

Maybelline Courts Chicks With Attitude ..... 2  
 Sponsorship Briefs: Sprint Sponsors Live Broadway .. 3  
 Restaurant Promotions Monitor ..... 4

Promotions In Brief: Sesame Co-Brands Food Line ... 6  
 Opportunities Alert: Dance & Electronic Festivals ... 8  
 Marketers On The Move ..... 8

# ENTERTAINMENT MARKETING LETTER®

REPORTING ON THE LATEST ENTERTAINMENT MARKETING STRATEGIES, TECHNIQUES AND DEAL-MAKERS SINCE 1988

## Restaurant Promotions Put Emphasis On Music With Downloads, CD Giveaways

**Fast Facts**  
 More than **65,000** retail countertop displays support Maybelline New York tour sponsorship. SEE PAGE 2

Blimpie expects to sell more than **1 million** LidRock CDs in promotion. SEE PAGE 4

Broad market trends in the quick-service restaurant industry are converging with new developments in entertainment technology to alter the shape of QSR promotions.

While film tie-ins remain a major technique for QSRs in reaching the children's audience, the number of music- and DVD-related promotions aimed at older consumers is climbing.

Factors driving the trend include:

- Sales falloffs for many of the chains in recent years have led to executive turnover, reevaluation of longstanding marketing practices and a musical chairs game for advertising and marketing agencies.

- Major campaigns aim to reach beyond young children and moms to attract more adults, teens and tweens.

- Consumer concerns about obesity have sparked low-carb/healthy food marketing wars among the fast-food, fast-casual and sandwich chains.

- An ever-increasing emphasis on providing convenience for consumers is reshaping the broader retail landscape.

### DVDs, Music Downloads Offered

Among the recent developments:

**MCDONALD'S BRANCHES OUT.** With two years left on its 10-year deal with Disney, new menu items to promote, and a major new global ad campaign featuring Justin Timberlake and the tagline "I'm Lovin' It," McDonald's is branching out. The chain kicked off a free-download promotion June 4 with the new Sony Connect digital music download service, and is testing DVD rental kiosks at restaurants in select cities (See Restaurant Promotions Monitor, page 4).

**PIZZA CHAIN GOES DIGITAL.** Papa John's is also among the QSRs to embrace digital downloads and DVDs, offering them as giveaways in

separate promotions in the past two months. See Download Scorecard, page 3).

**CDs BECOME POPULAR PREMIUM.** LidRock—which offers CDs inserted in the lids of fountain drinks—has had its discs offered as premiums by Sbarro and Blimpie this year. The Blimpie premium is part of a broader campaign that includes a sponsorship deal with Clear Channel Entertainment. The chain retains Norm Marshall Associates to pursue other entertainment tie-ins.

The novelty of free digital downloads makes them the latest promotional darling for many marketers, a trend that may be short-lived. Their attraction is, in part, their shelf life. While a movie tie-in tends to focus on a big opening weekend and usually lasts about five weeks, a music tie-in can be extended for much longer periods of time.

Indeed, part of McDonald's new strategy is

*Continued on page 4*

### Music Is Sales Driver For Hallmark

## Retailer Seeks Recording Artists For '05 Exclusives

A deal with James Taylor that has the artist releasing his first collection of holiday standards exclusively for Hallmark Cards is an extension of the company's longstanding music-driven marketing efforts.

Hallmark plans to expand its music offerings beginning in '05 with releases focused on other holidays throughout the year.

For 20 years, Hallmark Gold Crown stores have sold holiday music CDs, with bestsellers moving 1.4 million to 1.6 million copies, says Hallmark's Ann Herrick.

*Continued on page 2*





The 11-song "James Taylor: A Christmas Album" will be available only at Hallmark Gold Crown stores beginning in November '04. The CD will be sold for \$6.95 with the purchase of three Hallmark cards, or for \$10.95 with no additional card purchase.

Hallmark chose Taylor for the promotion after consumer testing rated him as an artist who transcends generations and has strong appeal with the chain's core base of women age 35-plus. They contacted Teri Brown of T.B.A. Network, who helped broker the deal with Taylor.

Hallmark is seeking additional artists who appeal to its broader base of females age 24-plus.

Hallmark wants to drive greeting card sales, drive traffic into stores, and increase membership in its Gold Crown loyalty club. Although specific sales results were unavailable, Herrick says that each holiday CD has generated sales spikes for greeting cards. "That's why we've continued this program for 20 years," she says.

