

Case Study

Platform Promotion for the Wandering Feet Podcast

Client: Red Bull UK

This Platform Promotion campaign was carried out in conjunction with a digital campaign for The Red Bull Music Academy Application period.

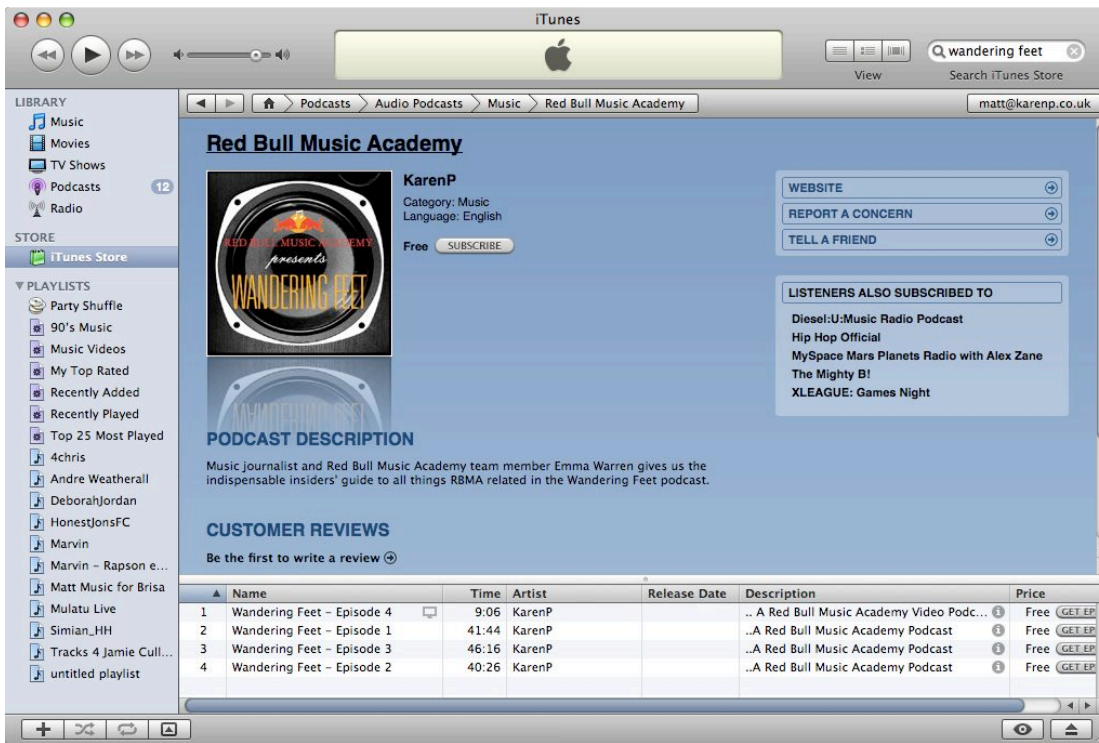
The aim of the campaign was to direct as many potential listeners as possible to download and subscribe to the Wandering Feet Podcast series, which gave a 'behind-the-scenes' glimpse into The Red Bull Music Academy. It also followed a narrative story arc detailing the collaboration between Ethiopian Jazz Legend Mulatu Astatke and Malcolm Catto's Heliocentrics (Stones Throw).

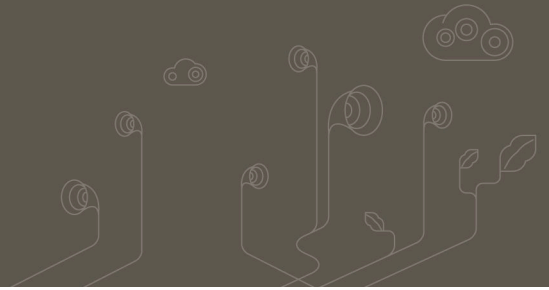
As well as ensuring that the Wandering Feet Podcast received Front Page coverage on iTunes and was also listed on Podcast Directories worldwide, we also targeted Digital Music Press, Blogs and Lifestyle sites. Due to the vast array of musical contributors in the podcasts, we were careful to target sites that were particular to a range of genres, from Jazz, World and Funk based sites to Dubstep and Electronic platforms – not to mention working with the Ethiopian Embassy to reach the UK based Ethiopian community.

