

# HYPERLAUNCH ACHIEVES INTERNET NIRVANA WITH ON-LINE PR CAMPAIGN FOR LEGENDARY GRUNGE ROCKERS

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Nirvana's Greatest Hits Album Rocks The Net And The Chart

Bristol, January 14th: Hyperlaunch, a new-media creative and marketing agency, has reported a successful conclusion to its on-line public relations (PR) campaign promoting the release of legendary rock group Nirvana's Greatest Hits album. Started in October 2002, the campaign has seen Hyperlaunch working with high-volume consumer and music internet sites in the UK to secure extensive coverage of the albums' release.

"Our brief was to maximise coverage for the album across targeted internet sites," explains Marketing Director, Don Jenkins. "Using exclusive access to the brand new Nirvana track 'You Know You're Right', video streaming of previously unreleased footage, and a unique Nirvana screensaver, we devised a campaign that gave Internet sites a full package of Nirvana goodies to support reviews and articles based on the album's release."

Thanks to Hyperlaunch's PR campaign, numerous high traffic portals, music sites and lifestyle sites ran features on the album. "Our aim was to ensure that we were targeting websites that would primarily attract Nirvana fans, both old and new," continues Jenkins. "On the back of reading reviews and features, fans were encouraged to access the track and video, thus raising their awareness of the new album and hopefully inducing a sale."

Internet news portals including BBC News and Blue Yonder carried reviews of the release and music sites including Radio 1, NME and Capitol Gold featured the streaming audio and video - Q4 Music named the video its 'video of the week'. Competitions were placed on the sites of BBC TOTP2 and NME, during its 'Nirvana Week', while specialist music sites such as XFM and Kerrang ran 'listening parties', with Kerrang also giving the feature magazine and TV exposure.

Substantial coverage was also gained on high volume consumer websites including Maxim, The Telegraph and The Sun, which ran a headline stream and feature on the 'Bizarre' jukebox. Many high traffic e-tailers also ran features, among them Virgin Megastore, Tower Records and WHSmiths.

Thanks to the substantial on-line PR activity by Hyperlaunch, 12,000 views of the new video were streamed in the UK, helping the album the chart at number 3, beaten only to the number one spot by David Gray and Gareth Gates.

Hyperlaunch is currently running on-line PR campaigns for further music clients including Counting Crows, Lifehouse and Default.

About Hyperlaunch

Founded in 2001, Hyperlaunch has grown from four people working remotely to a 10 strong new media agency based out offices in Clifton, Bristol. Combining a dual service offering of marketing and creative

design, Hyperlaunch was set up to be the only UK specialist product promotion company for the Internet. It offers a complete range of services delivering widespread awareness of new product releases among Internet Users. Hyperlaunch has developed new-media campaigns that use the Internet to its full potential in terms of data capture, content delivery and creative output. Working across four main industry sectors, Film, Music, Video Games and Consumer Electronics, Hyperlaunch has built an impressive client base and has worked on campaigns for Sony, Phillips, Infogrammes, Samsung, Universal Music and BMG.

For more information regarding Hyperlaunch. Interviews with key personnel, photography etc., please contact:

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