**Submission #1**

**Eric Nam 'There And Back Again'**

**The Orchard**

A main goal for Eric Nam’s There And Back Again digital album campaign was to utilize Eric’s well-established fan base to run user-generated content activations that encouraged fan engagement and help to strengthen Eric’s overall relationship with them. Another goal was to showcase who Eric is through his artistry and personality, and capturing what inspires his music to tell the story of There And Back Again in an effort to connect with new audiences while also strengthening his relationship with core fans. We honed in on his incredible strength as a performer through uplifting his worldwide tour post-album launch, and released acoustic performance and behind-the-scenes video footage that showcase Eric’s genuine talent.

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/179-5ce0e4cc13da0bc81c71168e51f2b7c8/2022/03/Eric-Nam-_-Music-Biz-Associations-Bizzy-Awards-Submission.pdf>

Submitted By: Chadae Bowler, The Orchard

**Submission #2**

**Saba "Few Good Things"**

**The Orchard / Pivot Gang LLC**

Saba's third studio album, Few Good Things, marks another seamless project offering from the Chicago rapper. The album campaign successfully tied in themes of generational dialogue, reflection, community and ownership, with an emphasis on Black ownership. What sets this release apart is its ability to incorporate these themes and highlight them not only within the music itself, but through thoughtful marketing, stunning visuals, and complex messaging. Saba has always put the art first and this rollout is a reflection of that. Between the Few Good Things Short Film, the Saba-curated Preme Magazine Issue and the Supervsn Merch Capsule, the Few Good Things campaign includes aspects of film, art and fashion that ultimately tie back to the meaning of the music itself: to hold close the things that matter most to you. “The concept of ‘Few Good Things’ is the realization of self after a search for exterior fulfillment,” shared Saba on the inspiration behind the album’s title. “It is the satisfaction and completeness you gain by simply living a life that is yours. Few is a small number, but few is not lonely. In the face of all adversity, a few good things is recognizing and accepting blessings. Few is to count them, one by one – an empty glass is full of air, an empty bank is full of lessons., and an empty heart is full of memories. Few good things is to grow comfortable with the empty, and despite that, finding your fullness.” - Saba Incorporating Black owned companies, independent creators, and filmmakers into album content, working alongside family and friends to produce artwork and assets all while reinforcing the values that mean the most to him. As he mentions in his penned letter to fans ahead of release, "Our culture is not clickbait". The integrity of the music and culture has stood at the forefront throughout this campaign. Saba is the epitome of artist independence and ownership and this album rollout celebrates that.

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/179-5ce0e4cc13da0bc81c71168e51f2b7c8/2022/03/Final-Saba-Few-Good-Things-Campaign-Deck.pdf>

Submitted By: Chadae Bowler, The Orchard

**Submission #3**

**Cleopatrick Debut Album Release**

**The Orchard / Thirty Tigers**

With our marketing strategy, the intent was to lean into FOMO Marketing (Fear of Missing Out) and provide unique, only-happens-once type activations for fans to generate excitement, engagement, and to set the tone amongst fans for what was to come next i.e. If you miss it, you miss it.

The first iteration of this was launching a fake pirate radio stream that was hidden and embedded into the bands website: https://cleopatrick.com/ The band dropped teasers on socials encouraging fans to check out the new website for a surprise. Amongst many intentional “Fake Ad” pop-ups that were designed to intentionally appear on the website & created by the band themselves, if the users clicked through the Ads they were taken to a private Cleoaptrick fake-broadcast that featured a date, time, and play button. We watched as fans identified this information and shared with other fans, building anticipation and excitement amongst the audience and driving traffic to that point of destination. Upon the date and time, a broadcast started on the website which featured a 30 minute mix created entirely by the band, posed as a fake Pirate Radio station. When the time came, the band finally premiered their new single GOOD GRIEF and ultimately launched their debut album campaign via this method. During that broadcast, we logged 4,500 unique users across a total of 71 territories; cleopatrick were back. We also utilised hidden tracks during the campaign, announcing a new 7” record for Hometown (never before pressed before to vinyl) that included a secret B Side that acted as a teaser to an upcoming single from the album. This was not publicly shared or announced by the band, we instead waited for curious fans to find the bonus B Side and post across socials. When fans identified this track, instead of sharing and posting wide, we found that they actually held back on sharing and instead cherished that they had found this track and ultimately saw the value of other fans identifying this for themselves; showing just how strong this community is. Only now months after the campaign are we seeing fans post about the hidden track - see HERE.

Approaching our album announcement and focus track release of FAMILY VAN, we wanted to capture people’s attention in a unique, cleopatrick way. This led to the creation of https://www.familyvanthegame.com/ which was an entirely customized and unique desktop / mobile phone game experience that saw the user play as Luke & Ian, who upon waking up late for a show in Toronto, had to drive to the show whilst avoiding obstacles, picking up friends on the way, collecting power up tokens and more. The game was tied to Spotify & Apple’s API which generated streams and revenue with each play. The game’s duration was set to count for x 2 streams of the track. Every sound head in the game was personally created by cleopatrick themselves, and the van featured in the game, affectionately known as “Vanna Montana” is designed on the actual van that Luke & Ian have toured the world in playing shows. Embedded into the game was a public leaderboard, allowing fans to compete to be #1 and win prizes as well as clout. This element also encouraged repeat plays and in turn, generated additional consumption and revenue.

