

Casablanca's Parliament Push Is Ambitious Multi-Media Campaign

By SAM SUTHERLAND

■ LOS ANGELES — Prime-time network video buys, picture discs, extensive cross-promotional ties with retail and radio via contests and giveaways, and elaborate merchandising and advertising programs are key features of recent Casablanca Record and Film-Works album campaigns now being applied to what CRF senior VP Larry Harris terms the company's most ambitious black-oriented push to date.

Parliament's "The Motor Booty Affair," which shipped Nov. 20, is the focal point for the blitz, expected to continue throughout the first quarter of '79 in conjunction with the band's upcoming national tour. And, like recent label blitzes for the Kiss solo albums, the Village People, Donna Summer and other acts, the battle plans call for ties to non-music products, billboards, public transit advertising and other additions to the traditional print, radio and instore media mix.

Outside ties include a projected giveaway campaign being developed in tandem with Dr. Pepper, which will award mopeds as an audience draw. Meanwhile radio and retail tie-ins are projected for major markets via "Motor Booty" dance contests. A six-minute video presentation for overseas video and sales applications has also been readied, and Harris notes the label will also employ "something no one but us has done," a special two-minute news feature designed as a tour wrap-up for use on hard news media.

Following the lp's release in January will also be a limited edition picture disc slated for commercial release.

With the forthcoming tour sharing the lp's narrative concept and marking Parliament-Funkadelic's return to an elaborate theatrical stage show slated for



Parliament's unusual new album package.

major arenas, Harris told RW the preliminary budget is already being scaled sharply upward. Initial forecasts pledged \$250,000, but Harris reported, "It's already much, much higher than that figure. I don't have all the tour dates yet, so I can only track this through January and early February. Most of the money will be tied into the tour, so it will probably end up being closer to twice that."

With Funkadelic's recent Warner Bros. releases marking a dramatic sales breakthrough for Parliament's alter ego (both groups share musicians and producer Clinton's multi-faceted involvement), Harris confirms the Parliament push will be the broadest-based to date in terms of target audience. While an extension of crossover sales is clearly a goal, though, Harris notes that CRF's familiar emphasis on multimedia marketing will be augmented by a more active interface with Clinton's own Thang, Inc., which serves as publicity and marketing liaison for the artist and the various labels he now produces for.

Accordingly, ad layouts, billboards, instore merchandising and video and radio spots will all

bear the stamp of Clinton's generation, as well as the graphic style of artist Overton Lloyd, who has contributed previous album and poster graphics for Parliament-Funkadelic, as well as an animated short utilized on Parliament's last major U. S. arena tour.

Lloyd and CRF graphics chief Chris Whorf collaborated on the lp's elaborate three-dimensional "pop-up" package, which permits buyers to punch out their own replica of Atlantis and populate it with miniature stand-up figures representing lp characters. The characters, along with Clinton himself, will be utilized as well in various supportive graphics with the cover art—depicting "Nose" being eaten by a giant bird—to be the basis for a motorized Sunset Strip billboard while Clinton himself, pictured astride a dolphin, is similarly animated in a full-color motorized instore display piece.

Of the lp package itself, Harris

Continued on page 7

RCA Signs Robe

