

## Luke Bryan *Doin' My Thing* brief

Straight from Leesburg, Georgia, Luke Bryan is a down-home country boy who also happens to be one of Capitol Records Nashville's hottest artists. Known for his high-energy live shows and incredible songwriting, Luke's new album *Doin' My Thing*, due out October 6<sup>th</sup>, is sure to be a huge hit.

That's why we're so excited that Luke and Capitol Nashville have given Zooppa the opportunity to help promote the album's release with an incredible music video competition.

Here's the nitty-gritty:

Luke Bryan and Capitol Records Nashville want your video interpretations of "Do I", the first single from Luke's new album. Spend some time listening to the song and thinking about what it means to you, then capture your interpretation in a 60 second video.

Two versions of the song have been made available for you; the album track that has been released as a single, and the original, piano-only version. Both tracks are available in the materials files. Listen to them both and decide which version you'd rather use as the soundtrack to your video. Then pick a 60-second section and go to town!

This competition is all about *your* interpretation of "Do I," so don't worry about making the video you think Luke would make. Your videos should be as original, personal and creative as they can be.

At the same time, your video will need to stand on its own as an ad for *Doin' My Thing* and the single "Do I". So you *could* include a mention of the release date, a shot of the album cover, a shot of the single cover, or all three!

Other than that, just go all out to make your best short video of original content.

In addition to some sweet cash prizes, Luke Bryan and Capitol Records Nashville are throwing in a bunch of autographed copies of *Doin' My Thing*. And the winner of the grand prize will be chosen by none other than Luke Bryan himself!

We can't wait to see what you all come up with. This competition runs from August 17<sup>th</sup> until midnight on October 11<sup>th</sup>.

**For More Info, Music & Inspiration, Check Out These Luke Bryan Links**

[www.capitolnashville.com](http://www.capitolnashville.com)

[www.facebook.com/lukebryan](http://www.facebook.com/lukebryan)

[www.myspace.com/lukebryan](http://www.myspace.com/lukebryan)

[www.youtube.com/lukebryan](http://www.youtube.com/lukebryan)

[www.twitter.com/lukebryanonline](http://www.twitter.com/lukebryanonline)

**Prize Structure**

Video Prizes:

1<sup>st</sup> Prize: \$1,000

2<sup>nd</sup> Place: \$650

3<sup>rd</sup> Place: \$350

4<sup>th</sup> Place: \$200

5<sup>th</sup> Place: \$150

6<sup>th</sup> Place: \$125

7<sup>th</sup> Place: \$100

8<sup>th</sup> Place: \$75

9<sup>th</sup> Place: \$50

10<sup>th</sup> Place: \$50

Luke Bryan Award: \$1,500

Zooppa Award: \$750

The Top 23 community favorites, plus the Zooppa Award winner and the Luke Bryan Award winner will receive a copy of *Doin' My Thing*, autographed by Luke Bryan.