

fuse

Upfront Campaign

Fuse, the television network dedicated exclusively to all things music, has partnered with Broadstreet for several years to help shape its annual Upfront strategy. Competing for advertiser budgets as an up-and-coming network means Fuse always needs to maximize the value of its communications — even when it comes to premiums.

Instead of the standard swag, Broadstreet produced the first-ever **Fuse Magazine** exclusively for the advertising community. This was an opportunity to add to the tradition of music ‘zines while showcasing Fuse in an unexplored medium.

The content was pure music, with articles written by Fuse’s on-air musicians, journalists and personalities like Cee-Lo Green and Blink-182 singer, Mark Hoppus. Broadstreet handled talent direction and coordination; editing; design, and additional content creation in collaboration with the Fuse marketing team.

The magazine was a huge hit with both Fuse sales employees and advertisers. Placed in meeting rooms prior to the start of the Upfront presentation, it became a natural icebreaker as advertisers flipped through and immediately engaged with the content. It was a different, relevant way to disarm a typically skeptical audience.

Internally, the magazine was such a success that Broadstreet was asked to create a digital version for all Fuse employees.

