

The word
according to
jackade.com

Why are you getting bent all out of shape?

HMMW

g for music · dvd · gam



's present dilemma in the face of a virtual world of 'free' music was largely avoidable. In an entirely man-made and unnatural world, irresistible forces of nature were bound to become forces of unnature. The web was such a force and it's influence couldn't be ignored. But as a sales channel HMV along with their main suppliers - the MI-5 (music industry five) of SONY, BMG, EMI and UNIVERSAL - (mis)managed it.

One prescient scribe (me) wrote how the MI-5 wouldn't have seen the web coming if we'd tattooed it on Kylie's arse! But the while I saw the potential I got in with a bad crowd and had no option but to sacrifice £56m in shares to expose them.

Byegones. In the absence of an affordable time machine made available to blinkered businesses we have to deal with the current situation and flat performances.

The Brewery is the battery to add charge as well as a battery of intellectual ammunition. The Business + Creative slogan seems startlingly unimaginative until you think in terms of Computers + Phonelines = www which became WOW!



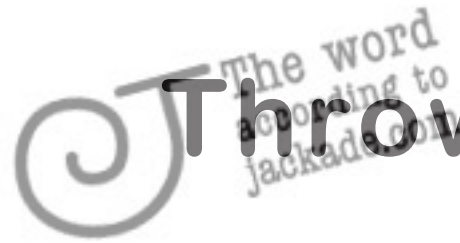
Every dog has it's day...

... and your very own 'Mutley' like Motley Crue is well past his sell-by-date. If the dog had been given a makeover like the Famous Grouse then we might have been able to avoid a call to the RSPCA. But in an age when MTV is no longer one of the new kids on the block, and one of the 'New Kids on the Block' is now a major movie star*; HMV is no longer 'His Master's Voice'.

At a pivotal irreversible point in their relationship Frankenstein's monster turns to the Doctor, who by now is wishing that he'd confined his DIY to some wonky shelves in the bathroom, and says "You are my creator; but I am your master."

It's time for some tough love, and in the words of that survivor Gloria Gaynor, it maybe time to tell Mutley "So go on now go, walk out the door, you had your chance now and you're not welcome anymore...". Alternatively, you can keep him as an iconic symbol of the historic sub-brand, from way back when HMV and artists were making beautiful music together.

* Clue... it's Mark Wahlberg;-)



Throw us a frickkin bone here...

... to use the infamous words of Dr Evil.

Mike Myers who makes Austin Powers understands that Rock'n'Roll, the music industry and other things that we children of the 50s and 60s hold sacred are, if not dead, definitely lining up to shuffle off this mortal coil.

Nusic* isn't based on the what goes around comes around principle. Where Disney could once rely on re-releasing old faithfuls once every seven years, a release is now set-free in perpetuity. You can't control the broadcast mechanism, and editorial control is a redundant narrowband precept.

All is not lost. HMV still have enough footfall and product to steer the often seen and herd crowd where they want 'em to go. All you have to do is follow the nu-adage "Give 'em what they want where they want it to get them where you want 'em..."

* Nu-music

The word according to Jack... Lock'n'download

This is the time for mastering voice... who ever thought ring tones would become a multi-million pound business? The fact is technologically-speaking no-one knows nuffink. email and text messaging are the two greatest personal communications phenomena of the late 20th century, and what did they have in common? They were both by-products. Bastard children of the Internet and mobile telephony. The technology users caught on quicker than the providers did - and now music is being disseminated via the Internet and carried as MP3/ASC files on portable digital devices which double-up as phones, treble-up as cameras etc. Imagine a charging post cum download zone... which can deliver more... imagine going full-circle to listening/recording booths... one-to-one broadcasts no less.





If I come to you for help, please be help-full...

... a quick case in point. This story is very recent, like yesterday. I went to your Guildford store and with my son spent £105.92. It might have been more... except for your antiquated stock interrogation system. I'd enquired about 'Le Denier Combat' a Luc Besson film starring Jean Reno. Your system search yielded a huge list of duplicate entries. This revealed very few actual items. These were mainly recent 'in stock' items and forthcoming releases. At home I tried the internet and found it on Play.com for £6.99 including delivery, a saving of £13 your list. The item was in-stock and would be despatched in 24 hours. WOW!

So you had a captive audience talking to a human being who actually found the virtual experience more full-fill-ing in terms of meeting my personal objective. The SALE might generate millions of transactions and clear stock, but your loyal customers and aficionados will come in during the SALE (knowing why 'that stuff' is in the sale') seeking things that have real value to them.



