

# CREATE MORE VALUE

## - BUNDLING IS THE FUTURE

Everybody does it. Coca Cola does it. Walmart does it. Apple does it. Increase consumer awareness and give the consumers additional value on top of core products by adding free music or other digital content. The area is growing and for content owners their perception of their music or movies changes. The content is used as a value driver for something completely different.

Micromarketing helps its customers with the marketing of both themselves and their products in new and innovative ways.

Donnie Lygonis again: "Everyone is working with music, but no-one is making any money from it. We are not making money from music, we rather use it as a kind of sales aid, as music remains an attractive product in itself."

One of Micromarketings most successful methods is to bundle the music and games with a product and use the internet or mobile communication in different types of marketing, market research and sales campaigns.

In order to do this, Micromarketing has worked closely with copyright holders and adapted digital content such as music, cartoon characters and games.

Donnie Lygonis explains: "We use physical products to distribute music and games. And the physical products end up paying for the music. It is becoming a big thing, even in the first three years."

According to Donnie Lygonis, the disadvantage of digital products, amongst other things, is simply that people are collectors. They collect anything and everything, but that can still be made use of in a digital world by the mu-

sic and retail industries. A part of music can be sold via vouchers, credit or collectors' cards for Idols.

Donnie Lygonis gives a couple of examples: At last years IDOL Final in Sweden, the media department in Åhlens 79 warehouse sold Idols collectors' cards, which were packed with digital content like music and pictures for both mobiles and computers.

As Donnie explains, "Everyone was pleasantly surprised, because the campaign went brilliantly and Åhlens were very satisfied. Next time there is an IDOL final, we will carry out the same campaign. The interesting thing about the campaign, amongst other things, was that we could sell the music at the right price. We believe in this concept and will use it for all other forms of digital products and not just music."

Another example is how Micromarketing in cooperation with Sony Sweden has used a Promotion Card in the campaign "Release your music". That is to say that customers who buy a Sony Walkman or memory stick will also receive a credit note, which will allow the download of a whole album in the benchmark mp3 format.

Promotion Cards is one method. It is a physical card, containing music, games or pictures, which can be replaced. By making the card something of value that the customer will keep, the company establishes a relationship with the customer.

Micromarketing has many other models and ideas for connecting the physical with the digital world, and that is what is needed.

Donnie Lygonis adds, "The music industrys existing models with the big companies will not work by themselves in the future. Maybe for a few of the biggest, but not for the majority. More and more artists themselves are putting music out on the 'Net, and people are finding it there. Many smaller labels will not be able to cope with this development. Music is becoming a relationship between artist and listener, and many of the big labels will not cope with the development. The smaller labels benefit from it in the long run. There will always be a need for skilful manager in the music world, because people are lazy and need help."



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