

Industry Music & entertainment

Geography

Global – due to the nature of the funk-jazz band Jamiroquai

Skill sets

Web design and development, social media and e-commerce

Challenges

- Create a social media charged website that would provide fans with the tools they need to engage with the band more
- Build a comprehensive [Jamiroquai.com](#) portal that would catalogue the band's past and future activities; on and offline
- Implement solid e-commerce functionality that allows fans to purchase anything from tickets to albums to keyrings

Approach

- Bespoke CMS development; implementing [Modera's Webmaster platform](#)
- Integration of Spongecell software to allow a comprehensive catalogue of Jamiroquai's ten year journey
- Comprehensive RSS deployment to allow the bands fans to easily distribute and share content

Modera case study

April 2008

Jamiroquai.com website launch

Reaching fans with a social media charged site

Challenge

[Modera](#) were employed on behalf of Jamiroquai's online marketing agency and Modera partner [Million Media](#) to deliver a new social media enabled website that would also serve as a comprehensive destination for all things Jamiroquai (including merchandise).

Jamiroquai required a website that was in touch with developments in the social media space, and that would grow organically; allowing users to interact with the band and take elements of the [Jamiroquai.com](#) site to their own social networking site and/or blog.

Approach

To meet the objectives, Modera employed bespoke content management system (CMS) [Modera Webmaster](#) software behind the site to allow for organic growth and easy in-house management. The website is driven by an e-commerce platform that enables fans to buy merchandise, downloads and CDs. RSS feeds allow fans to easily distribute and share content, calendars and photos.

AJAX was used to deliver different modules in the CMS such as file and music management to ensure the user experience for content managers was as easy and non-technical as possible. The use of AJAX allows for double click editing, drag and drop and right click ability – bringing functionality that users are comfortable using within a Windows environment to website development.

Jamiroquai.com employs new technologies, including calendar software Spongecell that allows updates on where the band is and what they're doing. The software catalogues the bands journey from its arrival on the scene in the early 1990s to the present day.

Results

Since the launch of the Jamiroquai.com launch in December 2007, the website has seen an **47%** increase in traffic. Sales directly from the Jamiroquai website have increased by **34%** and Jamiroquai has seen over three million plays on MySpace (as at end of March 2008).

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Results

- More fan / band interaction
- Substantial increase in traffic
- Increase in direct sales

"The new Jamiroquai.com website has enabled the band to have deeper interaction with our fans,"
Jay Kay, Jamiroquai

The strength of the site is Modera's CMS, which provides us with full and complete flexibility in updating the fans with the latest Jamiroquai news," *Neil Cartwright, Founder, Million Media*

Visit Modera's website
<http://www.modera.net>

In a first for the music industry, Jamiroquai fans have the unique ability to take elements of the band with them to their own social networking site or blog through intelligent widget and social media development. This is managed through intelligent RSS development, **which will also make room for the next stage of development which is automated updating** of Jamiroquai's profile on social networking sites such as [MySpace](#), [Imeem](#), [YouTube](#), [Virb](#), [Last.fm](#), [Netvibes](#), [iLike](#) and [Facebook](#).

The site launch was a big success with both fans, peers and the media alike and [amassed a number of reviews](#) globally which clearly demonstrates that the new Jamiroquai.com website was a success with all stakeholders.

About Jamiroquai

<http://www.jamiroquai.com>

After 16 years, 159 weeks on the UK singles chart, 232 weeks on the albums chart, more than 21 million album sales and five mammoth world tours - playing to 5 million people in 38 countries - it's fair to say that Jay Kay is one of the UK's most successful artists of any era. [Jamiroquai.com](#) has existed since 1997, making it one of the world's longest running official sites.

About Million Media

<http://www.1-000-000.com>

Million was formed three years ago with the aim of helping artistes, labels and managers get the most from the new opportunities presented by the Internet. Million assist artists design and manage their website and social network profiles to create dynamic fan communities.

Testimonial

"We were determined that the new Jamiroquai.com website reflect who we are as a group; that it be fun, innovative and adaptable. Since the site re-launch in December, we have seen increased interaction from fans on our website; allowing us to have a deeper and more personal interaction with the people we are making music for," **Jay Kay, Jamiroquai**

"Jamiroquai.com employs many new Web 2.0 technologies to present fans with the features they now want and expect from an artist's website. The strength of the site is Modera's CMS, which provides us with full and complete flexibility in updating the fans with the latest Jamiroquai news," **Neil Cartwright, Founder, Million Media**