The following Screenshots illustrate the Highlights from this Platform Promotion campaign, which was so successful that the series has been commissioned to re-launch in 2009....

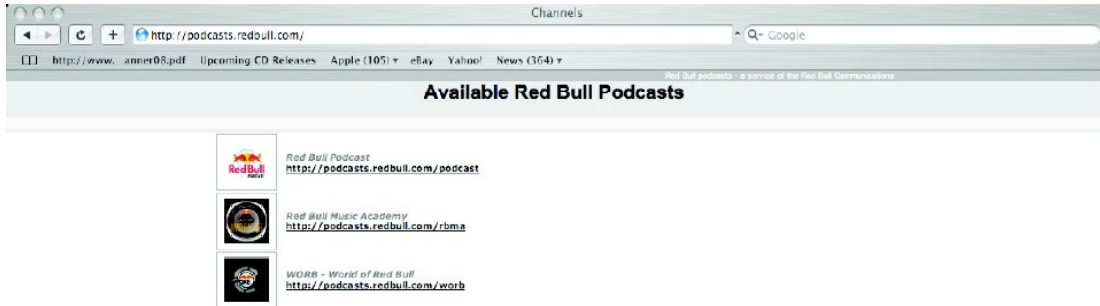


iTunes

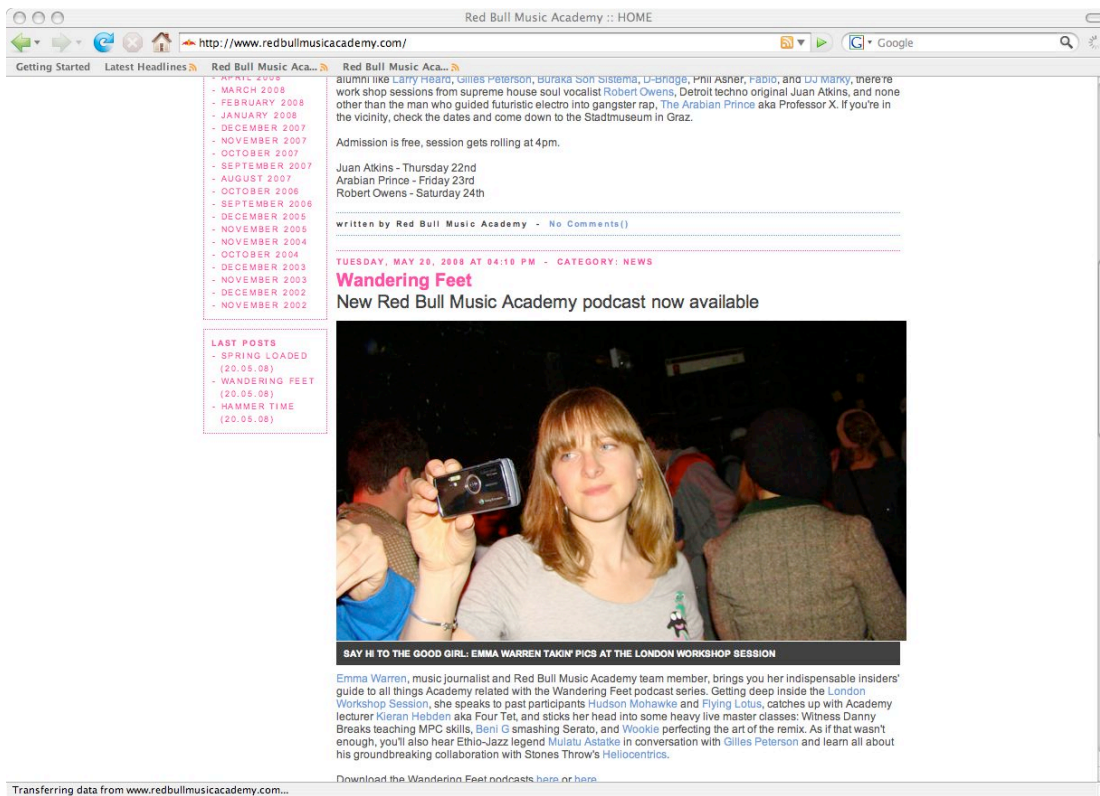




Red Bull Podcasts Page



Red Bull Music Academy site...





