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sandbox

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2021's

BEST MUSIC
MARKETING
CAMPAIGNS

music:)ally | Music marketing for the digital era

Tony Bennett

WMA (Weller Media Agency) / Columbia Records

BEST USE OF A BIRTHDAY

Team members

Caroline Bocko – Senior Social Account Manager, WMA

Narendra Wickremetunge – Lead Creative Designer, WMA

Danny Bennett – President/Manager, Tony Bennett / RPM

Productions

Scott Stefanik – Danny Bennett Assistant, Tony Bennett / RPM Productions

Sylvia Weiner – Marketing and Publicity for Tony Bennett/Sylvia Weiner Consulting, LLC

Toby Boshak – Executive Director, Exploring The Arts

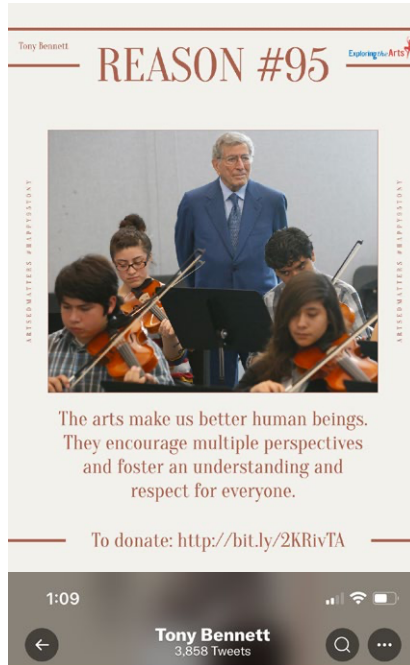
David Anderson – Director of Development and Communications, Exploring The Arts

Overview of campaign

On 3rd August 2021, Tony Bennett turned 95 years old. This was cause for celebration! To mark the momentous occasion, we launched a comprehensive social countdown campaign across his channels which drove donations to Tony's favourite charity, maximised awareness around his upcoming album with Lady Gaga, and coordinated a messaging campaign with his influential friends and followers.

We started 95 days out from his birthday by posting daily graphics encouraging fans to donate to Exploring The Arts, a charity near and dear to Tony's heart, helping to keep the arts available to school-aged children. Each day's graphic highlighted a reason to donate or a reason Tony supports this charity.

As we got closer to his birthday, we announced that Tony Bennett and Lady Gaga would be releasing their second and final album together, Love For Sale, and that they would be performing together one last time on Tony's birthday and birthday week at Radio City Music Hall. The first single from the album, 'I Get A Kick Out Of You', was released to DSPs on Tony's



campaign breakdown

Campaign budget £0-500

Audience demographic

Age 25-34, 35-44, 45-59

Location Global

birthday.

The Radio City Music Hall performance was filmed for a TV special, One Last Time: An Evening With Tony Bennett & Lady Gaga, set to premiere over Thanksgiving weekend on CBS.

To celebrate the big day and get all eyes on Tony Bennett for his 95th birthday

and single release, our team crafted an email to send to Tony's best friends in the entertainment business reminding them of Tony's birthday, and encouraging them to send their birthday wishes and reasons why "I get a kick out of Tony Bennett."

On his birthday, we saw posts and received videos to share out from Bono and The Edge, Martin Scorsese, Paul McCartney, Billy Joel, Keith Richards, James Taylor, Robert De Niro, Alec Baldwin, Andrea Bocelli, Thalia, Lady Gaga and more.

The cherry on top of a successful birthday campaign: The state of New York declared 3rd August as Tony Bennett Day, and Tony's long-time label Sony Music endowed a Central Park bench in his honour.

Results & key learnings

- Potential reach of over 169.5m followers from celebrity friend birthday messages tagging Tony Bennett
- 3.1m Organic impressions on Tony Bennett's social channels
- 285k engagements across Tony Bennett's social channels
- 13k organic following increase on Tony Bennett's Instagram (about +4%)

