



**Depeche Mode
Case Study 2009
“Sounds Of The Universe”**

CAMPAIGN KEY METRICS



12,000 street team members registered in 14 days

34,000 + street team reports submitted

25,000 photos submitted

7,500 links submitted

150,000 + hits on team-distributed banners

FANMANAGER PROJECT GOALS


- Assemble a street team of over 12,000 individual street team members
- Acquire massive amount of fresh eyeballs through distribution of various digital assets:
 - custom banners
 - dozens of album art-based avatars
 - social media widgets across several social networks, online communities and blogs
 - fresh band photos and videos
- Enable all assets to click back to the Depeche Mode website or E-commerce sites like iTunes and Amazon
- Deliver statistics and updates to the client daily

FANMANAGER

CAMPAIGN HIGHLIGHTS

- The Depeche Mode "Sounds of the Universe" album release campaign was the most successful and biggest campaign in FanManager's history
- First implementation of the new FanManager website and street team database/reporting tools
- 12,000 new street team members acquired in 14 days
- Initiated a brand new "bonus system" for our street team members, focused around fresh photos and charting the first single, "Wrong". The top 10 received personally signed box sets from the band
- Created a branded landing page which included many versions of avatars, animated banners, widgets, album release countdown clocks, and other digital tools for the street team
- The reach of this campaign was also just as impressive with 450,000 + hits on the tools and millions of impressions
- Resulting album sales of over 100,000 units in the US in its first week

FANMANAGER LANDING PAGE




STREET TEAM TOOLS

You may copy the code provided and paste into myspace, emails, and websites. Or, feel free to download and use how your most comfortable.

[Home](#) [Banners](#) [iTunes](#) [Avatars](#) [Widgets](#) [Archived Tools](#)

FEATURED STREET TEAM TOOLS

Here are some new tools to help promote "Sounds of the Universe"



DEPECHE MODE
album out now!

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<a href="http://depechemode.com/sotu.html" target="_blank"></a>
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ABOUT FANMANAGER

FanManager began as a grass roots street team management company in 2005, focused on the jam band scene, and quickly expanded into a full-service marketing powerhouse in just under 2 years. We are proud to celebrate our 6th year in business in March, 2011.

Our client list includes **Depeche Mode, Shakira, Disney's Imagination Movers, The Crystal Method, DJ Paul Oakenfold, Infected Mushroom, The Disco Biscuits**, and many others. The company also services film projects, non profit organizations, and music festivals.

The FanManager website hosts a broad database of over 90,000 street team members worldwide. We provide robust back end technology that tracks street team progress, awards points to members, and has unlimited flexibility using Expression Engine CMS Software.

FanManager manages both physical and digital street teams, designs extensive viral marketing campaigns, and creates/actively markets artists, events, films and websites with powerful social media technology, widgets and other digital tools.

At our core, we're music fans, working and connecting with other music fans.

WWW.FANMANAGER.NET