

bounce

CREATIVE WITH DIGITAL

CLIENT: TOPMAN

We worked with partner agencies to create Topman CTRL: a unique cultural environment that creates a music platform for the brand.

Each month celebrity controllers like The Futureheads, Phoenix and Diplo take over the platform. They dominate the site, and play a unique live show along with other bands they choose themselves.

The result is exclusive, and highly desirable, content. Content that fuels social media conversations, creating a two-way flow using Facebook's Open Graph, Twitter and other social tools.

OUR WORK

Digital is the 'hub' of the CTRL ecosystem, which also covers live music events, TV, sponsorships and retail presence.

The latest version of topmanctrl.com knits CTRL's social media seamlessly into the rich content environment. Facebook, Twitter, Flickr, YouTube, Spotify and WordPress are all integrated to make a branded destination that lives and breathes.

Topman CTRL speaks to audiences in their own language about the things they care most about, getting audiences involved, active and sharing.

WHAT HAPPENED NEXT?

Topman CTRL continues to go from strength to strength. It's already spawned three Channel 4 television shows, and high-profile sponsorships with Bestival, NME Radio and Xfm.

The digital 'hub' is the root from which these tactical campaigns can grow, and also provides a platform for Topman to get more actively engaged with its music-loving audience.

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