

MusicWeek

Guetta launches music marketing company in the UK

Tuesday 14 February 2012

Cathy Guetta, the wife of dance music icon David Guetta, is launching her joint venture music marketing company in the UK.

The company, called My Love Affair, is a 'venture that connects brands with artists' handling rights, production and development of campaigns it takes on. It first launched in France and is expanding into the UK this Spring.

Run by ex Omnicom Digital MD, Raphael Aflalo, and Cathy Guetta, it currently has global rights to David Guetta and the F*** Me I'm Famous brand. It has also signed up Charlie Winston, Julian Perretta and are said to be in discussions with more artists.

My Love Affair offers marketers opportunities across multiple music platforms, audience and genre and already boasts 23 million Facebook friends for David Guetta – the 19th most popular profile.

In France since the company launched 9 months ago HP and Renault have already signed up. HP working with David Guetta on the PC beats campaign and the Renault Twizy CO2 free electric car appeared in a Guetta and Flo-Rida music video.

Olivier Gillet, HP PSG EMEA Marketing Manager, said about the recent campaign: "We talk about changing the marketing paradigm. In reality it is difficult to change the traditional model without doing something radically different. Using music and hot bands as brand lever is fresh and new. It has been done with film and TV. But music has constant and growing fanbases - this is like gold to marketers."

Cathy Guetta said about working in the UK: "We are passionate about working with the British market. We will be spending more time here and look forward to opening conversations with your great brands."