

## KidinaKORNERCreate joint venture to bring music to forefront of marketing

To bring music to forefront of marketing and pioneer a new model for integrating music and brands, a joint venture has been signed between WPP and Alex Da Kid, the multi award-winning producer, songwriter, director and founder/CEO of KIDinaKORNER at Cannes Lions.



Headed by Da Kid, the new venture has a unique approach to integrating music and branded content that allows for both artists and brands to develop intimate relationships with new audiences they might not otherwise reach. KIDinaKORNER has been extremely successful at reaching and speaking to mass audiences, in particular Generation Y. With the support of WPP, this new partnership will continue on that journey with more resources and capabilities at its disposal.

Alex Da Kid said, "Music is extremely powerful and plays a very important role in people's lives, connecting them to a moment that is uniquely personal. Unfortunately, it can often be the last thing to get attention when programs are being planned. It offers a new model, bringing music to the forefront of every level of the creative process; planning, strategy and execution. This approach will create more substantial and meaningful engagement with the audience."

Sir Martin Sorrell, founder and CEO of WPP, said, "Alex is not only a successful producer but also a genuine innovator. The ability to offer clients fresh approaches in the world of branding and content is becoming increasingly important, so we couldn't be more pleased to announce this exciting new partnership."

KidinaKORNERCreate will be based in Los Angeles and will work directly with both brands and agencies to create the most exciting, bold and innovative programs possible. This venture continues WPP's strategy of focusing on three key areas that differentiate the group's offering to clients: technology, data and content.

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