

SIMPLYNEW *incubus* HQ **LIVE**



<<CLIENTS>>



SONY MUSIC

incubus

<<THE CHALLENGE>>

TO CREATE, PRODUCE AND DIRECT A PARTICIPATORY MEDIA EXPERIENCE TO PROMOTE THE RELEASE OF INCUBUS' NEW ALBUM, "IF NOT NOW, WHEN?"

<<THE CLIENT'S OBJECTIVE>>

TO PROVIDE UNPRECEDENTED FAN ACCESS TO THE BAND.

TO BUILD ANTICIPATION FOR THE UPCOMING ALBUM
RELEASE AND TOUR.

<<STRATEGY>>

A COMPREHENSIVE PARTICIPATORY MEDIA EXPERIENCE
INTEGRATING STREAMING LIVE BROADCAST, SOCIAL MEDIA
AND TECHNOLOGY PARTNERS TO FULLY ENGAGE INCUBUS
FANS AT A LIVE 6 DAY EVENT AND ONLINE.

<<DELIVERY>>

6 DAYS OF ON-SITE AND LIVE-STREAMING COVERAGE AND CONTENT



6 HOURS OF LIVE STREAMING CONTENT DAILY | FAN Q&A SESSIONS
INSTRUMENT CLINICS | PRESS INTERVIEWS | FAN AND BAND CREATED ARTWORK
FULL LENGTH CONCERTS EACH NIGHT

<<TECHNOLOGY DELIVERY>>

MULTI-PLATFORM LIVE STREAMING AND REAL-TIME CONVERSATION INCUBUSHQ.COM | TWITTER | FACEBOOK | YOUTUBE

livestream Channels Search Channels My Account Sign Out Support Broadcast Now

incubus HQ LIVE

Please Choose If Not Now When?

livestream

Chris Kilmore's DJ clinic goes live at 1pm PST, don't miss out! <http://bit.ly/inc>

255 VIEWERS

VIDEOS CHAT SHARE

Check in & Chat

Check-in to discuss this live event and invite your Facebook friends.

Checked in now 5 people

Latest Activity

- Pia Baldovin the warmth <3 less than a minute ago, Taranto, Italy
- Diego Alvear wua estan la raja los temas de reggae wn :P] 25 minutes ago
- Diego Alvear Sick Sad Little World temaso la cagol 23 minutes ago
- Pia Baldovin el solo es la raja 14 minutes ago, Toronto, Ont.

Top Live Channels

- BoomchamplionsTT
- Live From the Nest
- Casey Anthony Orlando, FL

nextstopmarz Nunya
#joseneedsatwitteraccount
11 hours ago

timmywolf15 tim wolf
#joseneedsatwitteraccount
6 Jul

fstiglich Francisco Stiglich
RT @sketchwish: Not Now, Ben! @vatoben @IncubusBand
#sugarwaterpurple #notnowben #innw #joseneedsatwitteraccount
6 Jul

nextstopmarz Nunya
#joseneedsatwitteraccount!! Yes, a twitter account, an official Facebook account and while ur at it lemme get his email address.
6 Jul

jlbarefoot Jessica
@IncubusBand what's it gonna take to get him to do it?
#joseneedsatwitteraccount
5 Jul

gabtroc Gabriel Troccoli
"@IncubusBand: See? #joseneedsatwitteraccount" He definitely needs one!
5 Jul

scubastevegirl Holly J
Spread this hashtag #JoseNeedsaTwitterAccount if you love the
#Incubus

Celebs on Facebook

Incubus is streaming LIVE on their Facebook Page today and tomorrow and you never know what you'll see. They have a guitar clinic happening now and we should see impromptu performances, photo opps with Incubus gear, live art, and appearances by the band. Check it out!

