

# PRESS RELEASE

Verband der Musikinstrumenten-  
und Musikequipmentbranche

Kurfürstendamm 150  
D-10709 Berlin  
T: +49 30 8574748-0  
F: +49 30 8574748-55  
E: info@somm.eu

[w<sup>3</sup>.somm.eu](http://w3.somm.eu)

**Pressekontakt:**

Kruger Media GmbH  
Public Relations & Brand  
Communication  
Rebecca Gürnth, PR-Manager  
Torstraße 171, 10115 Berlin  
T: +49 30 3064548-20  
E: rebecca.guernth@kruger-media.de

## **SOMM's lead campaign for 2012: Music Your Life! ®**

*Berlin, 16 Mar 2012* The Society Of Music Merchants e. V. (SOMM) has unveiled a new look for 2012. In addition to the relaunch of the SOMM website ([www.somm.eu](http://www.somm.eu)) and a new corporate identity for the association, a major viral campaign is being implemented for the first time under the motto 'Do it before it's too late'. The official presentation will take place at world's largest music fair in Frankfurt (21 to 24 March 2012). For more information and to view the clip, please visit: [www.music-your-life.eu](http://www.music-your-life.eu).

When the beloved instrument of a formerly keen musician has to make way for the children's cot, it's less the passion for playing that has dropped off, than the fact that the stress of everyday life has increased. The association of the musical instrument and music equipment industry is now calling on former amateur musicians to dust off their instruments and start making music again. "There are lots of reasons for getting back into it – beyond the recognised benefits of socialisation, integration, stress reduction, and helping you to slow down and remember what's really important. Man is a creature of habit and needs to be reminded now and then of the finer things in life. Active music-making is fun and clears the head, whether you do it alone or in company," says Daniel Knöll, Managing Director of the Society of Music Merchants in Berlin.

In 2012, the leading association of the musical instrument and music equipment industry is emphasising the importance of music-making under the motto 'Music Your Life! ®'. In the first phase, SOMM has produced a lavish two-minute online viral commercial with the help of the Munich advertising agency Proxenos and the film production company Workflow Pictures. In the best tradition of horror movies, the ad shows what could happen if your desire to make music is relegated to the back burner, and urges: 'Do it before it's too late.'

The campaign was realised with the support of the social media agency Viral Lab, and the PR agency Kruger Media, both based in Berlin, as well as the two Hamburg agencies aberratio (home page + Facebook) and Torney Design (CI + layout). The ad's official public launch will be at the Frankfurt Music Fair.

Over the course of the year, in addition to the supporting PR work, an advertising campaign and the GfK 2012 survey initiated by SOMM e. V. will round out the Society's targeting of 'returners'.

**About SOMM e. V.:**

The Society Of Music Merchants (SOMM) – the premier association of the musical instrument and equipment industry in Germany – represents the interests of close to 60 companies from the fields of music instrument production, distribution, retail and media, which in turn represent about two-thirds of the German MI market.

The association represents the cultural and economic interests of the musical instrument and equipment industry on a national and European level, with the aim of strengthening the industry's competitiveness across all market sectors; helping to shape government and legal policies in accordance with the industry's requirements; defining market standards and offering services to members; promoting advanced musical training that is in keeping with the times; and amplifying active music-making and musical skills in our society.