

McFly sign deal with label management specialist Absolute for own label Super Records

After recently announcing a strategic tie-in with The Mail on Sunday, McFly are continuing to break new ground for pop bands by selecting label management specialist Absolute to work with the band's own label Super Records.

Under the agreement, Absolute will assist with all of the sales, retail marketing, online marketing, mobile marketing, manufacturing and distribution functions required to get McFly's own label releases into the physical, digital and mobile marketplace.

Distribution will be through Absolute via Universal Music Group/Arvato.

Following McFly's bold decision to give away copies of their new album Radio:ACTIVE with The Mail on Sunday on July 20, Absolute is lining up a heavyweight marketing campaign for a Deluxe retail edition of the album - featuring four extra songs, a bonus DVD, and a 32-page booklet - which will be released physically in September.

Absolute will spearhead the retail launch of the Deluxe Edition of Radio:ACTIVE with a major national television advertising campaign which will also support the album during the run-up to Christmas.

The first retail release to be handled by Absolute is McFly's debut single, One For The Radio, which will be released on July 14. Taken from the Radio:ACTIVE album, the single is already receiving massive radio, TV, and press support - including the band's first-ever listing on Radio One's 'A' playlist.

McFly will promote the Radio:ACTIVE album with key live appearances this summer, including Party in the Park and a Vodafone TBA show. The band will also headline the iTunes Festival on July 24, with their performance broadcast simultaneously in all Vue cinemas across the UK.

McFly singer/guitarist Tom Fletcher says: "With the launch of our own label, we wanted to be at the forefront of a completely new approach. The services provided by Absolute enable us to do all of the things with Super Records that would normally be done by a major record label, whilst allowing us to retain full creative control."

Absolute director Simon Wills says: "We're delighted that the McFly team decided to come to us with their first album on their own label. Their approach is highly refreshing and they believe in always challenging the norm. This makes the band a great fit with the Absolute model, and with our approach to creating and delivering campaigns that are outside the norm."

He adds: "Whilst some people frown on covermounts, McFly are using this device strategically to help promote what will be a great campaign - culminating in a full album release in September. The launch of the Deluxe Edition of Radio:ACTIVE will be supported by a major TV advertising push and a massive arena tour in the autumn."