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Latest European campaigns see JBL support rising stars and the live music industry



Amsterdam – 26 November 2021 – JBL continues to support up-and-coming musicians in Europe through a series of campaigns in Europe including the launch of JBL Back to Stage UK.

For 75 years everything at JBL has revolved around live music. The impact of the pandemic has hit live gigs, auditions, rehearsals and even just meeting up with band mates socially. Therefore, since May 2020, JBL has turned its marketing efforts to provide a platform for unsigned and unknown artists, those who are at the early and most vulnerable stages in their careers.

Following the success of the Europe-wide #StayHomeStudio campaign in May 2020 and JBL Back to Stage Germany earlier this year, JBL Back to Stage UK has launched more recently. The campaign, running throughout Autumn 2021, looks to discover new musicians and to provide them with a platform and equipment to help them take the next step in the industry.

“At JBL we have been working with music artists for 75 years including at some of the most iconic moments like Woodstock and at venues such as Tottenham Hotspur Stadium. We believe in the power of music and it is important that the industry must not stand still. This is why we are happy that we have been able to support the next wave of artists. I am delighted with the interest in our campaigns, and we’re very happy to be part of the journey to success for these artists.. The calibre has been incredibly high, and it’s amazing to see the level of talent in Europe” Michelle Downey, Marketing Director, HARMAN Professional Solutions.

Find out more about the marketing campaigns below:

JBL Back to Stage UK

With lockdown lifting, it is time to get back to stage. Kicking off in October 2021, ‘JBL Back to Stage UK’ is an exclusive competition designed to support emerging artists and help London’s vibrant music scene get back on its feet.

JBL is offering three acts the opportunity to play the JBL stage at Between the Bridges on London’s South Bank in front of a live audience, and to record a high-quality, professionally produced multi-track audio recording and music video.

With entries through Instagram, the three winners will perform in October, November and December 2021 at one of London’s most unique riverside venues. The first winner was [@jennahvocalist](#), whose talent blew away the judges, and she wowed with her performance at [@btwthebridges](#) in London on October 7th. The second competition winner was an incredibly talented young group, The Filthy Casuals, who rocked the JBL stage on November 11th. We look forward to announcing the next winner and December performance.

JBL Back to Stage Germany

This Germany-wide competition ran throughout April and May 2021 where it looked to actively support the music industry. Over eight weeks, eight different acts won the chance to perform on a virtual stage. No matter if solo artist or band, no matter if rock or pop, JBL brought them back on stage, supporting with fees, equipment and the performance platform.

A panel of judges including Liam Nolan from Metropolis Studios selected a winner every week. The talented chosen few, had the chance to record their personal mini gig, a 15-minute concert which was produced in a studio equipped by JBL Professional and hosted on JBL's global IGTV and YouTube channels, boosting their international profile. All videos have racked up over 170k views, with Ain TheMachine currently sitting on an incredible 206k views.

Not only were the mini gigs professionally produced, but it included a masterclass with the star producers at Metropolis Studios who worked with the likes of Adele and Pink.

#StayHomeStudio EMEA

This EMEA-wide campaign took place during the height of lockdown in 2020. With many reeling from the impact of the initial lockdown in Europe, JBL set out to discover, unite and support a vocalist and producer from EMEA. With over 1,500 entries on social media, in May 2020 the winners were selected by a panel of judges including chart-topping producer 220kid. The vocalist, Morgan Munroe, and producer, Shomokeh were gifted a range of professional equipment from JBL and another HARMAN brand, AKG, to create their perfect home studios. Using this equipment, they recorded an E.P. together before releasing it onto digital streaming services, all under the mentorship of 220kid.

The E.P. generated an incredible 62,000 streams in the first week and a partnership with urban music channel, SBTV, helped the campaign reach over 2.5 million across EMEA.



ABOUT JBL

The JBL brand epitomizes the amazing sound that shapes life's most epic moments. From iconic events like Woodstock and concerts at Madison Square Garden, to games at Yankee Stadium and weekend road trips, JBL products elevate listeners' experiences with award-winning audio that lets them make the most of every moment. With 75 years of unmatched professional credentials and industry leading innovation, the JBL brand expertly blends a bold vision of the future with the passion and talent of engineers and designers around the

globe. JBL's Signature Professional Sound is the leading technology that powers major pop culture events, and the brand has partnered with the world's top talent across music, sports and esports.

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