Podcast Alley

Podcast Alley: Free the Airwaves

Intel studio: the stage for unsigned bands. Win a record deal and play live

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MORE!
WWW.GODADDY.COM

Site Statistics
Podcasts: 41,506
Comments: 194,783
Episodes: 2,675,342

Podcast Alley

Red Bull Music Academy

ACTIONS

- SUBSCRIBE
- LISTEN
- VOTE
- COMMENT
- SAVE WEBSITE
- Claim this Feed

SHOW STATS

CATEGORY: Music

COMMENTS: 0 Total / 0 June

VOTES: 0 Total / 0 June

RANK: No average rank. No rank this month!

Music journalist and Red Bull Music Academy team member, Emma Warren, gives us the indispensable insiders AM030, guide to all things RMBAC (based in the Warsong First podcast). Getting deep inside the London Workshop Session, she speaks to past participants Hudson Mohawke and Flying Lotus, hears from Academy Lecturers The Roots, The Roots' Matt and Kieran Hobson aka Four Tet - and pokes her nose into some heavy live Master Classes. Witness Darryl Breaks toasting MPC style, Beni G. emceeing Sarrato and Wookiee perfecting the art of the remix. As if that wasn't enough, you'll also hear Ethio-Jazz legend Mulatu Astatike in conversation with Gilles Peterson and hear all about his groundbreaking collaboration with Stone Thrown's Helicentrics.

pay as you go SIM

means your friends are always with you

orange

Top 10 Podcasts

- Keith and The Girl
- Keith and The Girl TV
- The Super Secret Back...
- MugCast
- Nobody Likes Orbits
- Free Talk Live
- Blat the Right
- Wreckless Mental Rele...
- Common Sense with Dan ...
- RED RAB RADIO.com

5 Featured Podcasts

- open source sex
- Let's Get Naughty
- Wilbur's Poetry
- Doctor Cockney - Inter...
- sex is fun

5 Newest Podcasts

- JC DAT/Marketing to the...
- JC DAT/Marketing...
- JC DAT/Marketing Wa...
- JC DAT/Marketing/...
- back2backcenter

Too Much information Site

THE MOST INFLUENTIAL

http://www.themostinfluential.com/view-all

Red Bull Music Academy :: PRE... | June-banner.gif - Image - Phot... | THE MOST INFLUENTIAL

TMI

Too Much Information.

