



How Big Sync Music Helped Secure a Talent Partnership for Magnum That Launched a Trending Song for Summer 2022

The Challenge

To prove classics can be remixed, Magnum Ice Cream partnered with LOLA MullenLowe, Golin London, and MullenLowe Profero for a campaign to launch 3 reimagined versions of long-time favorites. Big Sync Music had to lock down the right talent and music within a predetermined budget to bring this blend of trending and timeless to life, while driving brand visibility around the world.

The Solution

Big Sync Music pitched and secured Peggy Gou for a partnership with Kylie Minogue to remix the 2001 classic, "Can't Get You Out of My Head." At the center of the campaign is a remixed music video, featuring the unique illustration style of Seoul-based Seo Inji. Along with providing music supervision, Big Sync Music secured the rights for the remix and video. Gou's "I scream / We scream / We all scream for ice cream" tattoo brought an added layer of authenticity.

The Result

Premiering at Cannes Film Festival on May 19, 2022, the remix quickly gained popularity as a summer soundtrack with its release on Spotify and other music streaming platforms. The globally activated campaign covers earned media, paid digital, paid and organic social, and influencer channels, with TikTok enhancing brand visibility and engagement amongst younger demographics. A genuine fan of both Magnum and Kylie, Gou has helped to extend the collaboration beyond the campaign – one can expect to find the remixed flavors at future lead events.

2.4m

Spotify streams

1.3m

Views on the
YouTube video

2.8k

Playlists featuring
the song

270k+

TikTok video likes
using the sound

183k

Est. views from
press coverage

78m

Audience from
press coverage

*As of June 28, 2022

BIGSYNCMUSIC.COM

Client



magnumicecream.com

Talent



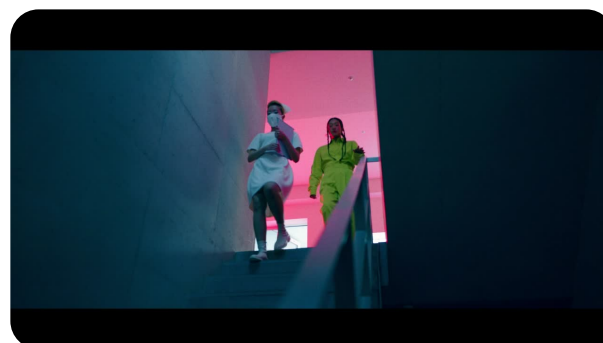
Kylie Minogue

&



Peggy Gou

Remix Video



You can stream the spot [here](#).

