

ENTERTAINMENT

Metallica Reaches Heavy Metal Fans Who Don't Frequent Social Media with Taboola High Impact



"The marketing campaign for the 2020 Metallica album created at Universal Music Germany's Marketing Labs called for a co-operation to further expand our reach to those high-quality audiences that are traditionally less active on social networks. Taboola was our go-to partner. We were very excited to be able to incorporate the new Taboola High Impact Solution into our campaign."

- **Frederik Landwehr**, Head Of Digital Advertising,
Universal Music Germany

260,000+

Video Views From Heavy
Metal Fans

Kunst aus dem Stegreif „Improviser in Residence“ erleben seit 2008 jeweils ein Jahr lang das künstlerische Leben am Niederrhein auch abseits des Festival-Zeitraums. Den Anfang machte Angelika Niescier, aktuell lebt und wirkt das New Yorker Duo Talibam in Moers und macht dort eine Menge Krach. Für das Jubiläum kehren alle Improvisations-Künstler zurück und bilden ein Kollektiv, das die gesamte Spannweite aus 14 Jahren abbildet – die Große Kleine Allee-Band.



COMPANY

Universal Music Group (UMG) is the world's leading music company. They own and operate a broad array of businesses engaged in recorded music, music publishing, merchandising, and audiovisual content in more than 60 countries. Universal Music Germany's Marketing Labs creates – together with UMG's labels and where needed with external partners – pioneering campaigns, tools and communication channels for UMG's artists.

CHALLENGE

For the Universal Music Germany Marketing Labs campaign promoting Metallica's 2020 album release, S&M2, they were looking to reach high-quality audiences that are traditionally hard to reach on social networks in the German Market.

SOLUTION

Use **Taboola High Impact**, Taboola's solution for brand awareness, to distribute high-quality audiences on premium publisher sites with video.

RESULTS

UMG saw **260,000 video impressions from Metallica music fans** in just four weeks through highly impactful hero placements on publisher homepages.

Universal Music Germany Promotes Metallica's 2020 Album Release with Taboola High Impact

Introduction

Universal Music Group (UMG) is the world leader in music-based entertainment, with a broad array of businesses engaged in recorded music, music publishing, merchandising and audiovisual content in more than 60 countries. Featuring the most comprehensive catalog of recordings and songs across every musical genre, UMG identifies and develops artists and produces and distributes the most critically acclaimed and commercially successful music in the world. Committed to artistry, innovation and entrepreneurship, UMG fosters the development of services, platforms and business models in order to broaden artistic and commercial opportunities for our artists and create new experiences for fans.

Universal Music Germany Reaches Audiences at Scale on Premium Publisher Sites in Germany

Universal Music Germany's Marketing Labs created a campaign for Metallica's 2020 album release, S&M2. On Metallica's album S&M2 heavy metal meets classic music in a live concert of Metallica and the San Francisco Symphony — which creates an immersive experience for which a video ad format is a perfect fit. Universal Music Germany is always looking for ways to be innovative and reach new audiences at scale, so they looked to Taboola, their go-to native partner.

For this campaign, Universal Music Germany was looking to reach new, high-quality audiences that are traditionally hard to reach on social networks by deciding to reach music fans through videos playing in high-impact placements on premium publisher sites targeted by Taboola's AI-driven recommendation engine.

UMG ran their video campaign using Taboola High Impact, a solution for advertisers to raise brand awareness in moments of attention and environments where they're surrounded by professionally produced editorial content.

"With the campaign Marketing Labs at Universal Music Germany created, we were excited to promote Metallica's ground-breaking new album. Taboola High Impact was a great way for us to extend our high level of brand awareness for Metallica, and to promote this release in a brand-safe environment, as well as communicate emotional video content on a larger scale."

– **Katharina Simeth**, Digital Advertising Manager, Universal Music Germany