Blog | Community | Projects | Photos | Store | Transmission | Radio

I got feet
May 20th, 2006

Cydashow

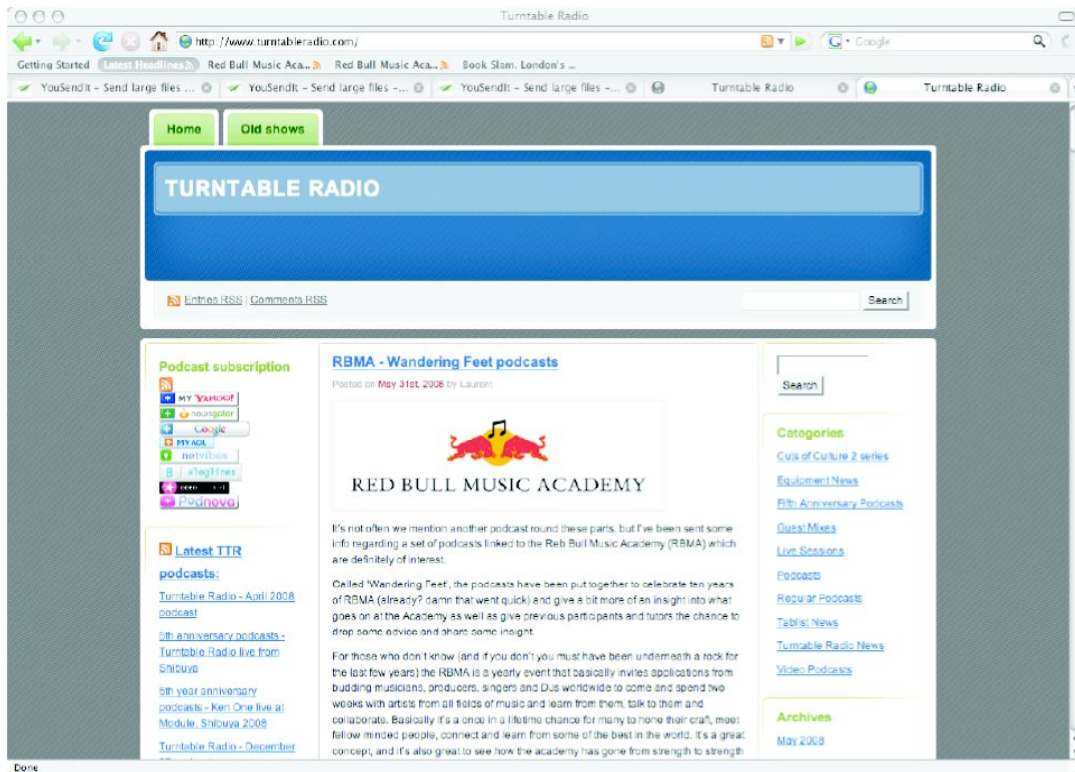
Carri Mundene

Gwer

Johnny Dangerous



Turntable Radio



Flea Market Funk






Kumo Music

http://kumomusic.blogspot.com/

Getting Started Latest Headlines Red Bull Music Aca... Red Bull Music Aca...

Wandering Feet



Karen P Productions have just produced a trio of podcasts called Wandering Feet for the Redbull Music Academy and it is described as forth.

Music journalist, and Red Bull Music Academy team member, Emma Warren, gives us the indispensable insiders' guide to all things RBMA related in the Wandering Feet podcast. Getting deep inside the London Workshop Session, she speaks to past participants Hudson Mohawke and Flying Lotus, hears from Academy Lecturers -DMZ's Mala and Kieran Hebden aka Four Tet - and pokes her nose into some heavy live Master Classes. Witness Danny Breaks teaching MPC skills, Beni G smashing Serrato and Wookiee perfecting the art of the remix. As if that wasn't enough, you'll also hear Ethio-Jazz legend Mulatu Astatke in conversation with Gilles Peterson and hear all about his groundbreaking collaboration with Now Again's Heliocentrics.

You can download and subscribe to the podcasts [here](#).

LINKS TO THIS POST
POSTED BY MARC KETS AT 11:59 AM 0 COMMENTS

MONDAY, MAY 12, 2008

HVW8 + Tony Allen - Love Is A Natural Thing

Transferring data from images.vimeo.com...

Kung Fu Blog Spot

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K N G F U

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- Leo
- Tan

ARCHIVES


- May 2008
- April 2008
- March 2008

RED BULL MUSIC ACADEMY PODCASTS

May 16th, 2008

RBMA come correct again with this super dope selection of podcasts!

Music journalist, and Red Bull Music Academy team member, Emma Warren, gives us the indispensable insiders' guide to all things RBMA related in the Wandering Feet podcast. Getting deep inside the London Workshop Session, she speaks to past participants Hudson Mohawke and Flying Lotus, hears from Academy Lecturers -DMZ's Mala and Kieran Hebden aka Four Tet - and pokes her nose into some heavy live Master Classes. Witness Danny Breaks teaching MPC skills, Beni G smashing Serrato and Wookiee perfecting the art of the remix. As if that wasn't enough, you'll also hear Ethio-Jazz legend Mulatu Astatke in conversation with Gilles Peterson and hear all about his groundbreaking collaboration with Now Again's Heliocentrics.



RED BULL MUSIC ACADEMY PODCAST VIBES


((SOUNDCRASH)) PRESENTS

Shapeshifter


plus special guests

Los of Stephens Bush Engine 13000


www.ticketweb.co.uk



ATMOSPHERE



www.tcefonline.com



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Matsuli Blogspot

matsuli music
Juju, dub and afro funk international

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- Comb and Razor
- Excavated Shellac
- Groove Collector

SATURDAY, MAY 17, 2008

● ● ● Mulatu and Phata Phata

A quick post about Mulatu in London and the upcoming Excavated Shellac guest post. Mulatu's London gig was put together by Karen P with funding from the Red Bull Music Academy. I've been waiting for the recording of the live show as it was promised on the Red Bull Music radio some time back. Some these tracks found their way into a set of podcasts explaining the work of the academy. So I listened to the Wandering Feet podcasts on my way to work and my scepticism faded as I heard more and more about creative excursions sans the commercial spin of tv, radio and the media. Well worth dipping into. I was obviously also listening to hear the interviews with Mulatu, the Heliocentrics, people at the London Mulatu gig and some of the live tracks recorded at Cargo early in April. The full podcasts are here:
[Wandering Feet Podcasts](#)

Andriya Triyana Myspace

myspace a place for friends

Andriya Triyana

Online Now!

