

BRIEF

MIKA - THE BOY WHO KNEW TOO MUCH

Ladies and gentlemen, it's our pleasure to introduce an incredible star, one of the most popular musicians in Europe, an artist guaranteed to get you moving to the rhythm of his hits! If you haven't already guessed who we're talking about... *take a deep breath*: Exclusively on Zooppa, allow us to present... **MIKA!**

It's true! We're talking about the eclectic London artist who, in just two years has conquered the music charts and sold more than 6 million albums. It all started on MySpace, where Mika's single, "Grace Kelly", captivated thousands of hip web surfers, ultimately grabbing the attention of Universal Music, who promptly signed him and released his first album, *Life in Cartoon Motion*.

So why are we talking about Mika? Because you'll be promoting his second album! Universal Music is harnessing the explosive power of Zooppa to support the promotional campaign for the launch of Mika's new album, ***The Boy Who Knew Too Much***. Following the massive success of the single, "We Are Golden", Mika's much-anticipated new album will be released in the Italian market on September 18th.

What do you have to do? Just do what you do best: Come up with the funniest, most original ideas and turn them into amazing promotional videos for Mika's new album. Delve deep in the sparkling power-pop world Mika creates to discover the cheerful colors and sparkling styles within. Then capture your discoveries in a video no longer than 60 seconds. Your videos should promote *The Boy Who Knew Too Much* with the freshness and humor that help videos go viral. And **put your face in it**: Mika wants his fans to be the main characters in his campaign.

Where will you find the materials you need to create your videos? The soundtrack has to be a song from *The Boy Who Knew Too Much*, but beyond that it's up to you. You can find a lot of great resources at Mika's site, <http://www.mikasounds.com/>. There you can also meet some of the 40,000 members of Mika's fan club, who will be happy to help you. So click on over and get a first hand look at the amazing enthusiasm of Mika's fans!

What are you waiting for? Get charged up with your best ideas and get started right away. The deadline for submissions to this competition is **November 23rd, 2009**. The best videos will be awarded **cash prizes totaling \$5,000!** And that's not all. There's also a special prize! The creator of the video Universal Music selects as the best will get the opportunity to meet Mika in person!

But you can't win if you don't submit a video. Now is your time!

Each participant can win only one community prize.

Zooppa-jury Award

1st video 400 \$

Universal Music Prize

1st video 2000 \$ + **greet&meet with Mika:** the opportunity to meet Mika in person!

Community Prizes

1st video 500

2nd video 400

3rd video 300

4th video 250

5th video 200

6th video 150

7th video 150

8th video 150

9th video 100

10th video 100

11th video 100

12th video 50

13th video 50

14th video 50

15th video 50