Incubus
facebook.com

Incubus - Incubus HQ Live: Make Yourself Foundation: - Booking Agent: Variety Artists, William Morris - Press Contact: Epic Records - Artists We Also Like: The Police, Bjork, Mute Math, Phish, Massive Attack - Influences: Primus, Red Hot Chili Peppers, Mr Bungle, Beastie Boys, Alice in Chains, Nir

Tuesday at 1:43pm · Share

<<SOCIAL DELIVERY>>

A TRULY PARTICIPATORY FAN EXPERIENCE IN PERSON AND ONLINE



Incubus

Ben Kenney steps out of Incubus HQLive to meet the fans - <http://viddy.it/mxUD92>



Kenney With The Fans @ IncubusHQ

viddy.it

filmed Kenney With The Fans at IncubusHQ

1,033,705 Impressions · 0.04% Feedback

Sunday at 6:16pm via HootSuite · Like · Comment · Share

362 people like this.

View all 24 comments



Indie Fiest Booster No problem! I'm fans is good for u hahaha :D LOVE DEAT INCUBUS

Yesterday at 1:14am · Like



Gail Powell I think that this Inc HQ should just stay up all the time & maybe once a month or something, they could offer tours to fans who come from all around the world. Brandon could hang his paintings there & they could hold fund-raisers for worthy causes. It's not like it would be a hardship to pay the rent on a pad like this-especially after July 12th when the new album really starts raking in the dough!

23 hours ago · Like · 2 people



@ilove_ghostface

Es Pi

#incubus makes me wanna change my name to ilove_ @IncubusBand ♥♥♥ -

#incubus live on

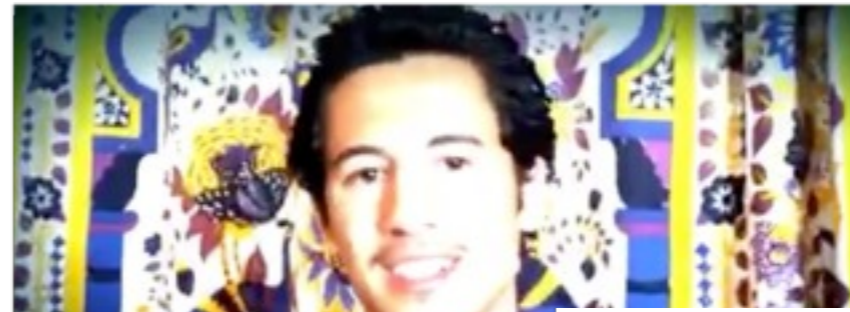
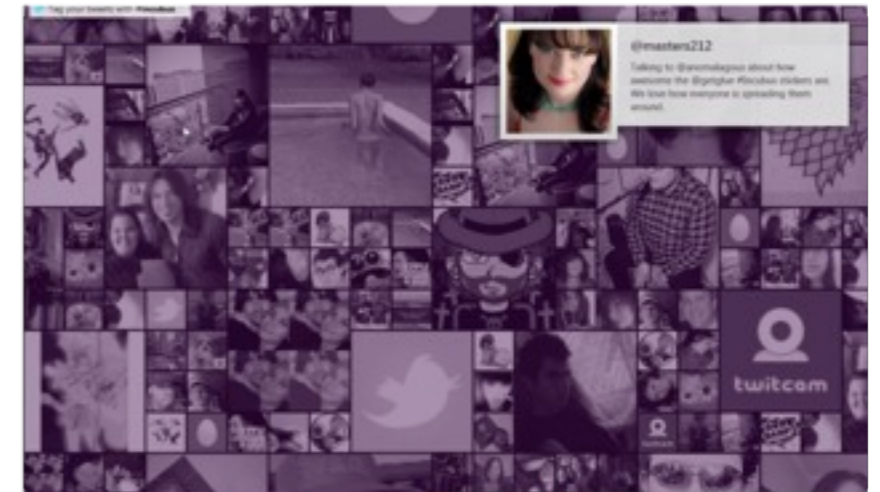
<http://bit.ly/incubushqlive>