Last Updated: 20 May 2008, 09:26

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- Roslin Murray
- Lily Allen

Tuesday, May 20, 2008

podcasts & words of advice from erykah...
Current mood: ☹️ distractable

allo peeps,

well i've just about recovered from my Italy adventure and am spending the next few days at home writing before a ill spurt of gigs starting next week.

anyhows just thought id post up some links for the red bull music academy wandering feet podcast including interviews with my very self! be sure to check my master class on how to combat nerves before a gig!!! also lots of other mega interesting stuff on there with mulatu, om-mas keith of sa-ra, danny brakes, mala of digital mystikz... check it out -----> [here](#)

i also got some much needed advice from erykah...

...catch ya soon, im off to go get me a scalp & amput implant!!
Andriya*

Currently listening :
Coalevhigharmony
By Boyz II Men
Release date: By 1993-11-16



3 Bar Fire

Brownwood



Brownswood Continued...

Brownswood -> New RBMA Podcast Series - BBBBBBAAAPPP

http://podcasts.redbull.com/rbma

Attached Image

***NEW MIXES*:
The BEATdown Vol.1 - Click HERE**

Mr Kerowack
united
Posts: 16106

Posted: May 20, 2008 07:28 am

ayy that danny breaks session was good fun
he chopped up mulatu and made it into a beat

G O A T

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- Music & Life

Brownswood -> Music & Life

http://brownswood.5.forumer.com/index.php?showforum=1

Paris digging	Sid Ford	4	26	May 20, 2008 Last Post by: Sid Ford
this weekend whats everyone doing?	specialeggmonkey	29	268	May 20, 2008 Last Post by: ryan1
The Champions League FINAL	feelmusic	11	93	May 20, 2008 Last Post by: Little Frank
T.V. (Pages 1 2 3) Who owns one	fat dog	89	789	May 20, 2008 Last Post by: fat dog
Bullion 7" Launch 22/05/08	HRH Charles II	14	244	May 20, 2008 Last Post by: Mr Kerowack
domu blog - "mindrubbers" you know the coup	Mr Kerowack	4	57	May 20, 2008 Last Post by: ambito
Cheap studio Recommendations pls	thenapking	4	61	May 20, 2008 Last Post by: HeavyMannas
WWF (SG: connecting kindred souls)	Lady Enigma	14	431	May 20, 2008 Last Post by: Lady Enigma
A long shot Norddeutscher Rundfunk Jazz	ambito	2	42	May 20, 2008 Last Post by: Mr Kerowack
New RBMA Podcast Series - BBBBBBAAAPPP	feelmusic	1	63	May 20, 2008 Last Post by: Mr Kerowack
The Vinyl Frontier Radio Show 18/05/08 A Deep Triptych of House, Techno & Disco	Aiden	0	3	May 20, 2008 Last Post by: Aiden
Innerzone Presents Domu (Treble-0) Friday 23rd May @ Original 4, Leicester	Aiden	6	89	May 20, 2008 Last Post by: Aiden
The Noodle Hotpot Sunday 18th May Tracklisting / Podcast now up	Beane the Noodler	10	119	May 20, 2008 Last Post by: marek boogie bits n pieces
Photo Album Coffee table book ??	walt jabsco	4	91	May 19, 2008 Last Post by: Bobby Parafino
Possibly the worst thing ever	ctop	4	81	May 19, 2008 Last Post by: Bobby Parafino
Losing your hearing? Earplugs Action (Pages 1 2 3)	feelmusic	61	841	May 19, 2008 Last Post by: feelmusic
Monday Summer Love Theme patrick adams slant	Dayo Adewuyi	16	366	May 19, 2008 Last Post by: feelmusic
The record nerdery needs upping a notch round here (Pages 1 2 3 ... 4) What have you got recently then?	tom_ogrady	100	1151	May 19, 2008 Last Post by: Ansel Adamski
Tunes.co.uk web sale... (Pages 1 2)	Jammers	38	730	May 19, 2008 Last Post by: Sid Ford

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Showing 25 of 17208 topics sorted by last post date in descending order from the beginning

Pages: (689) [1] 2 3 ... Last >

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