



Success Story:



## Quincy Jones' Visibli Bar Sees 5.35% Engagement, 50x More Than Traditional Marketing Tools

Legendary musician (composer, producer, artist, ... we could go on!) **Quincy Jones** partnered with Visibli for the launch of his newest album, *Q: Soul Bossa Nostra*.

### Goal

When trying to build momentum for the new album and then promoting it through launch, Quincy Jones and Interscope Records wanted to leverage the relationships that they had built up with fans on Twitter in an innovative way.

The image shows a Twitter post from @QuincyDJones. The tweet text reads: "Review of #soulbossnostra on latimes site <http://bit.ly/9B9SSA>". A green arrow points from the link in the tweet to a Visibli engagement bar. The bar is designed with Quincy Jones' name and a photo on the left, and the album title "SOUL BOSSA NOSTRA feat LUDACRIS" in the center. On the right of the bar is a "LISTEN NOW ON ITUNES" button with a play icon. Below the bar, the "Los Angeles Times" logo and "ENTERTAINMENT" are visible. A bracket on the right side of the image points to the URL <http://bit.ly/QuincyVisibli> with the text "See this example live at".

### Strategy

Implementing an innovative direct-to-fan campaign, Quincy Jones used Visibli's Engagement Bar to promote the new album with each link shared on Twitter. With a personalized design, the bar was used to lead fans to his website as well as preview the album on iTunes.

### Results

For each 1,000 fans that saw Quincy Jones' Engagement Bar, 54 interacted with it to either visit his website, preview the song, or download it through iTunes – a 50x improvement compared to typical website engagement rates. Interscope Records is now implementing the Visibli technology directly in their platform.