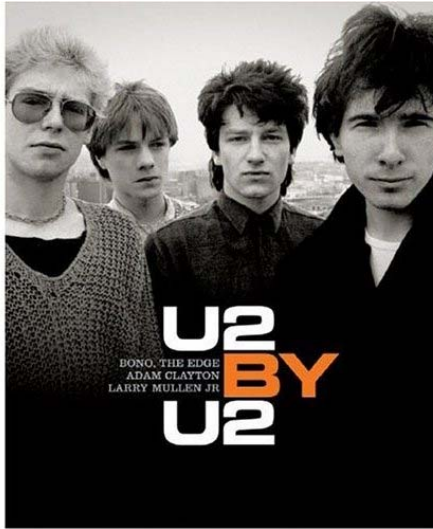




Marketing Outreach Example – U2 By U2



Background

Wiredset was hired by Harper Collins to create awareness for U2's photo-autobiography, U2 By U2

- Primary focus of the campaign was around driving traffic to hyper-link featuring key online sales destinations

Strategy

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

- Held contest on Artistdirect.com featuring front-page flash placement
- Conducted several digital media buys on key blogs and lifestyle sites
- Uploaded exclusive promotional video to 20 of the most relevant social video networks
- Gained placement on top music blogs and other lifestyle/influencer sights
- Created presence in YouTube community
- Focused on awareness for casual fans during Christmas season

Outcomes

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

- Video clip received over 30K plays throughout campaign
- ~15K opt-ins for Harper Collins CRM list
- Rehired by Harper Collins for Punk Rock Dad project