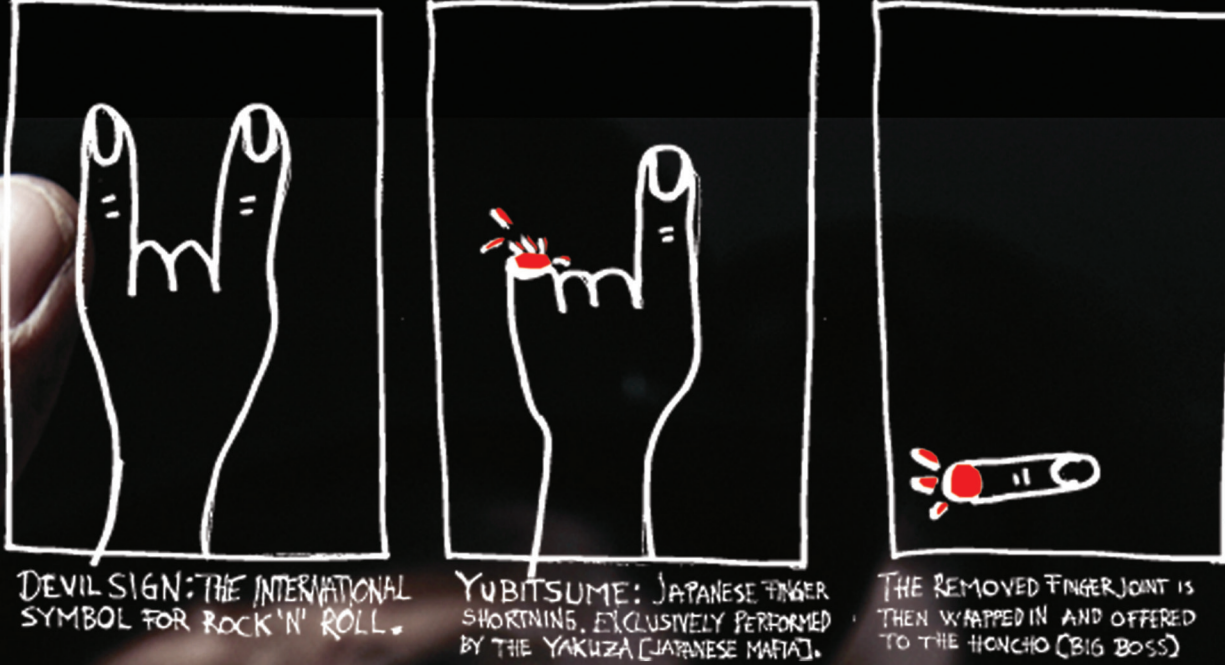


"Cut of finger with new Norwegian rock. Perfect. Sexy NRK P3 "Very cool promo to have if you want to scare people who are a little tender." Metal.no "Could this be the funniest promo on a long long time? Oh yes! ". Pyro NRK P3 "Absolut fantastic promo from Honcho" Ditt Oslo



