



Adobe

MusicMapper

Adobe® AIR®



Mapping musical journeys

To enable people to correlate musical experiences to milestones in life in exciting new ways, The Recording Academy—the organization behind the GRAMMY® Awards—launched a digital platform called MusicIsLifeIsMusic. The team orchestrating this innovative initiative turned to the Adobe Flash® Platform to create MusicMapper—a microsite on the platform—as an Adobe AIR application. This integrated strategy proved to be an important part of the online engagement and social media success of MusicIsLifeIsMusic.

In MusicMapper, users create an audiobiography by tagging songs, writing stories about what those songs mean to them, and then mapping that content to physical locations. By displaying the tags and sharing them through social media outlets, including Facebook and Twitter, recording artists and fans alike can share musical journeys in uniquely personal ways.





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Noted solution

According to Evan Greene, chief marketing officer at The Recording Academy, the Adobe AIR application was the final touchpoint of a comprehensive social media campaign designed to ensure MusicMapper reaches the broadest possible global audience. “The Adobe AIR version of MusicMapper not only enhanced fan engagement during the GRAMMY awards and for weeks following the show, but it is also helping us dominate social conversations, tie in with contests, build community, and attract and retain key demographics,” he says.

The MusicLifelsMusic campaign helped to drive a 3% rise in television viewers to the 2011 53rd Annual GRAMMY Awards, including an impressive 4% increase in viewership among teens and young adults—a fickle demographic that was previously trending downward in network television interest. Additionally, 90% of the sentiment surrounding the 5.6 million GRAMMY mentions was positive across a variety of social media channels.

The Recording Academy turned to the social media developers at HYFN to build the MusicMapper Adobe AIR application, tasking them to create a simple, engaging solution that would extend the GRAMMY brand from social media outlets to the web, brand consistently with the entire platform, and deliver a great user experience. Using Adobe Flash Builder™, HYFN built and launched the Adobe AIR application in a matter of weeks.

To keep pace with the rapid-fire music business, Adobe AIR provides the ability for The Recording Academy and HYFN to enhance MusicMapper’s desktop functionality, introduce new revenue opportunities as well as integrate new Adobe AIR experiences to keep fans coming back for more.

Results

- Exceeded more than 220,000 downloads a few months after launch
- Provided compelling interaction among fans and artists
- Captured increased share of teen and young adult demographic
- Extending brand in new way on ongoing basis



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