

# KARMARAMA

*Good Works*

## **KARMARAMA CREATE CAMPAIGN TO SUPPORT BBC RADIO 6 MUSIC**

This weekend sees the launch of a new campaign to promote BBC Radio 6 Music as a place '*where extraordinary music plays*' and to help capture a new audience for the radio station.

The campaign, created by agency Karmarama, aims to showcase the variety and eclecticism of music played across the station, from the 1960's to the present day.

The launch TV ad uses a tree as a metaphor for the station, with each level of the tree representing a different musical world, featuring records by the Rolling Stones, Afrika Bambaataa and Peace. Projected onto the tree are visuals from a live performance by Bjork, as well as footage of Primal Scream shot at a previous BBC Radio 6 Music live show.

The TV ad itself was animated and directed by Yves Geleyn through Passion Pictures and produced with Red Bee.

The campaign assets and the visuals of the tree will be used across BBC 6 Music events in 2013 including the Maida Vale sessions and online.

Since its launch in 2002, 6 Music has strived to celebrate the alternative spirit in popular music from the 60's to the modern day; it is a station where people and sounds, both old and new, familiar and unfamiliar, connect to offer something extraordinary for everyone with a love of alternative music.

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## **NOTES TO EDITORS**

### **About Karmarama:**

Karmarama was founded in 2000 and has grown rapidly to become acknowledged as one of the leading creative independent agencies in the UK with high-profile clients including Nintendo, the BBC, Costa and BT Plusnet. The business is one of the UK's fastest growing creative agencies, regularly features in Campaign's top 10 new business league table and was voted 11th in the 'Sunday Times Best Small Companies to Work For 2012'. Karmarama was awarded 'Agency of the Year 2011' at Marketing Week's Engage Awards. On 1<sup>st</sup> July 2012, Karmarama and Crayon London were merged under the Karmarama brand to create a single 180 person strong integrated agency.