



CASE STUDY



IMAGINATION MOVERS BIO

Imagination Movers is a youth-focused rock band formed in New Orleans, Louisiana in 2003. The lineup includes Rich Collins, Scott Durbin, Dave Poche, and Scott "Smitty" Smith.

Members of the group were longtime friends and neighbors. Started as a Television concept pitched to local PBS affiliates in New Orleans, WLAE-TV was the first to take an interest in the group and later introduced them to Beth Courtney, the President & Chief Executive Officer at Louisiana Public Broadcasting.

Soon after, LPB began airing one-minute videos produced in-house by the Imagination Movers themselves. The Movers built a sizable regional following by setting educational songs for kids with melodies and rhythms that adults can appreciate as well.

Combined, they've sold more than 100,000 copies of their self-produced CD's and DVD's. Their three indie CDs: "*Good Ideas*", "*Calling All Movers*" and "*Eight Feet*" along with their DVD "*Stir It Up*" have won fourteen national awards, from such groups as the National Association of Parenting Publications (NAPPA) and the Parents' Choice Foundation.

PROJECT KEY METRICS

Over 600 people registered on street team

100 show 5-month tour

Connected with 120 "Mommy" blogs

Outreach to 450 Forums, Yahoo & Facebook groups

50 Blogs posted news stories

700 Street team reports submitted

650 poster locations submitted

200 shows flyered in person

2,200 Photos uploaded

PROJECT OBJECTIVES

Create a brand new street team of “Mommy Movers” from scratch

Create a viral marketing campaign to reach parents

Reach out to prominent “Mommy” bloggers and parenting blogs to help promote the “In a Big Warehouse Tour”

Tour support for 5 months and over 100 live dates across the US and Canada



CAMPAIGN HIGHLIGHTS

The IM campaign was the first time with a children's band, and the Disney Corporation. With the typical fan being about 5 years old, we obviously couldn't depend on them for marketing help. However, we were amazed by how loyal and dedicated their parents were.

We had over 500 parents or "Mama Movers" register on the street team them to help promote nationwide tour that lasted nearly 5 months. FM sent each parent 8x10 coloring sheets with a picture of the band and color posters as well.

We rewarded the top scoring parents with autographed CD's and life sized posters of the band. Also, anyone that helped promote shows received free tickets for their hard work.

Over 600 retail locations were hit up with IM tour posters. Over 2000 photos were uploaded of the street team's field work, as well.

FM was also hired to do outreach to hundreds of parent bloggers to see if they would post about the tour. Over 100 people bogged/posted, which gained tens of thousands of impressions/hits to the Imagination Movers website.

Our viral marketing campaign included reach out to targeted forums, chat rooms, message boards, YouTube videos, Facebook groups, Yahoo Groups, and other online destinations where people talked about children's music and other Disney acts. We posted as "excited parents" who couldn't wait to take their kids to Imagination Movers concerts in their regions. This approach created a flood of discussions across the board and adding additional thousands of impressions and hits to the IM/Disney websites.

FAN MANAGER BIO

FanManager began as a LA-based grass roots street team and marketing firm in 2005. We quickly expanded into a full-service marketing powerhouse in just under 2 years. We are proud to celebrate our 7th year in business in March 2012.

Our client list includes *Depeche Mode, Shakira, 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.

Our website hosts a broad database of over 100,000 street team members worldwide. We provide exclusive back-end technology tracking street team progress, awarding points to staffers, and has unlimited flexibility using our custom-designed CMS software.

FanManager manages both physical and digital street teams, designs extensive viral marketing campaigns, and 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.

