiatives:

- a seven-film television series on PBS
- an extensive Web site at pbs.org/theblues
- a 13-part radio series on public radio stations nationwide, distributed by Public Radio International
- a teacher's guide containing blues lesson plans, teaching strategies and resource materials for high school teachers of English, Social Studies and Music
- a companion book published by Amistad, an imprint of HarperCollins, entitled *Martin*
- Scorsese Presents *The Blues – A Musical Journey*
- value-added DVDs, a CD boxed set, individual soundtracks for each show, a single "Best of" album and individual artist recordings released collaboratively by Hip-O Records/Universal Music Enterprises and Columbia/Legacy
- "On the Road," a national schedule of film, music and heritage events celebrating the blues throughout the year
- a "Salute to the Blues" benefit concert that took place at Radio City Music Hall on February 7, 2003
- a film of the "Salute to the Blues" concert for theatrical release directed by Antoine Fuqua (*Training Day*) and executive produced by Martin Scorsese

MARKETING STORY

I. Integrated Marketing & Strategy (Spokesperson A. Zeiser)

- ❖ Project Positioning for *The Blues*
 - A multi-media project that captures “authentic” essence of blues music
 - A celebration of the music’s profound influence on all music genres in the past century (the project gives back)
 - The first word on the blues; not the last or definitive (the films are impressionistic visions that capture the spirit and power of the music)

- A musical journey (both geographic - the history and the movement of the music; and emotional - a personal exploration of the music)
- ❖ Marketing Strategy
 - Always be true to the music (lead with the music; don't forget its roots)
 - Influence the influencers...the music aficionados ("On The Road" and web/viral marketing)
 - Broaden the audience via project POV that blues has influenced all genres of music (reach all music lovers: jazz, rock, folk, hip hop etc.)
 - Extend reach of project via strategic partners
- ❖ Key Marketing Elements
 - YOTB Congressional Proclamation (to raise awareness and position project as cultural celebration)
 - Scheduling strategy (week-long film festival strategy - Sept. 28-Oct. 4th)
 - "On the Road" (year-long schedule of more than 100 music and film festivals, cultural events, screenings, station events etc.)
 - Publicity (extensive feature, TV, film, music etc. coverage)
 - Web and viral marketing (preview site, e-mail campaign, listservs, affiliate promotion etc.)
 - Partner events and promotional activities (American Airlines deal)
 - On-air campaign (long lead teases, episodics etc.)
 - Radio cross promotions/guerrilla marketing
 - Tune-in advertising (TV, radio, print, online) The campaign incorporates well-known musicians performing from diverse genres who singly and collectively proclaim, "This Is *The Blues*."
- ❖ What's New and Different about the Marketing of *The Blues*
 - Extent of the grassroots approach (time and sweat equity in effort)
 - One of the only campaigns in PBS history for which a sponsor has created its own ad campaign (see VW section)
 - A truly multi-media project:
 - * the scheduling of the TV and radio series, and release dates of the book, CDs, videos etc. were all coordinated for the first push to create critical mass; second wave is the educational outreach in schools, exhibit, and concert film
 - * unprecedented cross-promotion within public broadcasting (PBS is creating promotional spots for the PRI radio series for PBS air)
- ❖ Measures of Success
 - General awareness of the blues genre and project
 - Metrics (viewers, web visitors, teachers/students, CDs, videos, books)
 - PBS system (stations and their constituencies)
 - Music community (already received WC Handy Award)
 - Other targeted/key constituencies

II. Project Partners' Marketing Positioning for *The Blues*

- ❖ Volkswagen (Spokesperson: K. Marderosian; H. Korte, K. Boyle, T. Fouladpour)
 - Volkswagen of America, Inc. is proud to be the exclusive national sponsor of *The Blues project* and has long been a strong supporter of music, film and the creative arts. Volkswagen's sponsorship is one more example of how important music is to the German automaker's marketing efforts here in the U.S. and Canada. Music helped drive VW's marketing comeback in the 1990s, and it remains a key element of how it builds upon its brand image today.
 - Synergy with project's brand essence; music is key to VW's brand and its communications
 - VW's additional marketing efforts behind the project:
 - * Ad campaign-Volkswagen has developed an extensive ad campaign, including a :30 spot that will run on cable, and possibly network
 - * Radio VW-Volkswagen is dedicating a page and related promotions to *The Blues* (VW to add details)
 - * "On the Road"-Volkswagen has enjoyed solid presence at numerous On the Road music and film festivals (VW to add details)

- ❖ Vulcan (Spokespeople: B. Benjamin-Phariss, R Hutton)
 - Along with Scorsese, Paul G. Allen and Jody Patton of Vulcan Productions are executive producing the series; Richard Hutton is the co-producer
 - The world-class production house that brought you *Evolution* and *Far From Heaven* brings you *The Blues*

