

# BRYAN ADAMS

## WAKING UP THE NEIGHBOURS





# Bryan Adams Waking Up The Neighbours

**Street Date:**  
**September 24th**

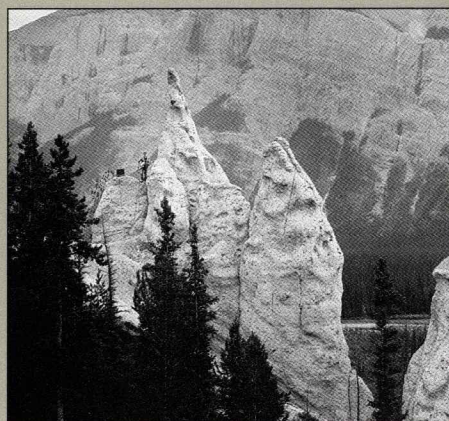
With nearly 16 million albums sold to date, rock superstar Bryan Adams returns with his sixth album, Waking Up The Neighbours.

**The album** was produced by Mutt Lange and mixed by Bob

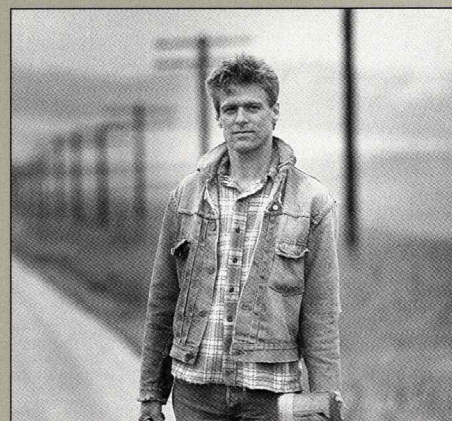


Clearmountain in London's Mayfair studios. Waking Up The Neighbours features all new songs co-written by Adams & Lange.

**The first single** from Waking Up The Neighbours is the current smash hit "(Everything I Do) I Do It For You" from the blockbuster movie, Robin Hood. The song is zooming



up the pop charts, headed for #1, and the video is in heavy rotation on MTV. These key forces, along with elements outlined below insure that Waking Up The Neighbours will be well set up before its street date.



**The album** is filled with great hit songs to keep this record clearly in focus through the summer of '92. "Can't Stop This Thing We Started" will be the second single from the album, to be released just before Waking Up The Neighbours hits the street. At present, four more singles are in discussion for this release.

**Our marketing efforts** for Waking Up The Neighbours are full scale. A music video will accompany each single released. As the album reaches stores, a full scale press campaign will be hitting the streets. We'll place high



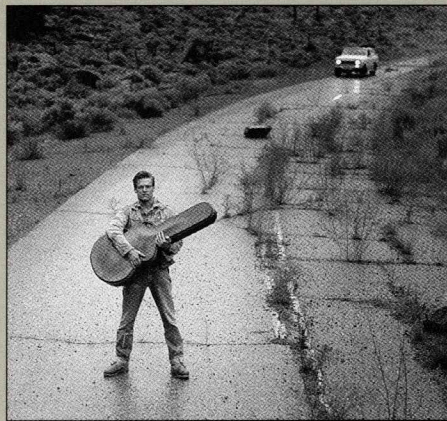
visibility consumer advertising, book a wall of trade advertising, and head into the Christmas season with an ambitious instore merchandising campaign. Bryan will support the release of this album with extensive arena touring in early months of '92. Our objective is to fully maximize on our set-up efforts through 1991 and to follow-through 1992 hit by hit.

Since his 1980 A&M debut, Bryan Adams, he has released four albums including You Want It, You Got It (1981); the



breakthrough Cuts Like A Knife (1983), which spawned a

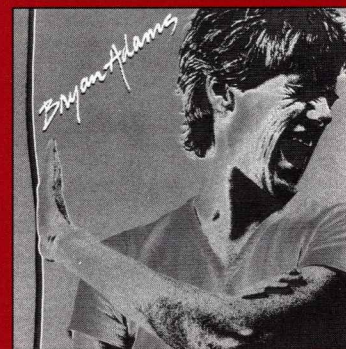
Number One single in the title track; Reckless (1984), which netted a Number One album and single ("Heaven"), six Top



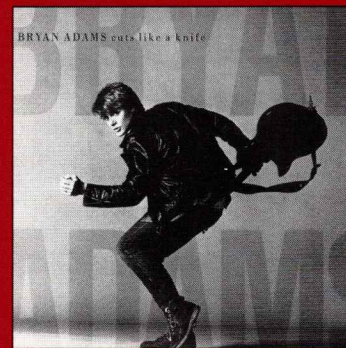
Ten hits, the Tina Turner-duet "It's Only Love," and sold nine million copies worldwide. His most recent album, the Top 5 Into The Fire (1987), was a Platinum seller containing a Top 10 single "Heat Of The Night" as well as two other Top 20 singles.

### **Merchandising /Advertising**

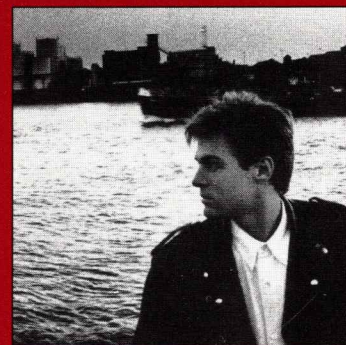
**Aids:** Videos, Posters, Flats, Radio Spots, Television Spots, Ad Minis, Ad Mats, Consumer & Trade Advertising.



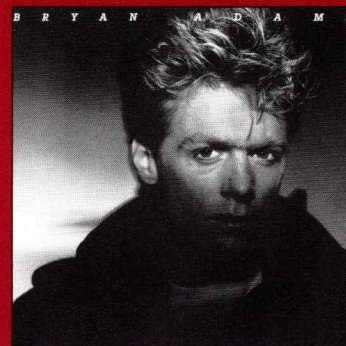
BRYAN ADAMS 3100-4 (P)



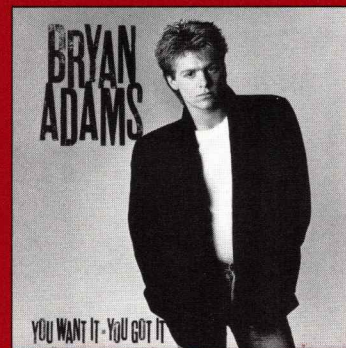
CUTS LIKE A KNIFE 3288-4 (P) 3288-2 (GF)



INTO THE FIRE 3313-4 (P) 3313-2 (GF)



RECKLESS 5013-4 (S) 5013-2 (GS)



YOU WANT IT, YOU GOT IT 3154-4 (P) 3154-2 (GF)





**IN STORE SEPTEMBER 24, 1991**

ARTIST/TITLE	CS	ORD	CD	ORD
<b>Bryan Adams</b> <b>Waking Up The Neighbours</b>	75021-5367-4 CODE T		75021-5367-2 CODE GS	
	 0 7502-15367-4 6		 0 7502-15367-2 2	

