



NEW YORK

HEARTBEATS TREND REPORT

ERIC WELLES NYSTRÖM, who works with artist management and brand consulting for lifestyle companies in NYC, and is a member of Heartbeats Movement, has shared his insights about marketing trends in NYC with us. Below you can read about Eric's thoughts of shoe brand Keep's recent marketing campaign, the future of marketing in general and 'organic' as a trend, as well as why music is becoming more and more important to reach the target consumer.



Eric, what main trends do you see in marketing in NYC at the moment?

I believe the most important trends over here, as probably in a number of other places, include that everything is some how 'organic', not meaning that it actually is, or that it's actually better, every campaign is further marketed through, or directed to, Facebook and Twitter, and every brand is trying to do something in music.

targeted audience and see their ROI immediately in black and white. And, the fact that brands are trying to do something in music isn't that strange either. Music is a universal language. It helps brands to connect with people, and it is the easiest channel for older execs to talk to a younger generation. At the same time artists, labels and nearly everyone working in music needs the financial help from brands, while most music fans have become accommodating to this fact.

Is there any recent marketing campaign you would like to highlight?

One of the most interesting campaigns this fall is the latest initiative from the environmentally friendly guys in Animal Collective. Together with Keep, a socially conscious and 'cruelty free' shoe brand, the band has designed a pretty cool line of sneakers for their coming spring collection.

Proceeds from the sales will go to a non-profit environmental organisation specialising in the biosphere of the Revillagigedo Archipelago (Pacific Ocean), while buyers of the shoes will get an audio cassette (!) with a number of previously unreleased Animal



What are the reasons behind these trends, do you think?

As regards 'organic' I guess people feel that the world is going under and they are sad about that. They expect brands to act upon the situation, and offer something that benefits the community on a nearly global level. Some brands are obviously not as true as others and therefore the term 'organic' has lost much of its value, but I'm confident that the honest ones on the market will do best from this organic choice in the long run.

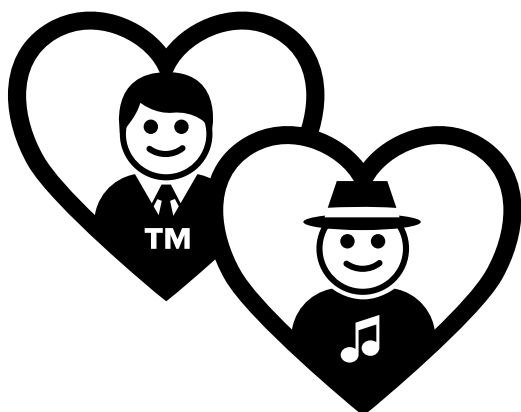
Looking at Facebook and Twitter, these platforms are where people spend most of their time today and where the simplest marketing can be done. Brands can inexpensively talk directly to a



Collective-tracks (read: nothing you can download for free, email to all your friends or post on your Facebook-profile).

The campaign successfully shows how two forces can unite socially savvy consumers and create awareness in the fashion and consumer world, which is an industry that usually is anything but environmentally friendly.

For Keep, the project has generated great press coverage and enough web traffic to crash their servers for a couple of days straight. Besides that, they have gotten much credit in the music world and now have a long line of bands hoping to work with them in the future. For everyone else working in music, the project is a great example of the mutual benefits when artists and brands choose to collaborate: artists need brands to monetize and brands



need artists to attract consumers. And, not so surprisingly, doing it through a serious effort for the environment will probably be the best approach for the future.

In short, the campaign touches on all the 'right' topics and actually adds value to each forum.

You've brought up 'organic' as a marketing trend and you have now highlighted a campaign for a socially conscious and 'cruelty free' shoe brand. In more general terms, is brand ethics, or ethical branding, something NYC marketers discuss much?

Yes most definitely. I think that obviously has been on every American marketer's agenda ever since charity initiatives became profitable investments. However, following BP's scandalous oil spill this spring, many American's have once again become aware of how ethical faults in a major corporation actually can change their life, while global corporations have been reminded on how they need to be prepared when the 'shit hits the fan'.

In regards to their public marketing efforts, I believe that BP reacted rather quickly to the scandal with major PR and marketing

campaigns (which became necessary as the scandal escalated). In the beginning this didn't of course help the disaster itself, but maybe will prove beneficial for everyone in the long run as the massive public attention required BP to respond on all levels.

For other brands, I think many can learn from some of BP's actions and see how they can turn the public attention, although extremely negative, in to something positive if they just do things right (even though BP aren't there yet).

For everyone else, I'm happy that the BP scandal has left the public with a well-justified scepticism for BPs 'green efforts'. Marketers have to take this into consideration and talk not just about brand ethics, but also ethical branding. People request brands to be honest with whom they are, what they do and what impact they have on the society.

Finally Eric, what would you say is the hippest place to be in NYC right now?

I'm not sure if it's what everyone would consider the most hip, I guess it's still not that well known, but either way it's a club who's DJ's have been blowing up so much this fall, that they already threw their last party, before things got too mainstream. The cover was just a few dollars, drinks just a few more, and people stayed dancing till the morning even on school nights. It was on Orchard Street in the LES and always brought in a great mix of artists, creatives and international hipsters of any kind. The last night was a couple of weeks ago, and I feel like I'm missing it already.



For more insight into the fields of music branding and strategic communication, visit www.soundlikebranding.com and www.heartbeatsinternational.com