- ❖ Blues, Inc. (Spokespeople; A. Gibney, M. Bodde)
 - *The Blues*, executive produced by filmmaker Martin Scorsese, is a seven-film television series of personal and impressionistic films viewed through the lens of seven world-famous directors who share a passion for the music.
 - The idea of different perspectives from filmmakers who love the music seemed like the right way to approach such personal and evocative music. Out of the seven films, all together, the audience will ideally come away with the essence of the music-the spirit of it rather than just plain facts.
 - Through the artistry and passion of these filmmakers, *The Blues* hopes to link the present and the past by engaging a new generation of viewers and listeners to seek out the music in clubs, festivals and concerts, even as they look back-through books, CDs and archival images-at the origins of the blues. In this way, *The Blues* will not be the last word on the subject; it will be the 'first word' of a new, more free-wheeling conversation.
 - Martin Scorsese's vision for this project is to promote and preserve this music that has meant so much to him and to pay tribute to the musicians themselves. It's about the power and influence of the music. And revealing the music and its origins to kids who may not know much about the blues.

- ❖ Sony /Universal (Spokespeople: J. Jones, A. McKaie, J. Peisch)

Music CDs

- More than 25 music CDs celebrating *The Blues*, including: 5-CD deluxe boxed set with comprehensive collection of the music from the seven films airing on PBS (released by UME/Hip-O Records in North America and Sony internationally)
- Martin Scorsese Presents The Best Of The Blues, a single CD compilation that offers an overview of the project (released by Universal in North America and Sony internationally)
- Individual companion CDs to each of the seven films released globally by the company designated:
 - * Feel Like Going Home-Martin Scorsese (released by Sony)
 - * The Soul of a Man-Wim Wenders (released by Sony)
 - * The Road to Memphis-Richard Pearce (released by Universal)
 - * Warming by The Devil's Fire-Charles Burnett (released by Sony)
 - * Godfathers and Sons-Marc Levin (released by Universal)
 - * Red, White & Blues-Mike Figgis (released by Universal)
 - * Piano Blues-Clint Eastwood (released by Sony)
- The Blues-12 individual artist collections such as Eric Clapton, Son House, B.B. King, Bessie Smith, Muddy Waters, The Allman Brothers, Taj Mahal, Keb' Mo', Jimi Hendrix, J. B. Lenoir, Stevie Ray Vaughn and Robert Johnson

DVDs

The Blues series is distributed on DVD and home video in North America through Columbia/Legacy. All seven films will be released as a collectors' set concurrently with the PBS broadcast.

- ❖ HarperCollins (Spokesperson: P. Guralnick, R. Henderson)
 - Published by Amistad, an imprint of HarperCollins, entitled *Martin Scorsese Presents The Blues A Musical Journey*
 - Preface written by Martin Scorsese, afterword by Chuck D, and contributions from a wide variety of contemporary writers as well as selections culled from previously published works
 - Edited by renowned music writer Peter Guralnick, author of *Last Train to Memphis* and *Sweet Soul Music*; Robert Santelli, Holly George-Warren and Christopher John Farley
- ❖ EMP (Spokespeople: B. Santelli, J. Landers)
 - 2003-YEAR OF THE BLUES
 - To honor blues music, a uniquely American creation, the United States Senate has declared 2003-YEAR OF THE BLUES (YOTB). Senators Blanche Lincoln, (D-AR), Bill Frist, (R-TN) Maria Cantwell, (D-WA) and Fred Thompson (R-TN) led this congressional effort, which was initiated by Seattle-based Experience Music Project and the Memphis-based Blues Foundation, to bring long overdue recognition to one of America's most important music forms.

- "Sweet Home Chicago" Blues Traveling Museum Exhibit created by Experience Music Project (EMP), launches at Experience Museum Project in Seattle September 27 and then tours the country throughout the year

❖ PRI (Spokespeople: B. Manilla, B. Santelli, Dan Jensen)

- a 13-part radio series on public radio stations nationwide, distributed by Public Radio International and premiering September 28
Co-produced by Experience Music Project (EMP) and Ben Manilla Productions

* Hosted and narrated by Grammy award winner Keb' Mo'

* Chronological, oral history of the blues, highlighting obscure and classic blues artists

❖ PBS (Spokespeople: J. Diaz, L. Rotenberg, J. Wilson)

- *The Blues* will lead PBS' new fall season beginning on Sunday, September 28th. In what is being billed as a Blues Television Festival, PBS will air the entire series over seven consecutive nights at 9 p.m., beginning with Scorsese's film, *Feel Like Going Home*, and concluding with Clint Eastwood's film, *Piano Blues*, on Saturday, October 4

- *The Blues* is another example of PBS's distinctive commitment to telling the American story through the backdrop of music; we remain dedicated to American culture

III. Possible Companion Materials to Support Story

- ❖ Collateral/press pieces
- ❖ Key publicity hits
- ❖ Ad/on-air campaign
- ❖ Photos "On the Road"
- ❖ Kudos document
- ❖ Anecdotal quotes from teachers, festival-goers, etc.