



## BootB launches global online music innovation contest for EMI



Your idea can change the future of the music industry

**London - January 12, 2009** – **BootB**, the online platform dedicated to challenge the marketing industry, is working with music giant EMI on a worldwide [competition](#) to find innovative new ways to help consumers connect with music. The challenge, which is open to all creative sources (agencies, professionals, consultants, freelancers, innovative minds), is to find solutions for people who love good music but think it is currently hard to find.

Crowdsourcing pioneer BootB (Be out of the Box) is an online marketplace launched a year ago that allows anyone anywhere to respond to the [creative briefs](#) of major organizations and be paid professional fees for their ideas. Since BootB launched, more than 10,000 people from 118 countries have joined the creative department of BootB to receive briefs and submit their ideas. Successes have included promotional campaigns for Auchan, viral marketing campaigns for Lego, launch campaigns for New Holland and Peugeot.

BootB's Founder and CEO, Pier Ludovico Bancale, commented: "As part of its new innovation strategy, EMI Music wants to leverage the power of BootB to solicit unconventional ideas from around the globe, and find a truly original, one-of-a kind innovation concept. This new extraordinary pitch confirms the relevance of our business model that is based on crowdsourcing of ideas. Original ideas will arrive from everywhere and the winner could come from anywhere. From Brazil as happened with UNICEF, from Ukraine like the pitch for Alpenliebe, from Italy like for Disney or from Australia like for Disaronno."

"Experimenting, learning and driving innovation are key to EMI's mission to bring artists and fans together and to create value wherever music is experienced," said Sam van der Feltz, EMI Music's President of Global Marketing. "This project with BootB is only part of a broad range of initiatives we are planning to engage with consumers and help them connect with great music. We will be harnessing our best creative resources and systems to get the best ideas to market."

EMI Music is one of the world's leading music companies, representing artists spanning all musical tastes and genres. Its record labels include Angel, Astralwerks, Blue Note, Capitol, Capitol Nashville, EMI Classics, EMI CMG, EMI Records, EMI Televisa Music, Manhattan, Mute, Parlophone and Virgin. Artists on EMI labels include Lily Allen, The Beatles, Coldplay, Corinne Bailey Rae, Gorillaz, Hot Chip, Norah Jones, The Kooks, Korn, Kylie Minogue, Katy Perry, Pink Floyd, Sir Simon Rattle, Joss Stone, KT Tunstall, Keith Urban and Robbie Williams, as well as international artists such as Amaral (Spain), Camille (France), Utada Hikaru (Japan), LaFee (Germany), Belinda (Mexico) and Tiziano Ferro (Italy).

### PRESS CONTACT:

For **BootB**:  
Pier Ludovico Bancale  
[info@BootB.com](mailto:info@BootB.com)

For **EMI**:  
Richard O'Brien  
Tel: +44 (0) 20 7795 7447