2 minutes ago via Chat Widget · Favorite · Retweet · Reply

<<TECHNOLOGY PARTNERS>>

TWEETBEAM AND VIDDY AMPLIFIED THE GLOBAL CONVERSATION

tweet
beam



viddy™

SIMPLYNEW

<<RESULTS>>
BIG NUMBERS IN ONE WEEK



incubus

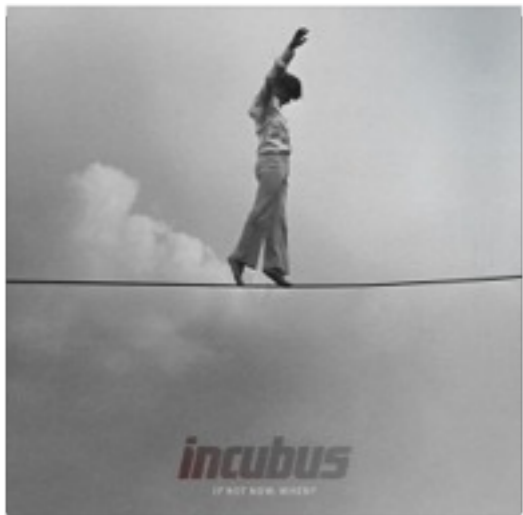
2+ MILLION STREAMS ON INCUBUSHQ.COM



2.5+ MILLION VIEWS ON YOUTUBE



43,284 TWITTER MENTIONS (@INCUBUSBAND)



PRE-SALE TOUR TICKETS NEARLY SOLD OUT

*"IF NOT NOW, WHEN?" DEBUTED AT #2
WITH 80,000 ALBUMS SOLD*

<<PRESS>>

MAJOR PRESS OUTLETS TOOK NOTICE

The screenshot shows the MTV Buzzworthy Blog homepage. At the top is a navigation bar with links for music videos, full episodes, tv schedule, artists a-z, online games, trailers, apps, mtv sites, and shop. Below this is a search bar and a banner for Sprint's Samsung Conquer 4G. The main content area features a post titled "POSTED: Watch Incubus At Incubus HQ, Streaming Live RIGHT NOW!" by Tamar Anital. The post includes a photo of the band Incubus and text describing their new album "If Not Now, When?" and their upcoming live performance at Incubus HQ. To the right of the post is a large advertisement for Visa Prepaid Card, offering \$100 off when buying a set of four tires or wheels installed. Below the main post is a section for "LATEST VIDEO POSTS" featuring John Mayer's "Queen of California" video. The bottom of the page includes social media links for MTV on Facebook, Buzzworthy on Twitter, and MTV Newsletter, as well as a "Watch SBTRKT's" link.

music videos full episodes tv schedule artists a-z online games trailers apps mtv sites shop

music shows news movies SEARCH GO WEB

This week's artist
WHITE ARROWS

Sprint GET THE SAMSUNG CONQUER™ 4G FREE
Online only. Plus, free shipping and activation. Valid for new lines of service only. Get it now. Restrictions Apply.

MTV Buzzworthy Blog

BUZZWORTHY

SEARCH POSTS

TOP CATEGORIES

- Celebrity
- Interviews
- MTV Featured Artist
- Music
- News
- Photos
- Videos
- VMA's

LATEST VIDEO POSTS

- O Music Awards: 5 Winners (Primarily Tokio Hotel) We're Especially Stoked About
Posted 6/29/12
- JOHN MAYER'S 'QUEEN OF CALIFORNIA' VIDEO WAS MADE ENTIRELY IN 'DRAW SOMETHING'
Posted 6/29/12
- Olly Murs Checks In On Tour With One Direction (VIDEO)
Posted 6/29/12
- Watch SBTRKT's

POSTED: Watch Incubus At Incubus HQ, Streaming Live RIGHT NOW!
Posted 7/6/11 4:16 pm EST by Tamar Anital in Celebrity, Music, Posted, Videos

Posted

To celebrate the July 12 release of their seventh studio album, *If Not Now, When?*, featuring the singles "Adolescents" and "Promises, Promises," **Incubus** is getting about as up-close-and-personal as a band can get; they're taking over a storefront gallery space in Los Angeles to create Incubus HQ, a weeklong interactive fan/band experience with performances, instructional clinics, webcasts and more. And today we're streaming Incubus HQ live on MTV.com, in partnership with Livestream.com.

