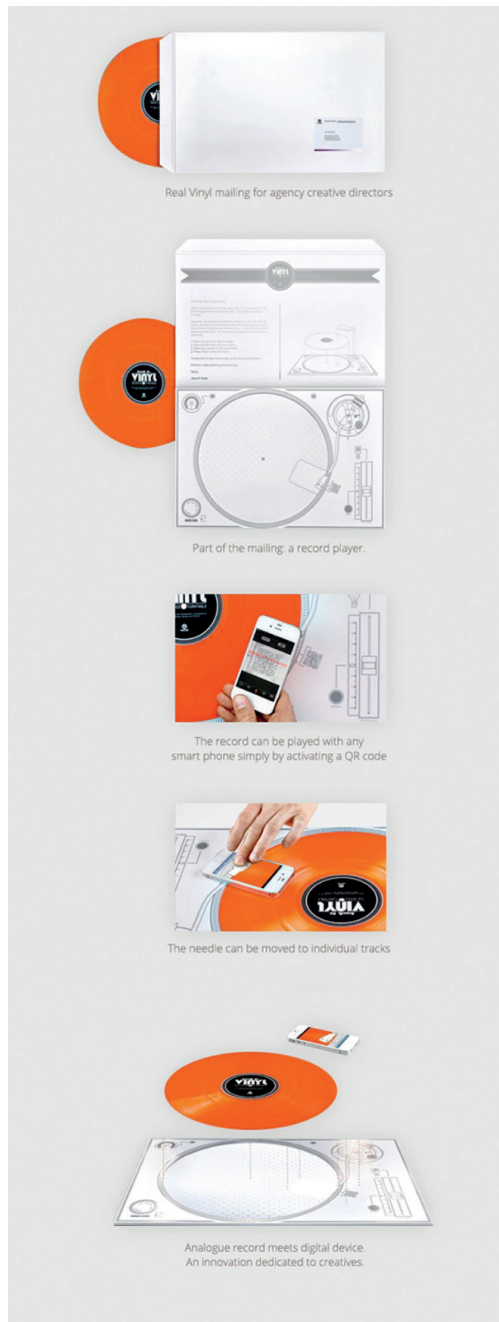


KONTOR RECORDS

Anyone involved in music marketing will tell you that one of their hardest tasks is to get journalists and agency creatives to listen to their demos. Kontor Records, a record label based in Hamburg, Germany, took matters into their own hands by using the strength of direct mail to ensure musicians' voices were heard in their Back to Vinyl campaign.

OBJECTIVE

Kontor Records wanted to capture agency creative directors' attention, change their perception to believe all music is worthy of a chance and inspire them to listen to true and honest music by Boris Dlugosch in an engaging and interactive way.



BACK TO VINYL



METHOD

In their Back to Vinyl campaign, Kontor Records used what all good DJ's use to grab creative directors' attention, they used real vinyl. A vinyl record, but how could anyone play it? The answer was to include a record player into the mailing itself, creating The Office Turntable.

Sent to 900 creative agencies, The Office Turntable folded out into a 2D paper turntable inviting the listener to use their smartphone to scan the QR Code embedded in the mailing and access the new music. Once positioning the phone in its dedicated place on the turntable, a virtual needle appeared on the screen and the record played through the phone. An innovative concept to intrigue agencies.



Images Sourced:
KlausMartinMichaelis.com

RESULTS

The mailing struck a chord with agency directors generating an impressive response. In total, 71% of the 900 turntable QR codes were activated. The approach increased targeted listener responses by 64% and 42% of recipients followed the link to the Kontor Online Store for further exploration. In addition, Boris Dlugosch, liked The Office Turntable so much that it was featured in his new video on all music channels off and online.

CONCLUSION

Direct mail is a powerful marketing channel that has the ability to talk to the right people at the right time and Kontor Records tapped into its strength in a unique and engaging way to allow new demos to be heard. The campaign successfully built hype around new music while capturing creative agency directors' attention through the innovative combination of analogue and digital technology. Kontor Records' decision to utilise direct mail in their Back to Vinyl campaign shows the power of this vital communication channel to create engagement while building brand equity.