

# NORDSTROM

## Nordstrom Creates The Ultimate Wedding Party with Help From Macklemore & Ryan Lewis



### Products/Services

- Synchronization license
- Artist appearance

### Results

- 290,827 views on YouTube in the last nine months

### Vertical Industry

- Retail/specialty
- Wedding/e-commerce

### Country/Region

- Worldwide

### Challenge

1. Reposition Nordstrom's Wedding Suite by introducing the department to a younger and edgier audience in a way that built relevance and credibility.
2. Highlight the party vibe of any great wedding and associate that energy with Nordstrom Wedding Suite.
3. Conceptualize and execute big budget ideas with cost-efficient execution.

### Solution

Accepting the challenge, PlayNetwork's methodology brought creative solutions and professional relationships to the table: working and weaving through the challenges of a brand vision and aligning with an artist on the brink of blowing up.

Leveraging an existing relationship with the artist and management, PlayNetwork ensured all parties believed in the concept and felt confident about overall direction. This was especially important for the artists, Macklemore & Ryan Lewis, as they were in the midst of breaking in a big way. "Thrift Shop" had just gone #1 on iTunes and they were starting to generate accelerating media attention including a spread in *Billboard Magazine*.

By understanding the vision, PlayNetwork was able to license:

- Synchronization rights for the song, "And We Danced"
- Artist name and likeness
- An on-camera appearance by the artist in the video
- Usage rights for the footage on Nordstrom.com, social media channels, and in online ad spots

PlayNetwork's Director of Licensing & Label Relations led the engagement from start to finish, and was on-site for the full shoot to help coordinate and communicate expectations.

### Results

**Online buzz:** To date, this video has had 290,827 views on YouTube alone in the last nine months.

**Earned Media Attention:** Nordstrom received a massive amount of earned press coverage from the likes of:

- MTV: Unique Monthly Visitors: 8,589,777
- Pop Crush: Unique Monthly Visitors: 1,571,428
- Refinery 29: Unique Monthly Visitors: 1,030,886
- NY Mag: Unique Monthly Visitors: 1,724,732
- UK Daily Mail: Unique Monthly Visitors: 45,600,000
- Huffington Post: Unique Monthly Visitors: 40,903,800
- Brides.com: Unique Monthly Visitors: 1,597,519

**Stronger Creative Relationship:** PlayNetwork and Nordstrom continue to collaborate on creative web videos and all sync is run through PlayNetwork.