



Atlantic Records  
Brand Partnerships Newsletter  
Week of 7/31/18

- 1) [\*\*YouTube Promotes Victoria Campoamor to Global head of Publishing Strategy And Operations\*\*](#)  
Her previous position was international head of music publishing partner operations at YouTube and Google Play Music. She will now be based out of New York rather than London. It's YouTube Music's latest move under Lyor Cohen, with both working very closely in launching YouTube's long-awaited subscription based streaming service.
- 2) [\*\*Warby Parker Created a Throwback Music Video with NYC Band \*Public Access\*\*\*](#)  
Warby Parker has always ridden (and perhaps driven) the retro wave of sunglass fashion that's largely defined eyewear trends since the company launched in 2010. The collaboration between the band and glasses manufacturer included a lo-fi music video ([watch here](#)) for the brand's summer throwback campaign. This also became the official music video for the band – the YouTube video includes a link to Warby Parker's website as well.
- 3) [\*\*What E-Sports Viewers Say About Sponsorships\*\*](#)  
Brandon Snow, SVP and Chief Revenue Officer of Activision Blizzard Esports Leagues speaks on the importance of sponsorships and brand partnerships to his league. Using Simmons Research, Snow discovered that fans were very accepting of sponsorships – noting that this allows them to broadcast and produce events in a more efficient way. His first example is their partnership with Toyota, they created a behind-the-scenes style show that interviewed the pros, while driving a Toyota. The article states “The series was met with an overwhelmingly favorable reaction... and 61 percent of viewers said they are more likely to support a brand if they are a sponsor of the league and help create meaningful content.”
- 4) [\*\*Rich Music signs Deal with Universal Music Publishing Group\*\*](#)  
Universal Music Publishing Group (UMPG) has signed indie label and publisher Rich Music to an exclusive publishing agreement. Rich Music catalog, comprised mostly of Latin urban music, includes Justin Quiles, Dímelo Flow, DJ Africa and Chris March. The Quiles catalog alone includes a stake in Anitta and J Balvin's hit “Downtown” as well as tracks featuring the likes of Bad Bunny, Don Omar and Farruko. Rich was founded in 2007 by the father-son team of Rich and Josh Mendez. The publishing deal with Universal follows a long-term distribution deal with INgrooves announced last May.
- 5) [\*\*Heineken partners with Kappa USA for Limited Edition Capsule Collection\*\*](#)  
World Cup 2018 may be history, but international brewer Heineken is continuing its support of soccer by introducing the ninth year of its #Heineken100 program. It's kicking off the promotion with the company's partnership with Italian Sportswear brand Kappa for a limited-edition, seven-piece capsule collection. The long-running #Heineken100 campaign continues to partner Heineken with the most innovative names in retail to develop limited-edition, co-branded products that are seeded to the 100 most influential beer drinkers of the world.
- 6) [\*\*Facebook names Mark D'Arcy Head of Global Business Marketing Team and CCO\*\*](#)  
Mark D'Arcy has been named the new leader of Facebook's global business marketing team. As vice president of global business marketing and chief creative officer (CCO), he will be responsible for managing a global team and will oversee all marketing functions for the global business marketing organization, which includes including four regional and six centralized functions.
- 7) [\*\*Nike Loses Trademark Battle on “Nothing Beats a Londoner” Campaign\*\*](#)  
Nike has lost a trademark dispute with women's sportswear brand LNDR in a legal dispute focused on its distinctive 'Nothing Beats a Londoner' campaign. Nike removed the creative from its YouTube channel in March amid the initial legal complaint, which stated the global sports brand's use of 'LDNR' breached the LNDR trademark. London-based LNDR was concerned Nike's LDNR hit too close to home and infringed on its branding.

8) [Spotify Appoints Austin Daboh As Head of Shows & Editorial in the UK](#)

The move is effective immediately and will see the highly-rated exec oversee the strategic growth and development of Spotify's Shows & Editorial initiatives in the territory. Daboh joined Spotify in 2016 as Senior Editor, Shows and Editorial after leaving his job as head of music at BBC Radio 1Xtra. He will also continue to lead Spotify's work in the UK urban music space. Daboh Succeeds his former boss, George Ergatoudis, who left Spotify to become head of the UK at Apple Music.

9) [How Budweiser won the World Cup for Brands on Twitter](#)

Twitter revealed last week that over the course of the FIFA World Cup, the Anheuser-Busch owned beer was the most discussed brand on the social media platform. Receiving over 630,000 mentions, they beat out Nike, Adidas, Coca-Cola and many other. Vice-president Brian Perkins spoke on the process and what they did to make this such a successful cup, including their award partnerships, Snapchat lenses and other strategies used. Most notably, Budweiser sponsored the "Man of the Match" Award, which, essentially was the MVP trophy for each individual match. Their sales are up 4.1% so far for the year, but they're at 10.1% increases if you take the US out of the equation.

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