We also utilised the use of Digital Zines during the album roll-out, which the band created and designed themselves. We hosted these on the band’s website and launched them around key moments in the campaign i.e. single releases. These Digital Zines contained breadcrumbs and clues to future cleopatrick music, rewarding curious fans with hidden links that led to BTS content, clips of upcoming songs, personal messages from the band and more. Also incorporated into the website were personal manifestos from the band, these were hand-written by the lead singer Luke and provided an entire narrative and concept around the album campaign and also intent behind the songs / music videos. This gave Luke an opportunity to express himself in a more longform, personal way and brought fans closer to the music and story.

A hugely important component of this album campaign and cleopatrick in general, is New Rock Mafia. New Rock Mafia exists as an Instagram Page, Discord Channel, but ultimately a collective of people from all backgrounds, genres, cultures & more who believe in community and good music. The members of this group consists of other bands, friends, fans that the band have met whilst on tour and music lovers. During the campaign, New Rock Mafia was given first access to new artwork, upcoming singles, music video clips, BTS & more as a way to reward the core fanbase and also generate major excitement. Luke & Ian from Cleopatrick will often trawl this community and delete any accounts associated with the music industry in order to keep the community free from outside bias & influence and to keep the group pure to what it was intended to be.

Upon album release, the band launched a YouTube Live-Stream as only they could; a full album playback that saw the band sit on a couch, looking uninterested and casual - playing off the album title BUMMER. Of course, the party was DJ’ed by none other than Tom Holland aka Spiderman. See HERE.

Results:

+ Multiple, global New Music Friday placements inc. US & CA

+ Spotify Genre adds to The Rock List, New Noise, Ready to Rock, All New Rock, New Noise, & more

+ Spotify Top UK Album Debut (#10) alongside Wolf Alice & Japanese Breakfast! ENORMOUS result for a band of this size!!

+ Apple Genre support across New Music Daily, New In Rock, The New Rock, & more

+ Amazon support across Fresh Rock, Brand New Music, 2021 Artist To Watch

+ YouTube Music with RELEASED, The Razor's Edge, Your New Alternative

+ TIDAL coming through with TIDAL Rising & Rising Indie / Rock

+ Front Covers across All New Rock (Spotify), Hot New Rock (Deezer), The Razor's Edge (YouTube), Breakthrough Rock & Fresh Rock (Amazon)

+ OOH Billboards across Canada & London Euston / Leicester Square (Amazon)

+ Amazon Alexa integration "Alexa, play the next big thing in Rock"

+ BBC R1 Future Artist of The Month chosen by Jack Saunders

+ Website game for the single "FAMILY VAN" brought + 2,653k Total Clicks, 2,290k Unique Users, 804 Pre-Saves from 43 Territories (Spotify 1,661 | Apple Music 208)

+ Strong reviews in Alternative Press, Northern Transmissions, DIY Magazine, Upset Magazine, Exclaim, & more!

+ Radio: The first single "Hometown" went top 5 at Active rock.. the second single "Family Van" went top 25

Submitted By: Chadae Bowler, The Orchard

**Submission #4**

**It Wasn't A Phase - Emo**

**Hopeless Records**

Would like to nominate a very successful catalog campaign our team ran for our artist All Time Low and their song Dear Maria.

To celebrate the band's legacy and to speak to new fans the artist has acquired via radio, we launched a catalog campaign that included significant Tik Tok activities working with influencers to utilize the song.

As the track grew fans stepped up and turned the sound into something incredibly unique including their own singing overtop of the song that helped turn a popular Tik Tok song into an actual meme.

Fan Created Sound: <https://www.tiktok.com/music/dear-maria-count-me-in-6906285503113399045>

Fan Created Sound: <https://www.tiktok.com/music/original-sound-6914025359130249990>

These 2 original sounds launched thousands of fan copycat videos and even coined the phrase 'It Was Never A Phase, Its a Lifestyle"

Our team then worked who create additional content with the core influencers, as well as working with the artist, media/brands, and other influencers to hop on the trend and keep spinning it into new areas. A few highlights, of thousands.

<https://www.tiktok.com/@sagemartinglassett/video/6914712231229820165?is_copy_url=1&is_from_webapp=v1&lang=en>

<https://www.tiktok.com/@derekhough/video/6919242132708527365?is_copy_url=1&is_from_webapp=v1>

<https://www.tiktok.com/@dillonfrancis/video/6917430935373778182?is_copy_url=1&is_from_webapp=v1>

<https://www.tiktok.com/@alltimelow/video/6922550864611675398?is_copy_url=1&is_from_webapp=v1>

<https://www.tiktok.com/@alltimelow/video/6922175465532787973?is_copy_url=1&is_from_webapp=v1>

The trend made its way to Youtube where a sea of UGC content multiplied the impact of the entire campaign. An example: https://www.youtube.com/watch?v=Fh5cGiMvbDE&t=140s

We took this success to our partners to create moments on DSPs/press/retail/etc. The song and artist catalog overall saw significant jumps in all of these areas during this campaign. Would love you to consider as I think it is a good example of a modern catalog campaign that hit all areas of the business, but was more responsive and utilized UGC to drive everything. We invested, watched for a reaction and repeated/escalated for over a year. Rather than creating a bunch of top down expectations. The long duration of this allowed us to even hit seasonal moments like end of year best lists as well as engage long lead retail, etc.

