



Marketing Outreach Example – MIKA



Background:

- Wiredset was hired by Universal Motown to create awareness for MIKA's debut release, "Life In Cartoon Motion"
- Primary focus of the campaign was around driving traffic to key online sales destinations and creating a mainstream fanbase, while maintaining artist's indie credibility

Strategy:

Wiredset executed an outreach campaign to create a buzz for the release:

- Utilized key relationships across music and celebrity sites for major placements
- Furthered awareness from initial press by later targeting teen sites
- Leveraged interviews and live shows to create further presence for the artist

Outcomes:

Wiredset's campaign helped build a strong online presence for the project:

- Universal extended the project twice
- Album debuted at #29, with over 235K digital purchases to date
- Instrumental in securing multiple front-page placements on Perez Hilton which was hailed by Universal President as key driver of sales
- MIKA was featured on other highly influential music and celebrity blogs including MySpace, Spin, Blender, Brooklyn Vegan, and Access Hollywood