



PRESS RELEASE

Paris, January 17th

My Love Affair launches *My Product Placement*, the first internet platform in the world to help brands place their products in music videos, and chooses EMI Music as its first official major partner.



Set up by Cathy Guetta and Raphaël Aflalo in April 2011, My Love Affair - the brand & musical endorsement agency - launches a **web market place for product placements in music videos**.

www.myproductplacement.com is the first ever web platform allowing a **direct interaction** between brands (and their advertising agencies) and artists (and their labels) in order **to set up product placement opportunities in music videos**.

Open to professionals only, the platform allows artists and their labels to upload precise details on their upcoming videos. Brands and their agencies can then identify projects that will fit with their communication objectives by searching through these video projects using specific criteria.

To coincide with this launch, a first agreement has been signed between My Love Affair and **EMI Music**. Partnerships with other major and independent labels are to follow soon.

According to Rafael McDonnell, EMI Music's Senior Vice President Brand Partnerships, Licensing and Synchronization for Europe & Rest of the World : « *My Product Placement will allow us to reach out to even more brands for our artists and continue building strategic partnerships in the domain of product placement.* »

« *Seeing consumers' exponential growth of use of platforms like Youtube and Vevo, we thought it was essential to offer brands an innovative tool to help them develop the concept of a new online advertising model: the 'in-roll', great alternative to the 'pre-roll', broadcasted online before a video is played* » explains Raphael Aflalo, My Love Affair's co-founder.

Music Videos : a new dream world to build 'advertising awareness value'

A study on product placement in music videos realized by OMG* for My Love Affair shows that this mean of communication is seen as very positive by a large majority of people. **More than 50% of pollees declare giving more value to products they can see in music videos.**

« Our study was led with a focus on two specific videos. Our results clearly show that product placements have a positive impact on brands' overall image », says Corinne Abitbol, Head of Studies and Research at OMG.

First key statement : a very high memorizing potential

Spontaneously, brands appearing in these videos reach a level of **brand recall of more than 29%**. This level goes up to 35% for young people. These figures show these **brands' ability to emerge in a positively differentiating context.**

Putting these numbers in a pluri-media perspective, one shall note that memorizing 'betas' (a media and its format's ability to stimulate memorization for customers) for a 20 second TV Spot reach a level of 15, 5 for a 30 second radio spot, 4 for a classic display format and 75 for movies.

A very much acclaimed creative direction

68% of pollees who watched these videos declared that they liked their creative direction. The percentage of people who did not like it was only small, as overall under **15%**.

But the most striking statement coming out of this study is the correspondence between this format (product placement) and its content (the video) : **78%** of people declared that brands appearing in these videos were suitable.

Almost one person out of two who watched these videos agrees to say that the endorsement of a product or brand by well known artists give the former a higher value.

**This study was led by the Omicom Media Group between July 6th and 12th 2011. The panel of pollees included 1056 people aged between 15 and 49 years old and representative of the French population (based on their sex, age, region and socio-professional category).*

The launch of **My Product Placement** and this partnership with EMI Music only confirm the strong growing dynamic of the agency My Love Affair, which in a few months only has already finalised some important endorsement and product placement operations.

My Product Placement is the first of a long list of innovative tools My Love Affair are about to launch in order to develop endorsement and product placement opportunities, which, in 2010, added up to more than **an overall 20M\$** investment, growing by **more than 7%** compared to the previous year.

About My Love Affair

My Love Affair is the international agency dedicated to bringing brands and artists together. It was set up by Cathy Guetta and Raphael Aflalo, both experts in the fields of music, entertainment and digital.

Many artists are soon to be part of the agency's roster, which already includes three key signings : David Guetta, F*** Me I'm Famous and Cathy Guetta.

The company, with offices in London and Paris, is expecting a rapid international growth thanks to a first round of fund raising from some of the internet's greatest entrepreneurs.

More info : <http://www.my-loveaffair.com>

Press Contact My Love Affair

Idenium Premium Press Office

Caroline Saslawsky

Kelly Tourvieille

01 56 21 19 90

kelly@idenium.com

Press Contact EMI Music

EMI Music

Richard O'Brien

+44 20 7795 7447

richard.obrien@emimusic.com

