



*She knows Music...*

*He knows Brands...*

*They will make brands fall in love with music*

**Cathy Guetta and Raphaël Aflalo present**

**MY LOVE AFFAIR**

**International music endorsement consultancy**

### **Two different pasts making for a unique future**

MY LOVE AFFAIR was born out of an unexpected encounter between two people, both French, Cathy Guetta, a businesswoman with demonstrated talent in Entertainment in France and abroad, and Raphaël Aflalo, expert in digital media.

In the summer of 2010, Cathy and Raphaël imagined a consultancy model dedicated principally to endorsement. They had noticed that artists and brands have many interests in common. Artists are looking to prolong a business model that the Internet has turned on its head in recent years. Brands are looking to create strongholds in sync with new consumer expectations. The name MY LOVE AFFAIR seemed obvious for creating beautiful encounters between brands and music.

Summer 2011, MY LOVE AFFAIR, has only been up and running for a few months and has already seduced the big global brands, launching in France and internationally with an unprecedented event during the Cannes International Advertising Festival Lions.

### **Artists as “media”**

“Music is one of the most powerful vectors of communication and artists convey particularly cohesive emotions. We want to get as close as possible to the core of artists and brands, to create coherent and efficient unions,” say Cathy Guetta and Raphaël Aflalo.

Cathy, known for her ability to bring people together around music, in particular with her successful F\*\*\* Me, I’m Famous parties, guarantees the artists’ image. She makes sure to preserve their integrity and creative sensibilities

when choosing the brands. Through her entertainment network she has managed to convince the big names to sign up with MY LOVE AFFAIR.

### **An agency with an exclusive catalogue of artists**

MY LOVE AFFAIR offers brands an exclusive list of international artists in particular from the music world. The company kicks off with three big names: David Guetta, Cathy Guetta and the F\*\*\* Me I'm Famous brand.

David Guetta is a unique spokesperson for the brands that are after his target audience, with over a billion video views, 19 million Facebook fans and 1 million followers on Twitter.

Cathy Guetta has already formed several partnerships with brands like André and Warner Bros and is about to announce a collaboration with an America hotel sector giant which has a large number of resorts and casinos across the Atlantic.

F\*\*\* Me I'm Famous is the international benchmark brand for clubbing and partying. Set up in 2000 at Pacha in Ibiza, these nights bring together around 7,000 people per night throughout the summer season. F\*\*\* Me I'm Famous has already seduced large international advertisers such as Coca Cola Group for its Burn Energy drink (1) and the airline company Vueling (2).

"Of course, we are already in talks with other big names, which will rapidly enrich our catalogue of artists" adds Cathy Guetta.

### **From endorsement to Social Media endorsement...**

Music has seen a radical migration to digital in recent years. Content has dematerialised (albums, videos, concerts) and social networks such as Facebook and Twitter now gather millions of music fans across the world. It is within this digital environment that MY LOVE AFFAIR offers new forms of multichannel brand content via social media endorsement, product placement and event-driven partnerships.

MY LOVE AFFAIR, a subsidiary of Be My Guest communication limited, is also a consultancy firm, offering its clients in-depth marketing studies aiming to establish precise profiles of the artists' fans, the brands they consume, their feelings about product placement... the objective being to rationalise the artistic value of the names on its list. Digital media professional Raphaël provides the marketing strategy for the collaborations generated by MY LOVE AFFAIR.

"Social media has become unavoidable for brands for whom artists are now excellent ambassadors. To measure the effect of their "recommendations" via social media endorsement, we have created CPR (cost per recommendation) via the artist's Facebook wall or twitter feed" adds Raphaël Aflalo.

### **MY LOVE AFFAIR seduced the big names of the internet economy and raised a first round of funds.**

A first round of capital was raised from internet economy and music industry players, including, Jacques-Antoine Granjon and Michaël Benabou from vente-privée.com, Xavier Niel, founder of Free and the investment fund Covent Partners which invested notably in the free legal download site, Beezik.com

#### **About Cathy Guetta:**

Cathy Guetta began her career in 1989 as barmaid then, a few years later, as director of public relations 'Bains Douches', of which she became co-owner in 1997.