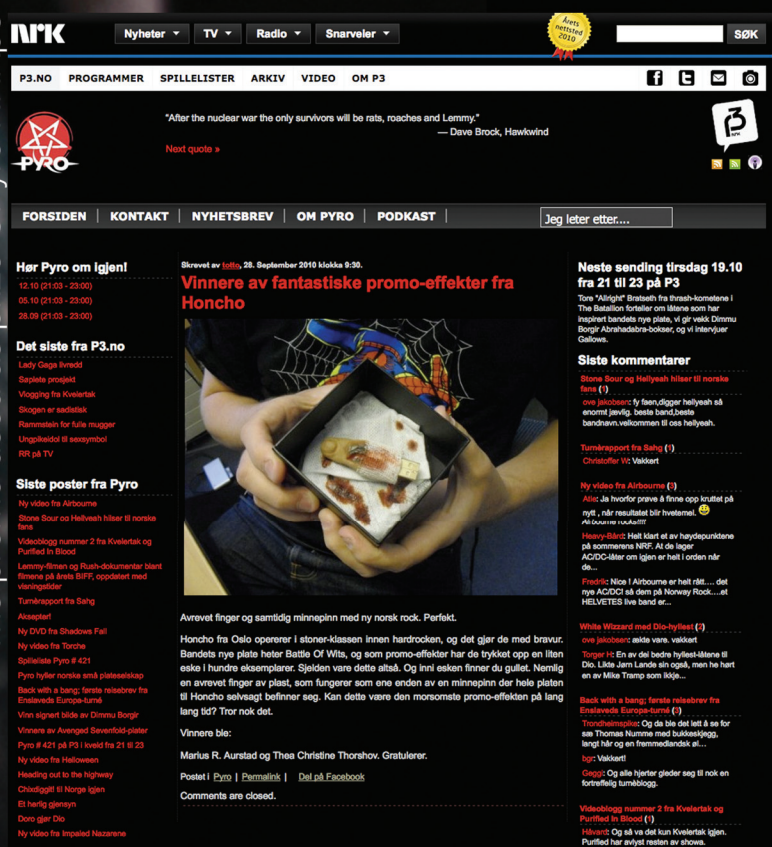
HONCHO
GIVES
YOU THE
FINGER



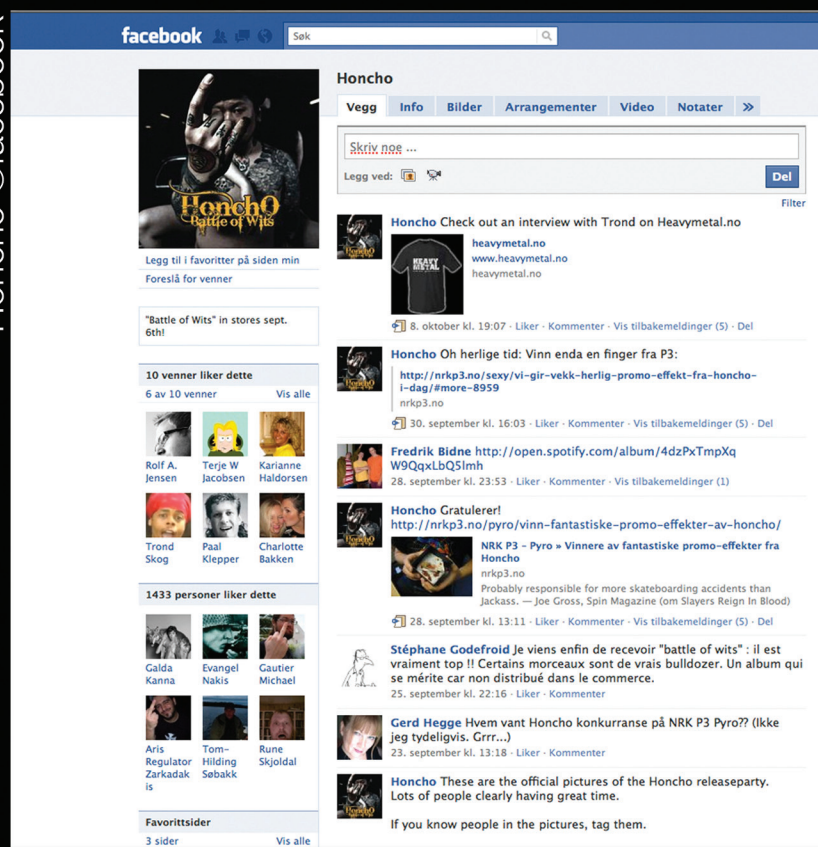
COVER ART
SHOWING A JAPANESE
YAKUZA TAKING THE DEVIL
SIGN AFTER PERFORMED
YUBITSUME



The promo used as prize @Pyro NRKp3



Honcho @facebook



Honcho @myspace



Brief

Give the Norwegian Hard Rock band Honcho attention and press coverage for there new album "Battle of Wits".

Insight

There are over 8 million bands and artists just on MySpace. All offer free music. In order to sell records and to be radio listed Honcho must be reviewed by the right people in appropriate media. These people are few, they are well known and they receive each month hundreds (if not thousands) of albums.

Solution

Honcho means "big boss" in Japanese. Together with the band we worked out a graphic expression that combines the devil sign (sign for Rock 'n' Roll) and Japanese Yubitsume ("finger shortening").

Our coverart shows a "member" of the Japanese mafia showing devil sing with his little finger cut off. For the Promo version of the album we did as the Japanese mafia (Yakuza): We packed "the cut of finger piece" in a delicious little jewel box and send it to 100 selected music journalists and bloggers. The finger piece is made of plastic, but looks dangerously real. In the end of the finger is a memory stick with the whole album and some exclusive goodies that appears when the receiver connects our promo to a PC.

Results

Honchos Battle of Wits were covered by all the major Norwegian "rock" medias (P3, Radio Tango, Metal.no, Puls.no, Musikknyheter.no, etc.). They also received very positive reviews in leading international rockjournals such as Musikinstinkt, The Sleeping Shaman, Planet Fuzz and Sludge Swamp. In Norway the band was playlisted on NRK P3 and Radio Tango, they entered the Norwegian billboard, and the bands myspace page was visited by 40 000 first week of release. Battle of Wits was awarded album of the year at musikinstinkt.de, the sodashop and ROCKMAN. This promo has also been used as prizes in a number of publications and are now a collector's item.

"The Promo campaign for this album will rock your nerves", Singapore news "An audio-visual gift. Very creative!" Hoppalong Knut "Something like this you have never seen before." Underskoy