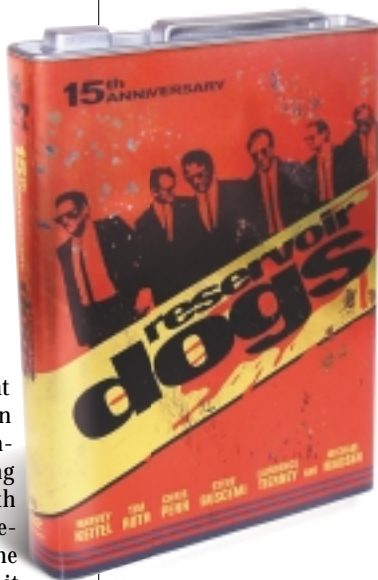


Reservoir Dogs in a can

Strike a match for the 15th anniversary edition of classic gangster flick. It's been on DVD before, but never this creative. By Darren Lock

The cult classic movie that launched director Quentin Tarantino onto an unsuspecting movie-going public celebrates its 15th anniversary with a re-release on DVD and some packaging that will make it a hot release.

Reservoir Dogs, the ear-slicing movie that revived Stealer's Wheel late 1970s hit single "Stuck Inside



the Middle of You," was reissued in October and features an eye-catching gasoline can package,

which Wynalda Litho marketing vice president Mickey Waite says was custom made for the

Belmont, Michigan (US)-based media packaging company. "It wasn't off the shelf," he adds.

Designed with the most die-hard enthusiasts in mind, the two-disc set is also packed with never-before-seen bonus features and a supplementary booklet in the style of a waitress' notebook.

The movie itself features stunning performances from Harvey Keitel, Michael Madsen, Steve Buscemi and Tim Roth and laid down the blueprint for subsequent Tarantino movies: an evocative soundtrack, hyper-real violence and realistic dialogue. The story of a bank robbery that goes wrong, *Reservoir Dogs* is the archetypal heist movie. "When it was first released in theatres, *Reservoir Dogs* defined a movie genre and 15 years later the film is still as powerful and remarkable. With each generation, the fan base for the movie continues to grow and reach new audiences," said Lionsgate president Steve Beeks. ●

www.wynalda.com

Jazz to Go: if you can't beat 'em join 'em

New low-budget CD series in cardboard sleeves from the venerable jazz label Verve encourages ripping the tracks for consumers' iPods and MP3 devices. By Larry Jaffee

Using as a selling point the same digital delivery that could be physical media's eventual death knell, the Verve Music Group recently introduced in the US a low-budget series of 10 compact discs, each featuring an "A" list jazz artist.

Dubbed "To Go," the series encourages consumers to rip the disc's tracks for their iPods or MP3 players. Carrying a suggested list priced of US\$4.99, each CD offers six tracks and is designed as a retail impulse buy.

Artists include such venerable names as: Louis Armstrong, John Coltrane, Ella Fitzgerald, Billie Holiday, Nina Simone, Sarah Vaughan, Stan Getz, Astrud Gilberto, Antonio Carlos Jobim, and Charlie Parker. Michael Kauffman, senior vice president of sales for The Verve Music Group, says he can appreciate the irony in using physical media to promote digital listening, but that Verve is merely taking advantage of market trends.

"The music in consumers' iPods and MP3 players tend to be ripped from their own music collections," Kauffman tells *MediaPack*. "To Go helps them connect to the icons of jazz," says Kauffman, of a younger demographic that might have been intimidated by the genre.

"[At \$4.95,] it's an easy point of entry." Each disc in the series, which was designed by freelancer Philip Manning, is enclosed in a white cardboard sleeve with a printed CD-shaped graphic – each in a different color with a photographic, solarised look. The

artist's photo adorns the bottom left portion of the disc graphic, and a one-sentence bio is on the back of the sleeve.

"We wanted to keep the packaging fairly simple," says Kauffman.

An initial shipment of the 40,000 discs have been placed in 700 to 1,000 stores, including such major retailers as Borders, Virgin, and Best Buy, which will merchandise the line not in the regular CD bins, but at the MP3 accessory shelves and point-of-sale counter displays. While the series is

currently only hitting the US market, Verve's international affiliates are eagerly observing how the campaign does, according to Kauffman.

Verve has already penciled in a second wave of *To Go* releases for early 2007. Although the label's archives are deep enough to showcase other jazz greats and additional artist-specific releases, Kauffman says they're considering sub-genre theme discs, such as "Bossanova To Go." ●

www.vervemusicgroup.com



Less is more for low-budget jazz CD series that is getting merchandising retail help