See everything that happens in L.A. at Incubus HQ as it happens live: sit-down interviews with the band, rare Incubus footage and Incubus' exclusive live performance of *If Not Now, When?* at 10 p.m. ET/7 p.m. PT, so don't go anywhere.

Watch Incubus live at Incubus HQ in L.A. now, and chat with other Incubus fans. And get more Incubus all of this month at [Posted.MTV.com](#).

THIS FRIDAY & SATURDAY ONLY!
\$100 UP TO
VISA® PREPAID CARD
WHEN YOU BUY A SET OF FOUR TIRES OR WHEELS INSTALLED!
SHOP NOW!
AMERICA'S TIRE

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f MTV On Facebook
t Buzzworthy On Twitter
e MTV Newsletter

Watch:
Consume MTV music fans

Posted **wednesday July 6 3:00 PM ET** **watch live on mtv.com**

"Incubus is getting about as up-close-and-personal as a band can get. They're taking over a storefront gallery space in Los Angeles to create Incubus HQ, a weeklong interactive fan/band experience with performances, instructional clinics, webcasts and more.



<<PRESS>>

MAJOR PRESS OUTLETS TOOK NOTICE

Incubus

Discuss Weeklong Series of L.A. Shows



By STEVE APPLEFORD, MATTHEW MURPHY

JULY 8, 2011 4:30 PM

At Incubus' temporary storefront in Los Angeles – where the band spent several days of quality time this week performing night concerts, hosting online chat shows, and leading clinics on guitar, bass and drums for young players – the love for the band was expressed in messages and drawings scrawled inside: "My first favorite band," "Brandon you are the best" and "eargasm," among others.

"I find that they are a little bit like us, in that they're kind of confused about the kind of music they like. They like a little bit of everything," singer Brandon Boyd told *Rolling Stone* in an exclusive on-camera interview. "They enjoy art, they enjoy the pursuit of art . . . They enjoy good energy and confused style choices."

The weeklong experiment – launched in connection with Tuesday's release of the band's first new album in five years, *If Not Now, When?* – ended Wednesday night, but highlights can be seen at www.incubushqlive.com. It's the first chance most fans have had to hear the band's new songs, with a sound that's evolved into something notably stripped down and direct.

"It's the kind of music that can be shared in a smaller environment," said guitarist Mike Einziger, sitting with Boyd amid the band's tangle of instruments. "We've been playing in arenas and large venues for a long time now. This is really fun to play like this. It's nice to look at people and see what they look like."

"The weeklong experiment – [was] launched in connection with Tuesday's release of the band's first new album in 5 years, 'If Not Now, When?'"

"We've been playing in arenas and large venues for a long time now. This is really fun to play like this. It's nice to look at people and see what they look like."

–Mike Einziger

Rolling Stone

<<PRESS>>

MAJOR PRESS OUTLETS TOOK NOTICE

“Incubus HQ Live Director Marc Scarpa is unifying mobile & live streaming video, removing boundaries and enabling unprecedented behind the scenes access to Incubus fans around the globe.”

The screenshot shows a Business Wire press release from June 27, 2011. The article is titled "Incubus Launches New Album and US Concert Tour with Innovative Digital Campaign" and discusses the band's partnership with Viddy. It includes a quote from Marc Scarpa, the director of the "Incubus HQ Live" event, and mentions the band's new album "If Not Now, When?". The article also provides information about the album's release date and tour dates.

