

FOR IMMEDIATE RELEASE  
February 9, 2012

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**Doner partners with Harman to produce new JBL**  
**"Hear the truth" Campaign ad**  
*McCartney support embodies JBL's promise that consumers hear music the way artists intended*

For more information: [YouTube.com/JBL](http://YouTube.com/JBL)

Detroit, Michigan – Doner announced today that it helped develop an ad for its client HARMAN showcasing rock legend Sir Paul McCartney as part of the next phase of JBL's "Hear the truth" brand campaign. A life-long user of JBL equipment in the studio, on tour and at home, McCartney's appearance as a JBL "Hear the truth" artist is a testament to the enduring impact the brand has had on musicians and music fans since the dawn of the rock era.

A television spot featuring McCartney will debut Feb. 12 during the 54<sup>th</sup> Annual GRAMMY Awards with a print and online campaign to follow. Additionally, JBL will be a sponsor of McCartney's upcoming summer tour.

The new "Hear the truth" ad will feature McCartney and his new single, "My Valentine," from the album "Kisses on the Bottom," which was released Feb. 7. McCartney will receive a star on Hollywood's Walk of Fame on the 9th, and commemorate his new record with a live streaming performance from the famed Capitol Studios. The following day, the 14-time GRAMMY winner will be honored as the 2012 MusiCares Person of the Year. The award celebrates McCartney's exceptional artistic achievements and philanthropic work.

"JBL is synonymous with great sound and has consistently met the standards for my music," said Sir Paul McCartney. "I've used JBL's professional equipment throughout my career as a recording artist and touring musician. I want my fans to 'Hear the truth,' and that's what JBL delivers."

The commercial brings the story behind McCartney's "My Valentine" to life and JBL's role in helping listeners hear the beauty and nuance of the music. The "Hear the truth" ad was shot in London in January and is directed by Martin Campbell, best known for his work on the James Bond thriller *Casino Royale*, and who also directed the "Beautiful Sound" spot with Jennifer Lopez for Harman Kardon. The "Hear the truth" campaign was developed by Doner.

"McCartney's career has been one of innovation and reinvention, so it's incredible when you realize that, the entire time, he's had a consistent audio partner in JBL," said Murray White, executive VP, executive creative director, Doner. "It seems appropriate that 'My Valentine' be the track he chose to feature on the spot we created to celebrate the fact."

"'My Valentine' is a song McCartney wrote for his new wife. It is clearly a labor of love, and one through which Paul wants to express his innermost feelings. In the spot, we explain the role JBL played in the creation of the track and how it ensures she hears the truth," said White.

HARMAN launched “Hear the truth” for JBL in September with a multimedia campaign featuring Maroon 5 and international superstar A.R. Rahman. Additional prominent artist agreements will be announced throughout 2012.

### **About JBL**

JBL’s heritage reaches back more than 65 years, as founder James B. Lansing developed the first sound-system designed specifically for installation in movie theaters, and is the only audio brand to have been recognized by the Academy of Motion Pictures Arts and Sciences for contributions to the film industry. JBL was an innovator for ground-breaking music festivals, as its loudspeakers were used at Woodstock in 1969, while today JBL sound systems are fixtures in top concert and performance venues around the world. JBL is a leader in developing audio equipment to maximize music for the digital area, developing iPad, iPhone and iPod speakers for the home and office, premium after-market sound systems for car audio enthusiasts and ground-breaking loudspeakers for home theaters and audiophiles.

### **About Doner**

Based in Detroit, Doner is an independent agency with offices in the United States and London, serving clients including Chrysler Group LLC, Harman, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Lubricants, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Choice Hotels International, Chiquita and Avery Dennison. As a full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at [www.doner.com](http://www.doner.com).