

news

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Red Bull launches promotion site for UK Music Academy

By Mark Banham

Red Bull Music Academy is to launch a website to promote a series of musical events due to take place in February and March.

The site, constructed by digital agency Delete, will back marketing and PR activity around the event, held this year in London.

It will replace the current Red Bull Music Academy site for the duration of the event and includes a gig guide, daily blog, galleries, reviews, radio shows, video and artist profiles.

The site has an integrated Twitter

feed to notify users of special promotions and events. Integration of Facebook Connect will also allow users to post and share comments via their Facebook accounts.

Red Bull Music Academy launched in Berlin in 1998 and takes place in a different city each year. Applicants must prepare a demo CD of their work with original productions, songs or DJ sets. A total of 60 people are selected and broken down into two groups of 30 to attend the event. Successful applicants are tutored by a team of experienced producers, sponsored by



Photo: Rowan Pybus/Red Bull Photofiles

RED BULL MUSIC ACADEMY Selected amateur artists offered professional tuition

the energy drink company.

Damon Mangos, creative director at Delete, said, "Red Bull needed a site to inform a broader audience about the London events. We've delivered a coherent, integrated experience for

fans to explore and enjoy what the Academy and events offer."

In November, Red Bull launched an online cartoon competition which will see the winning entry made into the next Red Bull TV ad.

Random House develops social network for fans of Vintage books

Random House is to launch a social network for its Vintage imprint.

CCV Publishing, part of the Random House Group, will launch the community next month to let fans of Vintage books communicate online.

The site, built on social networking platform Webjam, enables users to discuss the books, write reviews and chat

to connect with customers and encourage people to buy books.

Users can also create their own personal book clubs online and special interest groups around favourite authors and genres.

The company also hopes that organisations such as libraries and bookshops will join to create their own subnetworks and book clubs.

Claire Wilshaw, Vintage marketing manager at CCV, said, "The Vintage

Reading Group is a community of reading groups where members can share ideas, recommend books and gain inspiration. It allows us to forge a group of likeminded readers to engage in debate, give feedback and, ultimately,



Universal McCann's US search agency opens UK arm

Reprise, the US search agency owned by Universal McCann's parent company Mediabrands, has launched its first UK office.

The 11-strong UK team is currently headed by Jason Carter, Universal McCann's UK managing partner. However, senior appointments, including a full-time MD, are expected in the near future.

Rick Corteville, Universal McCann's

will be pitching for standalone clients as well as working alongside existing Universal McCann clients, including Castrol and Hyundai.

"The plans are to scale up the team throughout 2010," he said. "The proportion of spend allocated to search in the UK is significant so we thought it important to take the opportunity to launch Reprise there."

The expansion coincides with the global rollout of the Reprise Media Search platform, which the agency said was created to "manage, measure and optimise search marketing campaigns from a single interface".

As Reprise Media expands into new countries, the search technology will be tailored to new search engines, social properties, ad exchanges and