In 1994, she organised her first parties in Paris at the Bataclan, before becoming artistic director of the internationally renowned and legendary club, the Palace. In 2000 she diversified and opened her own restaurant, the Tanjia, a real Moroccan Ryad near the Champs Elysées. 2002 was the year of the Pink paradise, the largest chic cabaret in Paris and first table dancing club in France. A personality not to be missed and true businesswoman, Cathy Guetta launched her perfume, 'Ibiza'; the name came from the legendary "F\*\*\* ME I'm Famous" parties which she organised with her husband in Ibiza from 2000. In 2008 she published "Bains de Minuit", a book about her life and organised an event at the Stade de France, called "Unighted By Cathy Guetta", the first party with over 40,000 clubbers from across the world with DJs David Guetta, Martin Solveig, Carl Cox...

In September 2010 she joined Warner Bros to create a “Tweety by Cathy Guetta” brand to be licensed out, first up to a shoe collection in partnership with André. In April 2011, Cathy teamed up with media and digital expert Raphaël Aflalo to launch Be My Guest, a company specialising in bringing musicians and brands together.

**About Raphaël Aflalo:**

Aged 39, Raphael Aflalo made his debut in digital in 1999 co-founding IBASE, one of the first French e-marketing companies. In 2006, IBASE joined Publicis Group and Raphaël took over management of Performics, a marketing performance agency of the group, resulting from the partnering of IBASE and Webformance.

From 2009 to 2011, he has been Managing Director of OMG (Omnicom Media Group) in charge of digital.

**About David Guetta :**

David Guetta is one of the most in-demand producers on the planet.

Winner of two Grammy Awards, he brought electronic music out of the global underground where it was confined and where he reigned as the number one house DJ. By teaming up with some of the biggest names of the urban music scene – will.i.am, Rihanna, Akon, Kid Cudi and Kelly Rowland – and launching new talent, David Guetta took dance music to new heights. He brought together scenes, which until then, coexisted without mixing and gave them a new direction. Whether you call the genre electro-hop, hip house or something else, it is clear that it is the sound of 2010. Since he produced “I Gotta Feeling” for the Black Eyed Peas and launched his 4<sup>th</sup> studio album “One Love” in August 2009, David Guetta has sold over 3 million albums and 20 million singles, given over 200 concerts and gathered 19 million Facebook fans. The launch of his 5<sup>th</sup> studio album is planned for August 2011.

**About F\*\*\* Me I’m Famous:**

1994: Cathy and David Guetta discover the island of Ibiza. Their invention and French-touch immediately seduces the manager of Privilege club. They organise a party bringing in 10000 people thanks to French DJs Daft Punk and Philipp Zdar from Motorbass. In 2001, Francisco Ferrer, artistic director of Pacha, offers them a monthly residency. The sexy and provocative idea of F\*\*\* Me I’m Famous was born in the most glamorous of the Ibiza clubs. In the space of a few years, the night became the hottest ticket for clubbers and celebrities across the world, coming together around the atmosphere and unique sound of the hottest DJs on the planet. In two years, FMIF developed a very calculated marketing concept with 4 compilations mixed by David Guetta, a DVD and a complete collection of associated products. FMIF World-Tour now offers a selection of clubs the opportunity to recreate the magic and sexy glamorous atmosphere of the Cathy & David Guetta signature nights. Since their creation, the F\*\*\* Me I’m Famous parties have brought together over 2.5 million people.

(1) Burn Energy Drink by Coca Cola “BURN” launched a galactic partnership with David Guetta & the F\*\*\* Me I’m Famous parties. All year Burn was in association with the “F\*\*\* Me I’m Famous” (FMIF) parties by Guetta, which, since they first started in Ibiza, were among the most sought after nocturnal events. A “special collector’s” edition of Burn, was created for FMIF events. This package served Burn samples during these parties organised throughout the world and during other promotional activities.

(2) Vueling for operation “Fly me I’m Famous”.

From 26<sup>th</sup> May to 02<sup>nd</sup> October the airline company Vueling entirely customised an Airbus A380 with the livery of “Fly Me I’m Famous”, and in the context of this operation, partner brands such as Givenchy perfume, Play, gave away seats on board the inaugural flight with David Guetta on the decks.

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