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## **DOCKERS® AND SHAZAM® PARTNER TO BRING “WEAR THE PANTS™” CAMPAIGN TO SMARTPHONES EVERYWHERE**

### ***For the First Time, Consumers Can Use the Shazam® App to Tag a Television Commercial and Receive Enhanced Brand Content***

(January 21, 2010) – With consumers now inextricably linked to their [mobile devices](#) and connected 24/7, the [Dockers®](#) brand has created an innovative way to provide consumers with relevant content on their terms. Dockers® and [Shazam®](#) have developed an integrated program that allows consumers who watch the new Dockers® “Men Without Pants” TV commercial to use their mobile devices to engage at a deeper level with the brand – a world’s first. Once the ad is “shazamed,” viewers will link directly to a branded-content site. This technology is a major step forward in making TV clickable like digital media.

The new commercial debuts during the Super Bowl XLIV broadcast on February 7 on CBS, the first Dockers commercial to air on the Super Bowl since 2002. Viewers who have Shazam® downloaded on their [smartphones](#) can tag the spot and are instantly taken to a branded-content page. On this page, consumers can read about the “Wear the Pants™” campaign, learn about and purchase the “I Wear No Pants” track and more. The ad debut will also include a khaki pant giveaway promotion that can be entered immediately via consumer mobile devices with the Shazam® technology. The commercial continues through 2010 on a variety of shows and networks including NBA on TNT, FX, Comedy Central and the Discovery Channel and will also air online immediately following the Super Bowl debut. The khaki give away runs from February 7 – 15, 2010.

“The Dockers® brand is not only reinventing the khaki, but also how it engages consumers in relevant and meaningful ways,” said Jim Calhoun, Dockers® Brand

President. “With the Shazam technology, we are inviting consumers to dig deeper into our brand and our products with the touch of a button.”

“Consumers are increasingly looking to connect with the brands they love on a richer, more emotional level, and our world-first partnership with Dockers® is a clear and unique example of how that engagement can be achieved,” said Andrew Fisher, CEO of Shazam. “Innovation has always been at the heart of the Shazam proposition, and this partnership represents the first opportunity for Shazamers to experience this new brand journey in 2010.”

The specially created soundtrack for the spot, which is performed by the actors featured in the ad, was inspired by the song “I Wear no Pants” by The Poxo Boggards, a 13-man band who perform original and traditional songs. The original Poxo Boggards song is available for purchase online.

The brand’s new “Wear the Pants™” global ad campaign launched in December 2009 and is fully integrated with broadcast, print, billboard, radio, social media, events and digital marketing. The campaign celebrates the reemergence of the khaki as the go-to versatile pant in a man’s wardrobe. The tongue-in-cheek campaign encourages men to Wear the Pants™ and has stirred up a passionate discussion online about what it means to be a man and the role of gender in today’s society.

The “Wear the Pants™” campaign and television spot were created by the San Francisco office of Draft/FCB. The innovative integration of Shazam® was developed in partnership with Ignition Factory, a creative media specialty unit of Dockers® media buying agency OMD. Dockers®

works with the Ignition Factory to develop breakthrough marketing concepts in media, technology and pop-culture and proactively find new ways to reach and engage consumers.

For consumers that don't have the Shazam® application on their smartphone, it can be found on [App store](#), [BlackBerry App World](#), [Android Market](#), [Windows Phone Marketplace](#) and the [Ovi Store by Nokia](#). The Shazam® application is also available on AT&T by texting "pants" to 7299 (messaging and data rates may apply), or by downloading it from the [AT&T App Center](#).

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### **About the Dockers® Brand**

The Dockers® brand has embodied the spirit of khaki for more than 20 years. Since their introduction in 1986, Dockers® has been perfecting khakis—and the essential goods to go with them—for men and women all over the world. No compromises in quality.

Just versatile, essential style. Day to night. Monday to Sunday. Wearing the pants has never looked so good. For information on Dockers® and its products, please call 1-800-DOCKERS or visit [www.Dockers.com](http://www.Dockers.com).

### **About Shazam®**

Shazam® is the world's leading mobile music discovery application - enabling consumers to experience and share music with others across mobile devices and the Internet. Since its launch as the first mobile-specific service to help users discover new music seven years ago, over 50 million people have used the service. Shazam has created a new way for users to connect to each other through their music tastes and preferences.

Headquartered in London, England, Shazam's solutions enhance the music strategies of carriers in more than 150 countries, including AT&T, T-Mobile and Vodafone. It has deployed across multiple platforms such as iPhone, BlackBerry, Android, Symbian and Java.

The Shazam Tag Chart, generated by the company's mobile music recognition service, is constantly referenced by the music industry as a true indicator of market interest in pre-release material and a monitor of the hit potential of a track or artist.

Shazam's successes have been recognized through numerous awards, including the Mobile Entertainment Award for Best Music Service Provider.

For more information please visit [www.shazam.com](http://www.shazam.com).

The Shazam name and symbol are trademarks of Shazam Entertainment Limited.

### **About OMD**

OMD is the largest and most innovative media communications specialist in the world, with more than 140 offices in 80 countries. Named Most Creative Agency in the World by The Gunn Report for Media for four consecutive years, OMD also has the distinction of being named 2008 Global Media Agency of the Year by *Adweek*. The agency network is a unit of Omnicom Group, Inc.

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