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MVD Takes Its Titles To the Streets

By Jessica Wolf

MARKETING MVD Entertainment Group is taking its indie vibe and penchant for underground acts to the streets.

The music DVD supplier has launched a grassroots marketing campaign for several of its titles featuring bands with a core audience of devoted fans. For the recent releases *loudQUIETloud: A Film About the Pixies* and *Bad Brains: Live at CBGB 1982*, MVD hosted screenings of the films in cities and locations where the bands have followings.

MVD will do the same for the Nov. 21 release of *Not a Photograph: The Mission of Burma Story*. Members of the Boston-based post-punk group that saw its heyday in the late 1970s and early 1980s will even appear at one of the scheduled screenings in their hometown to sign copies of the disc.

Local radio stations and pop-culture magazines, such as *The New Times*, promote the screenings, and MVD usually teams up with a local independent retailer to be at the event with DVDs on sale.

It has had positive effect on DVD sales for the respective titles, said MVD COO Ed Seaman.

"Seeing a poster on a club or theater grabs your attention, so when you see the little DVD on the shelf you say, 'Hey, I recognize this,'" he said.

One of the most popular events was for the *Bad Brains* DVD in Portland. About 400 fans turned out, said Clint Weiler, MVD's director of publicity.

MVD chooses locations for the screenings by looking at where a group's CDs sell best, or a locale where the company has strong ties to an independent music retailer.