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Leap Bounds Into Branded Content Marketing

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February 12, 2007

Leap Music, the joint venture between advertising agency Bartle Bogle Hegarty and businessman Richard Kirstein, is launching a dedicated branded content consultancy.

The consultancy will help brands to source music for podcasts, vodcasts, mobile gaming, viral marketing and virtual worlds. Leap will also help music rights owners shift to innovative deal structures for branded content marketing.

"Branded content is becoming so much more than just advertiser-funded programming," comments Kirstein, managing director of Leap. "Before long, the boundary between advertising and editorial will be almost indistinguishable and music is likely to play a central part in brands' multi-platform marketing activity. This will enable flexible rights owners to create a host of new opportunities for emerging music talent."

Based in London, the Leap Branded Content consultancy will comprise three staff, headed by Kirstein. The consultancy's first project is for a major European automotive brand. The company leveraged music content on behalf of two unidentified major music publishing companies and several independent labels, according to a spokesman.

Established in 2003, Leap claims to be the first music publisher to be based within a U.K. advertising agency. It has since collaborated with almost 20 different ad agencies and is retained directly by Vodafone Global.

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