Business Wire
A Berkshire Hathaway Company

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June 27, 2011 03:44 PM Eastern Daylight Time

Incubus Launches New Album and US Concert Tour with Innovative Digital Campaign

Mobile Application Viddy Hosts the Premiere of "Incubus HQ Live Exhibit," Enables Fans to Create and Share Incubus-Inspired Videos

LOS ANGELES--(BUSINESS WIRE)--Multi Platinum rock band **Incubus** today announces a partnership with **Viddy**, an innovative new mobile video service that allows fans to capture & create interesting 15-second video inspired by the new "If Not Now, When?" album. Incubus also debuts the first Viddy Branded Production Pack™, enabling fans to add one-click visual effects and the audio soundtrack from their single, "Adolescents" to their personal Viddy-created video segments.

The Incubus Production Pack™ is available now on Apple's iTunes Store under the free Viddy application. The first to utilize this new Branded Production Pack™, Incubus has posted this Viddy clip to their Facebook & Twitter accounts asking fans to share their "If not now, when?" moments.

According to Incubus lead singer Brandon Boyd, "We thought Viddy was such a cool medium for us to interact with our fans. Our goal with Viddy is to provide an unprecedented level of access to Incubus video content and to create a fan engagement campaign that inspires and empowers our fans to express themselves creatively and share their videos with the world."

In addition, the band will host the seven-day "Incubus HQ Live Exhibit" June 30 to July 6, 2011 from 10 a.m. to 8 p.m. at a secret location in Los Angeles. Fan-centric events taking place at HQ Live, will include: chats with the band, musician clinics with band members and fans, an art wall where fans can create and post art, a behind-the-scenes insight into tour prep, and some very special live performances by the band. Fans are invited to stop by for free throughout the day to make art with the band, hang out and enjoy the show, or pre-schedule an in-person session at: www.incubushqlive.com.

The event will be broadcast live on www.incubushqlive.com and the band's Facebook Page in the LiveStream section (www.facebook.com/incubus) where fans around the world can participate in the exhibit, watch the performances, or converse with Incubus on Twitter and Viddy from locations worldwide.

"Incubus HQ Live Director Marc Scarpa is unifying mobile & live streaming video, removing boundaries and enabling unprecedented behind the scenes access to Incubus' fans around the globe," said Brett O'Brien, Co-Founder of Viddy Inc. "We're excited to be a part of the band's new album and provide a new way for fans to interact with the band in a dynamic new video medium."

Incubus Album and Tour Dates

The new album will be in stores on July 12, 2011. Pre-order "If Not Now, When?" on iTunes and get an instant download of "Promises, Promises," iTunes LP and exclusive tracks and videos. See additional information about the album on Incubus' website: www.enjoyincubus.com/us/whennowwhen. Tour dates and information available here: www.enjoyincubus.com/us/tour.

About Viddy, Inc.:

Viddy is a new mobile video application that makes it easy to create visually stunning mobile videos using one click production effects and soundtracks, then instantly share video clips across social networks like Facebook, Twitter and YouTube. Imagined and created in the Matrix building in Venice, California, Viddy was founded by JJ Aguob and Brett O'Brien.

Website: <http://viddy.co> | Facebook: <http://facebook.com/viddyinc> | Twitter: <http://twitter.com/viddyinc>

Smart Multimedia Gallery

Incubus launches a Viddy powered viral marketing campaign, asking fans to share their "If not now, when?" moments via a new video sharing app and network. (Photo: Business Wire)

Release Versions

EDN: Enhanced Online News

Company Information Center

Viddy



<<AFTER-MARKET>>

A LIMITED EDITION BOX-SET FEATURING EXCLUSIVE INCUBUS HQ CONTENT WENT ON SALE IN JULY 2012



DVD/BLU-RAY DOCUMENTARY | 4 VINYL RECORDS | 6 CD SET
COFFEE TABLE BOOK | COMMEMORATIVE HQ LAMINATE

\$199.99 PRICE POINT

ALL 1000 UNITS SOLD OUT DURING PRE-SALE