



Billboard Concert Marketing and Promotion Award Goes to Clorox Barbecue Brands for Firing Up the Keith Urban Escape Together World Tour

Billboard's Tour of the Year Award Acknowledges KC Masterpiece® and Kingsford® for Re-Inventing the Entertainment Marketing Model with the Integration of Live, Online and Mobile Experiences

New York, NY (November 6, 2009) – Last night, *Billboard magazine* bestowed KC Masterpiece® barbecue sauce and Kingsford® charcoal with the music industry's premier marketing honor – *Billboard magazine's* annual Concert Marketing and Promotion Award – for firing up the Keith Urban Escape Together World Tour. In sponsoring the tour, the barbecue brands encouraged friends and families to get together and grill in their own backyard, something Urban and his band identify with during their hectic tour schedules. The award recognized the brand's willingness to change the rules of traditional sponsorship and make a powerful business impact.

Announced last night at the Billboard Touring Awards at the Roosevelt Hotel in New York City, the Award confirmed that the traditional sponsorship model is rapidly evolving, with increasing emphasis being placed on the natural fit between artist and brand as well as the role of online community and mobile technology in reaching and engaging fans and consumers. The Concert Marketing & Promotion Award recognizes a sponsorship or promotion that benefited the concert industry at large by stimulating attendance to live events, providing value to fans, and promoting the artist and brands involved. This year's program received hundreds of submissions crossing every genre, narrowed down to seven finalists by *Billboard's* editorial team and then voted on by the public to ultimately select the winner.

Throughout the summer of 2009, KC Masterpiece® and Kingsford® Charcoal worked together with one of the world's hottest artists, Keith Urban, whose Escape Together World Tour reached audiences across North America. Together the barbecue brands and the chart-topping country artist inspired Americans to "Turn Up the Music and Fire Up the Grill." As part of the sponsorship, KC Masterpiece® and Kingsford® hosted the Keith Urban Backstage Barbecue Experience, VIP pre-show events at which attendees enjoyed a menu of delicious grilled foods, an intimate acoustic performance by Keith Urban as well as a group photo opportunity with him. Additional program highlights included:

- World Champion Pitmaster Chris Lilly, the official BBQ Pitmaster of the Escape Together tour, created tailgating tips, recipes and how-to videos, which lived on KeithUrban.net
- Partnership with Country Music Television for a BBQ Week hosted in part by pitmaster Lilly
- "Me, You and a BBQ" sweepstakes at concerts, SMS, online and in retail
- VIP and ticket-upgrade sweepstakes, grand prize trip to Nashville for a backyard BBQ and a chance to meet Keith Urban
- A community site hosted on the Urban Web site for chat, downloads and tour information
- Online "street teams" to promote the campaign through blogs and other participatory forums
- Photo activation onsite at concerts for redemption and sharing after the events

- Retailer “tool kits” to do in-store tie-ins with KC Masterpiece and Kingsford products
- Online promotion materials coordinated across product and retail partner channels

“With everything going on in the world today, people are simply looking for a way to escape, whether it’s tailgating before a show, being inspired during Keith’s show or hanging out in the backyard grilling with family and friends. Working with Keith is a perfect match,” said Drew McGowan, sponsorship group manager at Clorox. “This campaign works because we tapped into something authentic and real – the way people come together and celebrate everyday. Hanging with friends in the backyard has become a year-round experience that extends beyond the summer months.”

Teams involved in the “Turn Up the Music, Fire Up the Grill” campaign included [George P. Johnson Entertainment Marketing](#) practice (strategy and activation); [CURRENT](#) (public relations); and [Mac Presents](#) (talent procurement).

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[The Clorox Company](#) is a leading manufacturer and marketer of consumer products with fiscal year 2008 revenues of \$5.5 billion. Clorox markets some of consumers' most trusted and recognized brand names, including its namesake bleach and cleaning products, [Green Works™](#) natural cleaners, [Armor All®](#) and [STP®](#) auto-care products, [Fresh Step®](#) and [Scoop Away®](#) cat litter, [Kingsford® charcoal](#), [Hidden Valley®](#) and [KC Masterpiece®](#) dressings and sauces, [Brita®](#) water-filtration systems, [Glad®](#) bags, wraps and containers, and [Burt's Bees®](#) natural personal care products. With 8,300 employees worldwide, the company manufactures products in more than two dozen countries and markets them in more than 100 countries. Clorox is committed to making a positive difference in the communities where its employees work and live. Founded in 1980, [The Clorox Company Foundation](#) has awarded cash grants totaling more than \$73.9 million to nonprofit organizations, schools and colleges. In fiscal 2008 alone, the foundation awarded \$4.2 million in cash grants, and Clorox made product donations valued at \$10.2 million. For more information about Clorox, visit www.TheCloroxCompany.com.

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