

Swiss Online Publishing

UNIVERSAL MUSIC

CASE STUDY

Initial situation

Universal Music Switzerland is part of the Universal Music Group, which with subsidiaries and licensees in 77 countries belongs to the worldwide market leader in the music business.



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Music Switzerland manages the music rights of many of the most successful artists in the world, for example Lady Gaga, Justin Bieber, U2 and Jan Delay. Universal Music Switzerland also has contracts with numerous well-known Swiss artists. These include musicians like Tatana, Stress, Bligg, Baschi, Yello, KuttiMC or comedy stars like Peach Weber and Divertimento.

Objective

The various social media networks are meanwhile among the most important communication channels for the Universal Music Group. For this reason, at the beginning of 2011, Universal Music Switzerland decided to invest in these channels and to run them professionally from then on. The objective is to promote the dialogue between the artist and his fan base, and to improve communication within the fan base (community building). This is intended to lead to a functioning and stable community that can be used as a foundation to build on.

Implementation



Universal Music Switzerland has decided to concentrate on the social media platforms Facebook, Twitter and YouTube. With over 2.7 million registered users, Facebook is the most-used social media network in Switzerland, and is therefore anchored as the «leading platform» in the social media strategy.

Swiss Online Publishing advises Universal Music Switzerland in its social media strategy and develops individual concepts for various artists. The high degree of popularity among fans leads to enormous quantities of user generated content on the various platforms. With its own independent presentation team, Swiss Online Publishing makes sure that the content generated by the fans is checked and managed (community management).

Swiss Online Publishing provides the «entertainment» with special content. For example, individual applications, videos or regular postings are produced and published for the various artist communities.

Swiss Online Publishing assumes responsibility for global reporting tasks on behalf of Universal Music Switzerland. With the «BlueReport» monitoring software provided by Universal Music Switzerland, the social media activities are continuously recorded and prepared in a monthly report. This allows the KPIs, which have been defined in advance, to be checked and the Return on Investment (ROI) to be measured by Universal Music Switzerland accordingly.

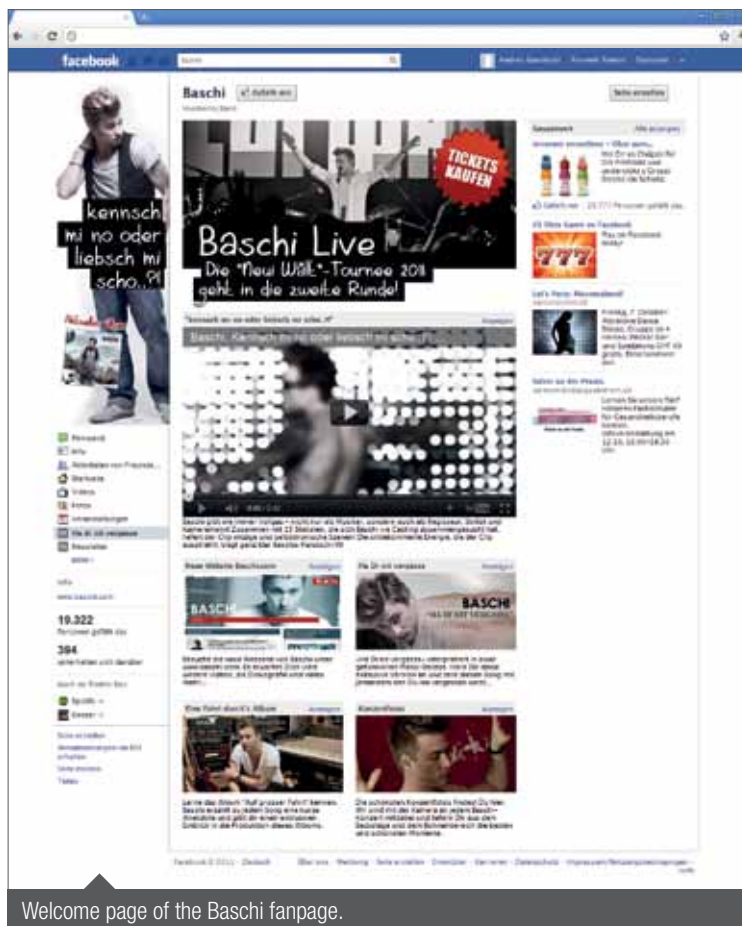
Peach Weber's joke machine



Peach Weber's joke machine.

To boost the viral effect for Peach Weber's fanpage, a joke machine was programmed within a separate tab. The joke machine is based on sound files which are stored by Soundcloud. Within the «Peach's Joke Machine» tab, the user can click «Generate joke», and is told a joke by means of a random number generator. If he likes the joke, he can press the «Like» button and share it with his friends in his newsstream.

Welcome page for Baschi



A customer-specific solution was programmed for Baschi's fanpage. His video for «Kennsch mi no oder liebsch mi scho..?!» is positioned in the centre of his welcome page. There is also a link to the website, a video is shown in which Baschi tells little anecdotes, and there are links to numerous photos of Baschi's most memorable moments.

App: «Ha di nit vergässe»

The screenshot shows the Facebook profile of the artist Baschi. The main content is a large black banner for the app. The banner features a close-up photo of Baschi looking down. Text on the banner reads: "BASCHI 'HA DI NIT VERGÄSSE'", "BASCHI 'Ha di nit vergässe'", and "Akustik, elektrische Version, Soulful, romantisch, spontan im Studio". Below this, it says "Lernhilfe für die Fans auf Facebook" and "«HA DI NIT VERGÄSSE» interpretiert in einer gefühlvollen Piano-Ballade". A central message states: "Teile diesen Song mit jemandem den Du niemals vergessen wirst...". There are input fields for "Dein Name", "Name der Person die Du niemals vergisst", "Email deiner Person", and "Persönliche Nachricht". A "E-Mail & Nachricht senden" button is at the bottom. The left sidebar shows the artist's profile picture, a bio snippet "kennsch mi no oder liebsch mi scho..?", and statistics: 18,322 Personen gefällt es and 384 mehr haben sich darüber. The right sidebar shows a "Spendenkarte" and other fan-related content.

App «Ha Di nit vergässe» integrated in Baschi's fanpage.

Exclusively for his Facebook fans, Baschi has interpreted his song «Ha Di nit vergässe» as a soulful piano ballad. Within this app, each fan has the chance to send this song to someone he will never forget. It is also possible to send a personalized message to the person in question. The idea behind this app is to use this viral distribution to gain new fans for Baschi.

Customized YouTube Channel



Baschi's YouTube channel.

A new design was drawn for Baschi's YouTube channel. The appearance of the YouTube channel is thus consistent with the design of the Facebook fanpage and the website. Within YouTube, the Community Presentation Team ensures that friendship enquiries are accepted and messages received from fans are answered. In addition, lyric videos that have been requested in advance by the Community are produced and made available.

About Swiss Online Publishing

The various communication channels in the Internet are constantly increasing, and are changing at breakneck speed. Companies are increasingly faced with the challenge of creating and publishing media-compatible content for the web and administering «user-generated content». A professional-looking presence in the web is thus becoming more and more complex and expensive for companies.

We at Swiss Online Publishing have decided to face up to this challenge and support companies and institutions in the development, implementation and execution of digital communication strategies. Our experienced editing and community management team knows how to recognise the needs of our customers and develop the right solutions.

Clients

Well-known national and international companies already rely on our services: Blickwinkel, Coca Cola, Denon, Kraft Foods, Mediacom, Mobimo, Ringier, Universal Music and Visana.

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