



# The Recording Academy<sup>®</sup>

3030 Olympic Boulevard • Santa Monica, CA 90404  
GRAMMY.com

*For Immediate Release*

## **NEWS RELEASE**

### **"WE ARE MUSIC"**

## **THE 54TH ANNUAL GRAMMY AWARDS<sup>®</sup> PROMOTIONAL CAMPAIGN USES TECHNOLOGY TO VISUALIZE MUSIC**

*Campaign Creative Features GRAMMY<sup>®</sup> Nominees Adele, Foo Fighters, Bon Iver, Bruno Mars,  
Paul McCartney, and Skrillex*

**SANTA MONICA, Calif. (Feb. 1, 2012)** — **The Recording Academy<sup>®</sup>** and **TBWA\Chiat\Day Los Angeles** unveiled "We Are Music," an innovative, engaging campaign for the **54th Annual GRAMMY Awards<sup>®</sup>**, airing live on **CBS Sunday, Feb. 12 at 8 – 11:30 p.m. ET/PT**. The campaign — which features print, outdoor, digital, TV, a mobile app, and an interactive microsite ([wearemusic.grammy.com](http://wearemusic.grammy.com)) — uses technology to visualize music and show how it moves us. This marks the fifth consecutive year that TBWA\Chiat\Day Los Angeles and The Recording Academy have partnered on the marketing campaign for the annual GRAMMY Awards telecast.

The "We Are Music" campaign rolled out last month with a 15-second promo spot running on CBS to promote "The GRAMMY<sup>®</sup> Nominations Concert Live — Countdown To Music's Biggest Night<sup>®</sup>," as well as print, and show tune-in art created for GRAMMY.com, Facebook and YouTube. Two-time GRAMMY<sup>®</sup> winner and current nominee Adele kicked off the first of four TV spots, followed by six-time GRAMMY winner and current nominee Foo Fighters, and GRAMMY nominees Bon Iver and Skrillex. The spots focus on the artists and follow an element or particle that builds throughout, symbolizing the raw emotion of music. Each spot reveals the artist after the particle builds and then transitions to the tune-in information for the show.

In addition to Adele, Foo Fighters, Bon Iver, and Skrillex, the print and out-of-home campaign (including wild postings and digital billboards) also features GRAMMY winners and current nominees Bruno Mars and Paul McCartney.

"'We Are Music' is about the passion that music inspires in all of us, about music becoming part of who we are and about how music affects artists and fans on a visceral level," said Evan Greene, Chief Marketing Officer for The Recording Academy. "This year's campaign once again emphasizes the social and mobile music experience, and allows music fans to connect to the music they love in a visual way. We are grateful to our dedicated friends at TBWA\Chiat\Day for their continued collaboration and partnership, and for their support of this year's effort."

"We wanted to focus on the raw emotion in music that connects fans and artists and transcends the GRAMMY stage," said Patrick O'Neill, executive creative director at TBWA\Chiat\Day Los Angeles. "It's that moment when the artist is ready to push the music out and the fan is ready to receive — that's the true power of music. The GRAMMYs have always been a celebration of the greatest music that shapes our culture. This year is no different; we are just giving music lovers out there a connection like never before by producing a campaign that visually exposes the emotions of this year's iconic artists and their songs."

**Wearemusic.grammy.com** and the soon-to-be-launched mobile app work hand in hand to feature artists created out of the rhythm and emotion of their songs. The Web site and mobile app allow music fans to create and share their own visual musical experiences based on their favorite songs and photos. At **wearemusic.grammy.com**, users can choose their own songs and upload their own photos that explode into thousands of particles and reconstruct themselves, all while moving to the music. With the "We Are Music" app, a user's photos and songs are transformed into an interactive, communal mobile experience.

(more)

For more information on the 54th GRAMMY Awards and the "We Are Music" campaign, please visit: [www.grammy.com](http://www.grammy.com) or [wearemusic.grammy.com](http://wearemusic.grammy.com). The "We Are Music" app will be available for download through iTunes. For GRAMMY coverage, updates and breaking news, please visit The Recording Academy's social networks on Twitter and Facebook: [www.twitter.com/thegrammys](http://www.twitter.com/thegrammys) and [www.facebook.com/thegrammys](http://www.facebook.com/thegrammys).

**About The Recording Academy**

Established in 1957, The Recording Academy is an organization of musicians, 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](http://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 YouTube, Tumblr, Foursquare, GetGlue, and Instagram.

**About TBWA\Chiat\Day**

TBWA\Chiat\Day Los Angeles, *Shoot* magazine's 2011 "Agency of the Year" is part of TBWA Worldwide. TBWA Worldwide ([www.tbwa.com](http://www.tbwa.com)) creates Disruptive ideas expressed through Media Arts for global clients, including Accenture, adidas, Apple, Energizer, GSK, Henkel, Infiniti, Mars, McDonald's, Michelin, Nissan, Pernod Ricard, Pfizer, Roche, Standard Chartered Bank, Singapore Airlines and Visa. TBWA is ranked as a Top-Ten worldwide advertising agency and was recognized by Advertising Age in 2010 as the "Best International Network of the Decade." TBWA has 274 offices in 100 countries and over 11,000 employees worldwide.

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**Media Contacts:**

Barb Dehgan  
The Recording Academy  
310.392.3777  
[barbd@grammy.com](mailto:barbd@grammy.com)

Jeremy Miller  
TBWA\Worldwide  
212.804.1162  
[jeremy.miller@tbwaworld.com](mailto:jeremy.miller@tbwaworld.com)