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[**ZUNE CAMPAIGN IS IN TUNE**]
June 12, 2008 | By Kristin Laird

Microsoft Corp. is supporting the Canadian launch of its Zune digital media player, which hits stores tomorrow, with a national concert series.

Aimed at tech enthusiasts 18-34, the “Coming Zune Events” showcases local Canadian artists from each region, and introduces the media player to audiences through product demos and displays.

“The hope is that the attendees at the various events actually go into the retail locations that we’re working with, to experience the product,” said **Craig Tullett**, group manager, Zune Canada.

Tonight in Montreal, Zune will host local band Beast at a concert organized by **Proximity**.

Tomorrow, Wintersleep will take the stage at a downtown Toronto Best Buy, while other concerts have been held in Vancouver, Edmonton, Calgary, Winnipeg and Halifax since early May. **Riot Brand** is responsible for the concert events in English Canada.

For the past month, Zune has also been conducting product trials during happy hours at local bars in downtown Montreal, and will have a brand-experience suite at the Rockstar Hotel party, following the 2008 MuchMusic Video Awards in Toronto this Saturday.

“It really is important to get the product into people’s hands,” said Tullet. “It gives people reason to believe that there is actually a competitor to iPod...they see that there really is another way that these products can be built and there are some really fun and interesting features.”

Tullet said Zune Canada may run traditional advertising for the back-to-school and holiday seasons.

All Zune players support video and pictures, have FM tuners and the ability to sync and share songs, playlists and pictures wirelessly. The 4 GB and 8 GB flash players sell for \$139.99 and \$189.99, respectively, while the 80 GB player goes for \$249.99.

Microsoft has sold 1.2 million Zunes in the U.S. since the portable media player launched in November, 2006. Canada is the first market outside of the U.S. to get the product.

High Road Communications in Toronto handled the PR efforts, **Artisan Complete** created merchandising materials, **Matchstick Marketing** managed the national word of mouth campaign, while **Consumer Impact Marketing** handled retail training, coverage and installation.

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