



The Recording Academy[®]

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GRAMMY.com

NEWS RELEASE

THE RECORDING ACADEMY[®] LAUNCHES 56TH ANNUAL GRAMMY AWARDS[®] AD CAMPAIGN

Music Unleashes Us taps into the way music can make us feel

SANTA MONICA, Calif. (Dec. 6, 2013) — The Recording Academy[®] and TBWA\Chiat\Day have teamed for the seventh year to promote the [56th Annual GRAMMY Awards[®]](#) with the ad campaign "Music Unleashes Us." The 56th Annual GRAMMY Awards will be held on **Sunday, Jan. 26, 2014**, at the **STAPLES Center in Los Angeles** and will be broadcast live in HDTV and 5.1 surround sound on the [CBS Television Network](#) from **8 – 11:30 p.m. (ET/PT)**. For updates and breaking news, please visit The Recording Academy's social networks on [Twitter](#) and [Facebook](#).

The campaign premise taps into the insight that human beings have natural, sometimes uncontrollable, visceral reactions to music. Laughing, crying, screaming or dancing – “Music Unleashes Us.” Executions will appear on TV, in print and out of home and across digital and social platforms.

This year’s immersive campaign launches with four films – “Anthem,” featuring a soundtrack from Eminem, will start broadcasting during the live GRAMMY Nominations show on Friday Dec. 6. The film celebrates iconic music moments and past GRAMMY Awards show performers, along with candid moments where music unleashes their fans. The additional three films take on a comedic twist, featuring soundtracks from Katy Perry, Macklemore & Ryan Lewis and Pink & Nate Ruess. Music fans are seen being emotionally unleashed by listening to the artists' music.

To extend the TV to online and social media channels, the campaign will feature the first ever “backmasked” rich media film. Much like when the famed artists of the 70s backmasked their albums, the film featuring the music of Macklemore & Ryan Lewis, will reveal hidden footage when played backwards. On Instagram and Vine, the campaign will produce a series of short films that showcase people being unleashed by music. Uploaded with the tag #MusicUnleashes, viewers are encouraged to share clips of friends and perfect strangers busting out moves. Along with the videos, GIFs of unleashing moments will be available for sharing on GRAMMY.COM. The interactive campaign and GRAMMY.COM site will also have the support of web banners modeled after the campaign’s print and outdoor artwork.

"In previous years, our campaigns have focused either on the fans or the artists. This year, the campaign speaks to a common bond that both fans and artists share – that feeling you get from experiencing music. And in addition to the outbound campaign, we are inviting people to share those responses with us through our social channels." said Evan Greene, Chief Marketing Officer of The Recording Academy.

TBWA\Chiat\Day Creative Director, Rick Utzinger says, “This campaign celebrates the undeniable human truth that we are powerless against music.” Creative Director Bob Rayburn added, “it will tap our toes and shake our hips for us, whether we want to or not.”

About The Recording Academy

Established in 1957, The Recording Academy is an organization of musicians, songwriters, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the

well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @TheGRAMMYS on [Twitter](#), like "The GRAMMYS" on [Facebook](#), and join The GRAMMYS' social communities on [Foursquare](#), [GetGlue](#), [Google +](#), [Instagram](#), [Pinterest](#), [Tumblr](#), and [YouTube](#).

About TBWA\Chiat\Day

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