

Press Release

Music partnerships improve brand image, finds new research

Puteaux, France – February 9, 2016: Partnerships and sponsorship deals with musicians improve brand image and encourage people to try a company's products and services, according to new research unveiled today by Havas Sports & Entertainment.

The FANS.PASSIONS.BRANDS survey of 18,000 people worldwide revealed 73% of people think that music partnerships improve brand image, while 70% think it makes a brand stand out from its competitors. 62% say it encourages them to try the brand's products and services.

In addition, the survey identified five distinct music fan profiles based on Havas SE's [Logics of Engagement](#) that have been developed in partnership with the University of Southern California's Annenberg Innovation Lab.

Discover the 5 profiles:*

The Collector: 20% of the global population

For them, music and identity are inextricably linked. This profile is consistently represented across the 17 countries surveyed. 72% associate important moments of their life with music with the first note carrying them away to a special memory. Music is particularly linked to their cultural origins.

The Mixologist: 24% of the global population

Previous research from Havas SE revealed the ["Shuffle Age"](#) – a new generation of music listeners that owes its origins to the digital revolution. This profile can be considered as the spearhead of this new Age. 76% consider themselves to be musical experts. They have a thirst for knowledge and musical discovery that is often quenched via online platforms. They search, listen and share their passion with their online communities.

The Groupie: 14% of the global population

Among these devoted fans, 38% openly express their love for a specific band or artist. This selfie-hunter is also a big fan of music-related TV programs where the show is as important as the music. This profile is over-represented in Latin American countries.

The Vocalist: 23% of the global population

Contrary to the other profiles, The Vocalist has a more functional approach to music. They appreciate music when they're making it: 73% sing and 32% play an instrument. Amongst all the profiles in China, The Vocalist comes out on top.

The Listener: 19% of the global population

While some fans love sharing their musical experience at live events, The Listener prefers a more intimate atmosphere with 89% opting for the comfort of their own home to listen to music. They are predominantly located in France, UK and Germany.

Insights for brands

Fredda Hurwitz, Global Chief Strategy Officer, Havas Sports & Entertainment, says: “Music is an extremely effective marketing tool for brands looking to connect with people – after all 98% of people around the world listen to music daily. The Shuffle Age concept and the new segmentation allows brands to better reach their target audience through music as a passion point.

“Our first-hand experience has proven time and again that a relevant and meaningful music strategy has a positive impact on the overall marketing approach for any brand. For example, 62% of the global population says that communicating through music encourages them to try the brand’s products and services.”

Want to see all these profiles in action? [Watch this 2-minute video.](#)

And what about you? [Discover what kind of music fan you are by taking this quiz.](#)

About the research

The FANS.PASSIONS.BRANDS global survey was conducted in May 2015 across 17 markets – France, Spain, UK, Germany, Italy, Portugal, Poland, Russia, South Africa, the U.S.A. (including a specific focus on the Hispanic community), Mexico, Brazil, Colombia, Chile, Argentina, China and Belgium. The research method involved online questionnaires given to a total of 18,000 people, aged 13+, carried out by YouGov.

This wave focusing on music is the second of a set of yearly deep dives into people’s passions, which follows the [2014 edition on international football.](#)

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Notes to editors

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About Havas Sports & Entertainment

Havas Sports & Entertainment (Havas SE) is the global brand engagement network of HAVAS.

Part of HAVAS MEDIA GROUP, our 35 offices in 24 markets include **Havas Sports & Entertainment**, *ignition* and *Cake* agencies.



Our ambition is to be the best at creating meaningful connections between brands and people via their passions using creativity, media and innovation to deliver experiences, content and social engagement.

Together we are 500+ colleagues with a diverse set of skills and backgrounds, delivering the best in strategy, research, brand communication, activation and social and live experiences globally. This enables us to provide our clients with customized solutions based on a deep understanding of what binds people together into communities: shared passions.

Our deep knowledge of fans also derives from our global study, FANS.PASSION.BRANDS, the largest piece of research ever conducted that aims to understand fans' engagement with their passions, based on what we term "the Logics of Engagement".

Havas Sports & Entertainment agencies strategically assess how brands can create emotional relationships with fans and fan communities based around their passion for sport and entertainment through content, SoMe, PR, and social experiences.

ignition is the industry leader in experiential marketing, delivering fully integrated experiences that drive positive actions and attitudes between people and brands.

Cake is an ideas agency that helps brands become part of peoples' lives through content, creative campaigns, PR, social media and experiences.

