

Brands fund downloads

Hyro founder Claes Loberg is set to launch a site that allows advertisers to provide legal free music downloads to consumers.

Guvera goes live in March and allows marketers to create branded channels that house styles of music and digital content relevant to their brand, before paying a fee when their targeted consumer downloads content.

McDonald's, Johnson & Johnson, Harley Davidson and Surfers Paradise are among the 46 advertisers that have built channels on the Australian beta site.

McDonald's has built a channel for 20 to 25-year-olds to promote its 24-hour opening times, housing late night party music and links to city events. Surfers Paradise has a channel for its different sub-regions - central and southside Surf-

ers - with varying music targeting different consumer groups.

Harley Davidson has a channel with rock music and links to its social presence for 30 to 40-year-olds.

Brands can choose the number of songs within their channel and decide how much consumers spend on each download of the songs.

"A campaign can be as large as a brand wanting one million 21-year-old Australian boys to download \$4 worth of music from a channel showing a new product or service," Guvera chief executive officer Claes Loberg told *AdNews*.

The length of campaigns are managed by companies via online tools and templates and can range from a day to a week, month or year.

"The opportunity is to spend ad dollars engaging audiences and giving them something, rather than paying for media space to disrupt them," Loberg said.

"Guvera provides live research and insight to each advertiser, so they can understand tastes and preferences in over 100 different views of time spent, songs downloaded, favourites, clicks and behaviour," he said.

Record companies such as Universal Music Group, EMI Music and IODA receive a percentage of brands' fees per download to distribute back to artists.

Guvera began consumer word-of-mouth marketing three weeks ago, with 1500 people per week currently pre-registering for the site's March launch.

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