

eMusic Amps Up Digital Music Brand Names Sarkissian Mason Agency of Record

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Groundbreaking digital music club eMusic is reasserting its leading digital music offering through an integrated marketing campaign set to launch in fall 2010 by newly named agency of record Sarkissian Mason.

Sarkissian Mason was awarded the account following a review that included three undisclosed agencies. The agency will be developing a comprehensive marketing campaign using digital, outdoor, mobile, viral and other marketing channels. eMusic also named TargetCast tcm as its media agency, also after a review. The moves come as new Chief Marketing Officer Lee Nadler seeks to grow and differentiate eMusic in the marketplace.

“eMusic has been an innovator in delivering great value, one-of-a-kind offerings and an immersive experience for people who love music,” explained Lee Nadler, CMO, eMusic. “Sarkissian Mason really understands the passion behind our brand and our members. We found that they share our brand vision as one in which the design, content and technology embedded in our offering can be leveraged across media.”

“Targetcast tcm understands how to connect with consumers in a way that makes messages memorable and meaningful,” continued Nadler. “We’re excited about the full team coming together to take eMusic to the next level. Both are a great match for eMusic.”

eMusic has cultivated a business of 400,000 members by creating a community-focused site rich with award-winning editorial coverage of music, a state of the art recommendation engine, and the first music download subscription model. Offering music in MP3 format, its service is compatible with all digital devices.

“eMusic is a brand that puts the member experience at the center of its offering,” noted Patrick Sarkissian, CEO of Sarkissian Mason. “Unlike other music sites, it is not transactionally focused, but instead seeks to educate, share and enhance the discovery of new music with its members. This brand experience is the key to online success in today’s market and the key to differentiating eMusic,” added Sarkissian.

“eMusic is a leader in digital music, and one who shares our belief in building authentic and engaging experiences for consumers,” said Steve Farella, chairman and CEO of TargetCast tcm. “We’re thrilled to start our partnership and look forward to putting innovative strategies and smart media tactics to work for them.”

eMusic (www.emusic.com) is a digital music club. With a more immersive, authentic music experience and better prices than mass market digital music retailers, it is the best way for music lovers and casual music fans to expand their music collection. eMusic combines award-winning editorial, a state-of-the-art recommendations system, and social media features to provide the most musical context for an enthusiastic community of music fans, record labels, and artists alike. Customers are encouraged to explore music with subscription pricing that rewards discovery at a better value than any legal competitor. eMusic also sells downloadable audiobooks from all major audiobook publishers. Based in New York with an office in London, eMusic is available in the U.S., Canada, the E.U., Norway and Switzerland. eMusic.com Inc. is owned by Dimensional Associates, Inc., the private equity arm of JDS Capital Management, Inc. eMusic can be found on Facebook at www.facebook.com/emusic , and on Twitter as @emusic.

Sarkissian Mason is an independent marketing services agency specializing in the creation and development of breakthrough digital brand solutions for its clients. Founded in 1998, Sarkissian Mason has been a pioneer in helping its clients adapt new technology solutions to better connect with consumers. Its clients include leading Fortune 500 companies including Mazda, Boeing, Chrysler Financial, Nike, and others. Sarkissian Mason is headquartered in New York with offices in Detroit, Arizona, and California.