

Higher consumer loyalty for the music label BOA



network connected disk

The Spanish artist “Nach” adds online bonus to his recent hit album “Ars Magna Miradas”

Client:



BOA is one of the most important independent labels in Spain focusing their activity on world music, hip hop and rock.

Initial Situation for this project

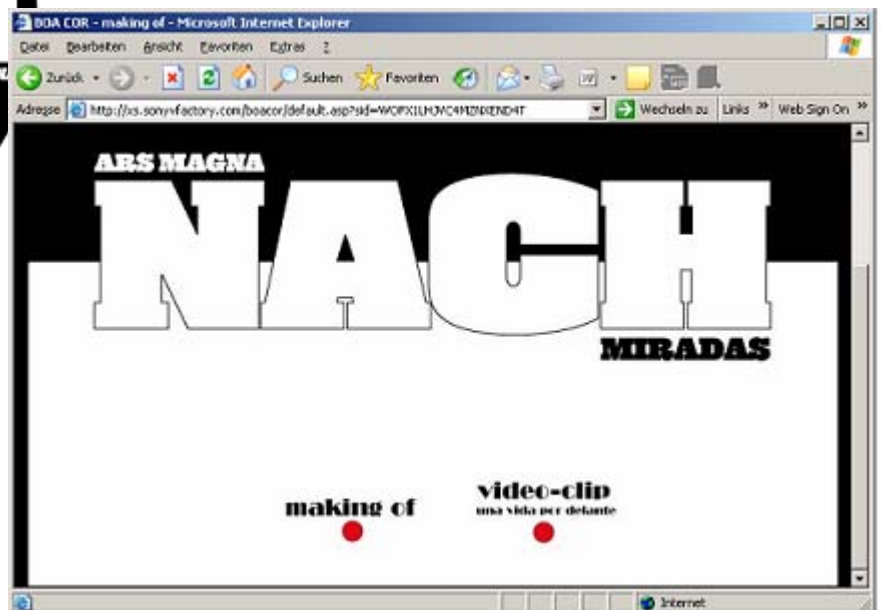
BOA expected this album to be a big success. Therefore “ARS MAGNA MIRADAS” should be outstanding from usual products. As this Artist has the potential to become gold BOA wanted to help “Nach” to strengthen his fan base.

Solution

To build a stronger relation between the consumer and the artist the discs enables to watch a “Making Of Video”. This video is only accessible for fans which own an original disc. This exclusive web content fights piracy in the most user friendly way.



only originals get access



Results

The market response is enormous. After four weeks in the market 28 percent of all shipped discs have already visited the exclusive web site.

Feedback

The high response rate on the online bonus proves that n-CD made the product more attractive. More sales with a minimum offset of work to configure the n-CD platform.

Solutions by **Sony DADC**