

# PlayNetwork Communicates New York–Based Marc Jacob’s Branded Sound to International Audience Through Music Licensing



#### Products/Services

- Music Supervision
- International Licensing Management
- NowPlaying
- Web Radio

#### Results

- Communicates the New York flair to customers worldwide
- Innovation tools that promote customer interaction
- Simplified licensing management for international growth

#### Vertical Industry

- Specialty Retail

#### Country/Region

- International

## Challenge

Communicate Marc Jacobs’ distinct brand identity consistently across locations, serve as a point of engagement with customers, and meet complexities of international licensing requirements for its global footprint.

## Solution

PlayNetwork’s music supervision, licensing, and innovation teams combined to create an interactive, scalable, global sound design for the distinct New York brand.

- The music supervision team crafted a music profile that captures and expresses the passion and chic, edgy feel of the brand.
- To scale for international growth, our licensing experts simplified the management of international licensing for rapid insertion into new markets.
- The innovation team extended the profile online with Web Radio and on-device with our music discovery app, NowPlaying.

## Results

**Instant Credibility, International Reach** – Marc Jacobs communicates the brand’s distinct New York identity to customers worldwide across all locations and empowers their customers to enjoy the branded experience online with Web Radio and on-device with the music discovery app, NowPlaying, which lets the brand take credit for the discovery process.

**Interactive Engagement** – With the success of the new music program and extension through Web Radio and NowPlaying, Marc Jacobs has tapped PlayNetwork for video assets that integrate with the music program and extend the brand identity to other mediums in-store and beyond.

**Award Winning** – By simplifying the international licensing process, Marc Jacobs can leverage their hip, edgy music program as part of their full brand experience and not be hindered by licensing complexities as they quickly grow in new international markets.