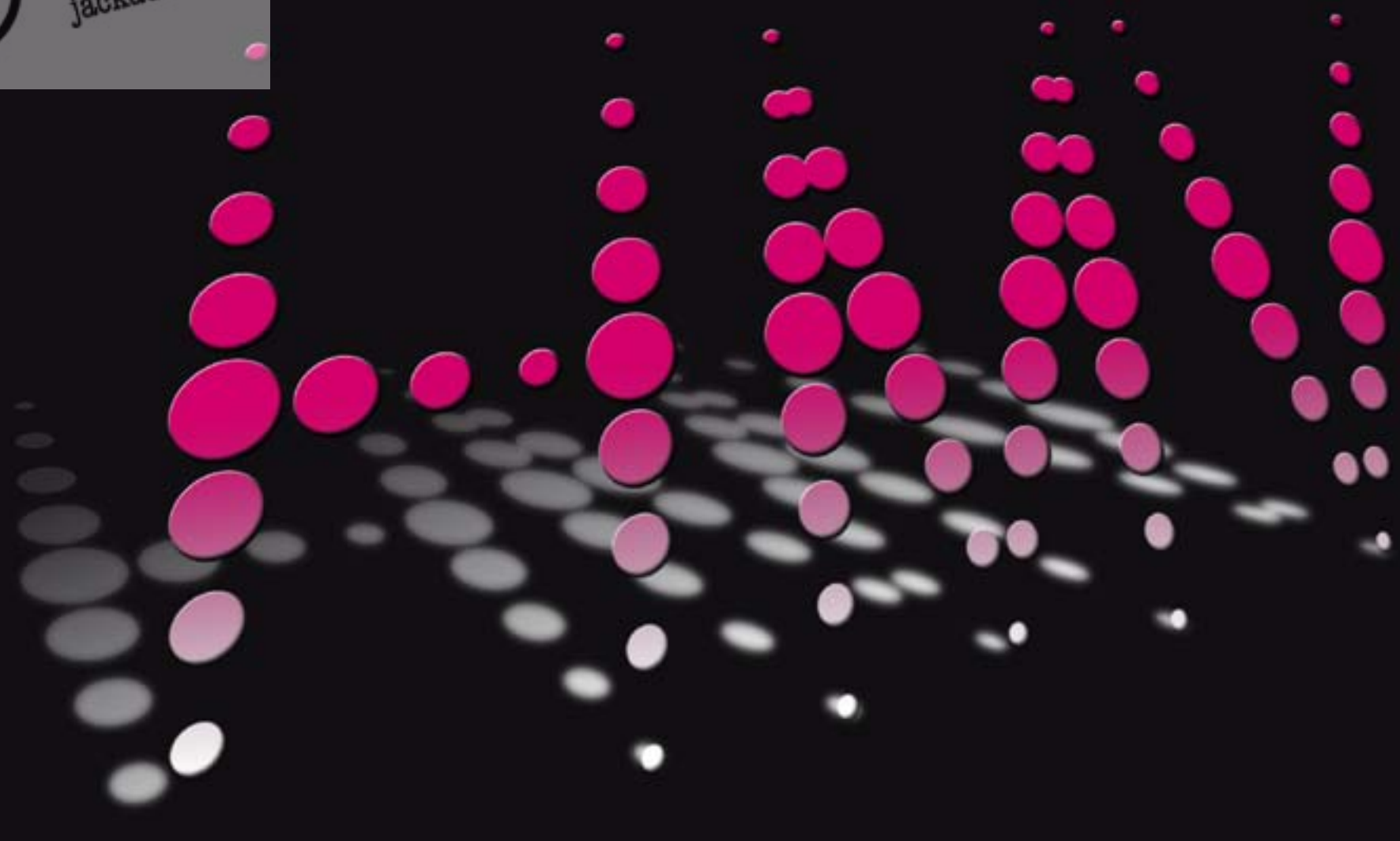
MTV, MVC, HMV...

...can any acronym have a real sense of identity? Yes. If it *really* stands for something. We can up-shift HMV in the minds of the consumer to an EMP or Electronic Media Provider. The logo which we follows is inspired by EMP, or electromagnetic pulse as a powerful force as seen in 'The Matrix' that stops everything in it's tracks (music and otherwise).

The bespoke typeface has been designed to represent ripples in a pond, broadcast mechanism and the popular pulse (and conveying how HMV has its finger on it).



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● If it moves you; we'll move heaven and earth to get you closer to it...

www.hmv.co.uk

Careless Vespa...

... just after George Michael popped into that toilet in L.A. for a Jimmy Riddle (the riddle being what George was doing holding someone else's Penny Whistle in order to relieve himself?)... well just after that, my Managing Partner and editor-in-mischief has an idea for his client Vespa. Imagine a location and a headline... the client declined saying that George would *sue** the ass off them (which in George's case isn't his first inclination).

Julian's resume reads like a circumspect who's who of the media circus which is marketing's highest eschelon. He's worked with the most famous e.g. David Abbott and the most infamous balaclava wearers in the adindustry S&S. And I'm The Brewery's disruptive genius/wildcard, given just enough rope but never too much. Most of the time I wear a straitjacket and hockey mask, and 'ride' Hannibal's cast-off sack truck. Or I'm kept in gimp accommodation in S&M gear (the contract said M&S gear). But every now and again when the moon is full and the inspiration gauge reads empty I'm let loose on a project, and once we get our teeth stuck into something... we're like a bulldog with lockjaw... now there's a logo.