Our network now benefits from the expertise of five strategic partners: **Music Dealers**, a global music licensing agency and Independent Artist Community; London-based **Seven46**, specializing in editorial communications and bid campaigns; **Benza**, our brand experience partner in Brazil; **eventures**, an integrated communications agency in Romania and **Seaters**, an online platform to fill empty seats at sports and music events.

International clients include: adidas, Atos, Barclays, BMW, The Coca-Cola Company, Danone, Delta Air Lines, EDF, ESPN, Heathrow Express, Hyundai, Kia, LVMH, Mars, Nike, Orange, Procter & Gamble, PSA Peugeot Citroën, Puig, Reebok, Reckitt Benckiser, Santander, the United Nations Foundation, Victoria's Secret, QTA, and Yahoo! and sports organizations such as Roland Garros, the Argentinean Tennis Association, the English Premier League, FIFA, the French Golf Federation, the International Rugby Board, the International Cricket Council, the Italian Rugby Federation, MLB, the NBA and the NFL.

Further information can be found at www.havas-se.com and www.ignition-inc.com. Follow us on Twitter at [@Havas_SE](https://twitter.com/Havas_SE)

About USC – Annenberg Innovation Lab www.annenberglab.com

The University of Southern California is one of the world's leading private research universities. An anchor institution in Los Angeles, a global center for arts, technology and international business, USC's diverse curricular offerings provide extensive opportunities for interdisciplinary study, and collaboration with leading researchers in highly advanced learning environments. With a strong tradition of integrating liberal and professional education, USC fosters a vibrant culture of public service and encourages students to cross academic as well as geographic boundaries in their pursuit of knowledge.

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The USC Annenberg Innovation Lab, located at the USC Annenberg School for Communication and Journalism, is a “Think & Do” tank that creates prototypes, publications and participatory learning experiences to explore emerging challenges and opportunities in media and culture. The Innovation Lab combines leading domain experts from across USC’s campus and thought leaders from our sponsors, some of the world’s most innovative global companies and public sector entities.

The Annenberg Innovation Lab current research strategy is The Edison Project, an ambitious research and education initiative that predicts the next wave of economic growth will come from imagination and creativity more than from technology itself. The Edison Project will envision nearly every aspect of the entertainment industry within the context of Digital USC, a \$1 billion, 10-year university-wide initiative for gathering interpreting and applying digital data on a massive scale. Additionally, The Edison Project will include workshops and executive education programs stemming from the Lab’s Think & Do process.

Through a mix of Edison Project research and prototypes, the Lab and its strategic partners are both crafting a new vision for the next 3-5 years of the Media and Entertainment ecosystem and working to accelerate its arrival. To date, this work has included multiple “new screen” prototypes including Oculus Rift, Google Glass, 3d printers and the Internet of Things; the Leveraging Engagement framework for understanding, measuring, and motivating fan engagement using a mix of big data and cognitive computing; assembling a new collection of tools and best practices for how new creators and makers will not only survive but flourish; and an ongoing engagement with the city of Los Angeles reimagining LA as both a smart city and the thriving heart of this new Imagination Economy.

In its short history, the Lab has attracted corporate support from around the world, including BET Networks, Cisco Systems, DirecTV, Dreamworks Animation, EPB, Fox Broadcasting, Havas Media, IBM, Intel, The Los Angeles Times, Mattel, Orange, Paramount Pictures, Petrobras, Spark 44, Verizon, Viacom and Warner Bros. Home Entertainment. We have also received funding from the Ahmanson Foundation, the Blackstone Charitable Foundation, the Digital Media Learning Research Hub supported by the MacArthur Foundation, and the Bill & Melinda Gates Foundation to work on projects at the intersection of social and technological spheres.

About 18 Hubs

18 Hubs is the global research and innovation center within Havas Media Group. Headquartered in Paris, with hubs in Los Angeles, Seoul, and Tel Aviv, 18 develops cutting-edge research projects, strategic partnerships, and business opportunities for Havas and its client portfolio. We work to be 18 months ahead in the converging verticals of media, content, technology, and data science.

18 provides a unique offering that empowers Havas teams and clients to be at the forefront of new developments in cross-platform innovation. Our process is highly structured and focused: we scout new talent and startups, activate supporting academic research, develop actionable insights, strategy, and use cases, and facilitate deal-making through local learning expeditions.

<http://www.18hubs.io/>

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