

4Music introduces its first BlogStar!

Laura Thompson is announced as the new online face of 4Music.

After a four month campaign, 4Music, the UK's number one music channel, is proud to announce its first ever BlogStar!. The winning BlogStar!, 24 year old Laura Thompson, has won the chance to be 4Music's online face, and has already begun to use opportunities attending shoots such as The Crush – 4Music's monthly magazine show – to produce content which has been seeded on Heatworld.com, 4Music.com, and its Facebook page.

Laura impressed the panel of judges with her raw enthusiasm for music and entertainment, coupled with her natural flair for writing and presenting. The panel of judges included David Griffiths, Music Content Manager at Box TV, Melissa Pine, Head of Marketing at Box TV, Guy Carrington, Executive Producer at Box TV, and Isabelle Bloom, editor of Heatworld.com.

The campaign to find an online face for 4Music ran between May and September 2010, and the winner was set to be granted access to some of the world's biggest stars to create engaging content for 4Music.com, its Facebook page, and Twitter. Over 1,000 hopefuls entered the competition, bidding for a chance to share their passion for music and get behind the scenes on the set of some of 4Music's exclusive shoots and gigs.

Melissa Pine, Head of Marketing for Box TV, said of BlogStar!: "We were really keen to connect with our audience by handing over some of the power to them. BlogStar!'s more than a token user generated content initiative, it was about discovering another online personality that reflects what the 4Music brand's all about; our unceasing fascination with pop culture . We're always striving to engage with our audiences through new means and in authentic ways that truly resonate."

The BlogStar! campaign is part of a wider strategic initiative from 4Music to establish its brand in places that its 16-24 year old audience will want to see it and interact. Through new online channels, and in fun and engaging ways with Laura's content, success has followed. Facebook.com/4Music's 'like' numbers have increased approximately 200%, and 4Music's Twitter handle, @4MusicGossip has grown 6,400 followers in just 4 months.

Melissa Pine describes what this means to 4Music: "We set out to find someone who was adept at creating a buzz online through our unique access to music and TV talent to effortlessly captivate our online fanbases to form stronger relationships with the brand. We've found that with Laura, the content she's produced so far strikes that delicate balance between mixing fact and opinion, delivered in her own humorous style.

Look out for Laura's upcoming encounters with the likes of the Inbetweeners, Scouting For Girls, and Professor Green.

For any further details on BlogStar! feel free to contact Stuart Beckwith or Kate Flannery at 4Music@bitecommunications.com, or at +44 (0)20 8741 1123.

Check out 4Music.com and Facebook.com/4Music to witness Laura in action.

Box Television is a joint venture between Channel 4 and Bauer Media