**Ernie Ball Launches New Global Marketing Campaign Starring Its Iconic Artist Roster**

*New campaign capitalizes on Ernie Ball’s stable of legendary guitar heroes, including Eric Clapton, Paul McCartney, John Mayer, Jimmy Page, St. Vincent, Keith Richards, Jeff Beck, James Hetfield, Brad Paisley, Buddy Guy, Slash and many more*

**(Los Angeles, CA, September 30, 2015):** Ernie Ball, the world's leading manufacturer of guitar strings and musical instrument accessories, announces a new global marketing campaign launching this month, across print and digital formats, the campaign features stunning images of the world’s most influential and respected guitarists – all members of Ernie Ball’s unparalleled artist roster.

**Artists featured in Ernie Ball’s iPlaySlinky Campaign:**

* Eric Clapton
* Jimmy Page
* Jeff Beck
* Keith Richards
* Pete Townshend
* Paul McCartney
* Buddy Guy
* Angus Young
* Slash
* John Petrucci
* James Hetfield
* Kirk Hammett
* St. Vincent
* Avenged Sevenfold
* Billie Joe Armstrong
* John Mayer
* Brad Paisley
* Hunter Hayes
* Steve Lukather
* Steve Morse
* Deap Vally
* Mike Herrera
* Tom DeLonge
* Chris Broderick
* Lissie
* Justin Chancellor
* Kenny Wayne Shepherd
* Pino Palladino
* The White Buffalo
* Mike Ness

The campaign is a new visual direction for the Ernie Ball brand in print and digital media, focused on celebrating the generations of guitarists who have chosen Ernie Ball as their trusted guitar strings for over four decades. As a family-run business for three generations, Ernie Ball’s artist relationships and product innovation have always been handled directly by Ernie, Sterling or Brian Ball. From Ernie Ball’s relationships with Jimmy Page, Eric Clapton and Keith Richards, to Sterling’s work with Paul McCartney Buddy Guy and John Petrucci, Brian’s work with Metallica, John Mayer, Muse and St. Vincent. To have artists of this caliber lend their names to the iPlaySlinky campaign is a testament to the incredible brand legacy and product quality the Ball family has fostered over three generations.

Adding an interactive component to this campaign, Ernie Ball is also allowing consumers the opportunity to honor their passion by building their own Famously Slinky posters. Fans can visit [ErnieBall.com/slinky](http://ErnieBall.com/slinky), upload their image, select their gauge of Slinky strings and enter their name. What results is an original, personalized poster that turns the fan into the rock star and places them in the campaign alongside their idols.

“Music is an influencer-driven culture where the dream of becoming a guitar player is often sparked by a hero. Whether a life-altering live music experience, a song that resonates to our core or a poster pasted on our bedroom walls, every guitarist can recall the moment their pursuit to become a musician was born,” says **Dustin Hinz**, Executive Vice President of Marketing at Ernie Ball. “We’re celebrating that incredible moment by highlighting a selection of the most celebrated guitar players of our time while also giving aspiring guitarists the opportunity to join the Ernie Ball legacy by creating their own Famously Slinky poster.”

“Many of the iconic guitarists we celebrate in the iPlaySlinky campaign have been instrumental members of the Ernie Ball family for multiple decades,” says **Brian Ball,** President of Ernie Ball Music Man. “We’re extremely fortunate and proud of the relationships that have been fostered, and are happy we had a small part in creating a lasting legacy with their tone. We know our artists have a choice, and to have many of our key artists remain loyal to our products and company over multiple decades is something that we cherish and value greatly.”

Photo file 1: iPlaySlinky\_McCartney.JPG

Photo caption 1: The Ernie Ball iPlaySlinky campaign ad featuring Paul McCartney.

Photo file 2: iPlaySlinky\_Mayer.JPG

Photo caption 2: The Ernie Ball iPlaySlinky campaign ad featuring John Mayer.

Photo file 3: iPlaySlinky\_Clapton.JPG

Photo caption 3: The Ernie Ball iPlaySlinky campaign ad featuring Eric Clapton.

**About Ernie Ball**

**Ernie Ball** was the first to offer **rock strings with the creation of Slinkys®, the iconic light-gauge electric guitar strings that are widely revered by hundreds of guitar greats, including Jimi Hendrix, Eric Clapton, Keith Richards, Jimmy Page, The Edge and John Mayer. Ernie Ball** further revolutionized the market by offering guitarists **Custom-Gauge** single strings. With its founder’s dedication to **preserving the musician’s playing experience and delivering superior sound quality** through the **development of new products, the family-run company has been on a continued pursuit of innovation. Throughout the last decade, Ernie Ball** has built on this foundation to develop strings that are uniquely superior and different, and as a result created **Cobalt and M-Steel Strings.**<http://www.ernieball.com/>

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