

MYSTERY

MUSIC BRAND CASE STUDY

Designing a music goldmine

How Trojan struck gold with Mystery

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'Mystery have been a real pleasure to work with for the last six years. They have essentially provided the face of Trojan Records and began a recognisably new era in the label's history. Their output is continually inventive, retaining the heritage of the product whilst creating something contemporary. Many thanks Mystery from all at Trojan!'

Nick Bourne, Label Manager
Sanctuary Records

Bob Marley and The Wailers were the superstars of the Jamaican music scene – but there is much more to Jamaica's music heritage than that.

This fact stared Sanctuary Records marketing experts in the face when they bought Trojan Records. The legendary Jamaican record label had an extensive back catalogue so the question was how to market this successfully, when reggae is a niche market whose low sales preclude large marketing expenditure?

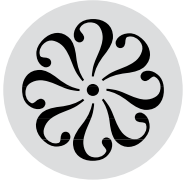
Our approach to this brief was to analyse the essence of the brand and to understand as much as possible about the people buying this type of music. Together, we decided that authenticity and vibrant Jamaican nostalgia were the key to unlock an emotive response from the consumer.

For example, the cover of 'Young, Gifted and Black' brings the authentic look and feel of a Jamaican street painting to life.

Does it work? The album achieved the rare distinction for a reggae catalogue compilation of 'going gold' which is almost unheard of in this niche.

Mystery proudly displays the six gold and silver discs we have earned for Trojan with catalogue compilation albums.





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'When we bought Trojan Records we knew that we needed to repackage the archive of vintage reggae music in a way which spoke to music fans whether they were reggae experts or not. Mystery have delivered exactly what we wanted. Their designs are evocative, retro, cool and stylish, but not stylised.'

John Reed, General Manager
- Sanctuary Special Markets

Mystery has now designed well over 50 album covers for Sanctuary's Trojan label. In addition, the single best piece of press reporting about Trojan was a double-page spread in The Guardian featuring 8 album designs that Mystery created for an exhibition we mounted, 'The Mystery cover-art of Trojan' at London's Exposure Gallery in Oxford Circus.

To find out how truly creative design can connect with your customers and increase sales please call Dan on 020 7456 7833 or email design@mystery.co.uk.