Although the Taylor deal includes the right to use Taylor's image and his music on The Hallmark Channel, Herrick says the retailer hasn't started working with its sister cable channel on any tie-ins.

The CD offer will be promoted via radio and print ads, direct mail to Hallmark's database of 12 million names, e-mail blasts and instore signage beginning in October.

While Hallmark stores also continue their ongoing program of instore promotions for the original programming on the Hallmark Channel, Herrick notes that music in particular resonates for customers. "Music is [something] that people use to celebrate occasions," she says. "It expresses emotions, just like greeting cards do."

#### CONTACTS & CONNECTIONS

Hallmark Cards, Ann Herrick, Corporate Synergy Marketing Manager, 2501 McGee, D#298, Kansas City, MO 64154; phone: 816-274-4911; e-mail: aherr1@hallmark.com

## Sponsorship Emphasizes Retail Tie-Ins For Brand

Retail promotions are a major part of Maybelline New York's sponsorship of Chicks With Attitude, a tour co-produced by Monarch Entertainment Group and House Of Blues.

The 18-market concert tour, running August 4-September 3, features Liz Phair, The Cardigans' lead singer Nina Perssons, Katy Rose and Charlotte Martin. Average venue capacity is 2,500.

Monarch's Joseph Bongiovi says his firm developed the tour as a customizable event aimed at the 18-34-year-old female demographic. The concept appealed to the 90-year-old cosmetic brand, which began a re-branding effort in January that included changing its name to Maybelline New York. The goals are to drive sales and build up its brand image.

Some 65,000 instore countertop displays promoting a Chicks With Attitude sweepstakes were rolled out at drugstores in June. Endcaps feature Maybelline products and CDs from the artists on the tour. Local radio promotions and advertorials in consumer magazines support.

In addition, Walgreens will run a national promotion in its 4,000 stores.

Concertgoers will be able to visit the Maybelline New York lounge, where professional makeup artists will give free makeovers.

#### CONTACTS & CONNECTIONS

House Of Blues, Kevin Morrow, SVP of Talent, 6255 Sunset Blvd., 16th Fl., Los Angeles, CA 90028; phone: 323-769-4600; e-mail: kevin.morrow@hobconcerts.com

Maybelline New York, Cheryl Vitale, SVP Marketing, 575 Fifth Ave., New York, NY 10017; phone: 212-984-4000; e-mail: cvitale@maybelline.com

Monarch Entertainment Group, Joseph Bongiovi, 914 Westwood Blvd., Los Angeles, CA 90024; phone: 310-889-1851; e-mail: j bongiovi@monarcheg.com

#### Executive Editor

Susan Nunziata  
Phone: 212-941-1633, x26  
E-mail: snunziata@epmcom.com

#### Editorial Director

Martin Brochstein  
Phone: 212-941-1633, x19  
E-mail: mbrochstein@epmcom.com

#### Creative/Production

James Fortier  
Phone: 212-941-1633, x23  
E-mail: jfortier@epmcom.com

#### Subscription Manager

Loretta Netzer  
Phone: 212-941-1633, x17  
E-mail: lnetzer@epmcom.com

#### Publisher

Ira Mayer  
Phone: 212-941-1633, x27  
E-mail: imayer@epmcom.com

#### Chief Operating Officer

Riva Bennett  
Phone: 212-941-1633, x28  
E-mail: rbennett@epmcom.com

#### Marketing VP

Michele Jensen  
Phone: 212-941-1633, x21  
E-mail: mjensen@epmcom.com

## ENTERTAINMENT MARKETING LETTER

ENTERTAINMENT MARKETING LETTER (ISSN 1048-5112) is published 24 times a year by EPM Communications, Inc. Subscription (payable in U.S. funds): North America \$49 per year; others, \$509.

Subscribers to ENTERTAINMENT MARKETING LETTER enjoy reduced rates when accessing the online EPM Articles Archive, which includes all EPM newsletters. Searching the Archive is free; you pay only for the articles you want. To search, please go to [www.epmcom.com/archive](http://www.epmcom.com/archive). If logging on for the first time, use the six digit customer number on your mailing label to obtain your subscriber discount. Or call Riva Bennett at 212-941-1633, ext. 28. Site licenses, bulk discounts and reprint services are also available.

EPM will pay \$5,000 for evidence of illegal photocopying and/or electronic or fax distribution of this newsletter that leads to a successful resolution of a claim. Confidentiality is assured. Please contact the publisher.