Some results, happy to share any more if needed

70 million + additional streams on the track over expected baseline

Spotify 200% increase over what would have been expected

Apple 400% increase over what would have been expected.

Youtube 300% increase over what would have been expected.

200% increase in physical sales

The campaign was enough to accelerate the track's RIAA certification level and we were able to cross double platinum directly because of this campaign, potentially several years before that would have been expected.

Tik Tok licensed the song from us for a significant digital video ad and Microsoft has secured a license for a yet to be aired spot as well.

Some additional

<https://www.buzzfeed.com/shelbyheinrich/real-maria-all-time-low>

<https://www.hottopic.com/product/all-time-low-mom-it-was-never-a-phase-t-shirt/15252719.html>

<https://www.vice.com/en/article/7k9mx9/bless-all-time-lows-tiktok-revival-dear-maria-count-me-in>

<https://knowyourmeme.com/memes/mom-it-was-never-a-phase-its-a-lifestyle>

<https://www.iheart.com/content/2021-01-27-all-time-low-has-the-best-reaction-to-viral-dear-maria-tiktok-trend/>

Submitted By: Ian Harrison, Hopeless Records

**Submission #5**

**Donny Osmond - "Puppy Love" 50 Year Anniversary Campaign**

**Crowd Surf**

Crowd Surf // Donny Osmand “Puppy Love” 50th Anniversary Marketing Campaign On Feb 18th 2002, Donny Osmond celebrated the 50th anniversary for his hit song “Puppy Love” - and Crowd Surf had the honor of coming up with an incredible physical marketing campaign to celebrate this moment in Donny’s career. Donny currently has a residency in Las Vegas at Harrah’s Casino, so we wanted to center the event around the show that night. This opportunity was awesome because not only does it celebrate Donny’s legacy, but it gave us an organic opportunity to promote Donny’s residency and live show business in general. The premise of the event we put together for this event was VIPs - which stood for “Very Important Puppies” on this evening! We invited several influencer dogs to attend the event, and set a VIP area of them backstage. There was a step & repeat for the dogs, and then Donny did a meet & greet with all of our very important attendees. They also had VIP tables within the venue that included a VIP gift bag full of dog treats. We got Zippy Paws to sponsor the event, and printed their name on the step & repeat the same way a sponsor does on a standard red carpet. Overall, the event was a huge success in terms of celebrating this song, and it helped Donny reach an audience he normally would not be in front of. A massive success all around!

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/179-5ce0e4cc13da0bc81c71168e51f2b7c8/2022/02/50th-PL_Donny-6.jpg>

<https://musicbiz.org/wp-content/uploads/gravity_forms/179-5ce0e4cc13da0bc81c71168e51f2b7c8/2022/02/50th-PL_Donny-8.jpg>

<https://musicbiz.org/wp-content/uploads/gravity_forms/179-5ce0e4cc13da0bc81c71168e51f2b7c8/2022/02/qfsaY5ag.jpg>

<https://musicbiz.org/wp-content/uploads/gravity_forms/179-5ce0e4cc13da0bc81c71168e51f2b7c8/2022/02/DSC_4958.JPG>

<https://musicbiz.org/wp-content/uploads/gravity_forms/179-5ce0e4cc13da0bc81c71168e51f2b7c8/2022/02/DSC_4976.JPG>

<https://musicbiz.org/wp-content/uploads/gravity_forms/179-5ce0e4cc13da0bc81c71168e51f2b7c8/2022/02/DSC_4993.JPG>

<https://musicbiz.org/wp-content/uploads/gravity_forms/179-5ce0e4cc13da0bc81c71168e51f2b7c8/2022/02/DSC_5030.JPG>

Submitted By: Cassie Petrey, Crowd Surf

**Submission #6**

**Gunna- pushin P/DS4EVER**

**Young Stoner Life Records/300 Entertainment**

300 Entertainment’s Senior Vice President of Marketing Rayna Bass has spearheaded countless viral marketing campaigns out of 300, including the Savage Challenge, the Ski Challenge, as well as the iconic Bad & Boujee and Trap Queen campaigns that continue to shape the zeitgeist. Most recently, Rayna has been leading the charge on Gunna’s “pushin P” movement, which has been symbolized by the repurposed blue P emoji and used by everyone from Kim Kardashian and Smokey Robinson, IHOP and Nike, as well as Complex and TMZ, among many others. [P] has come to represent the impact Gunna, Young Stoner Life Records, and hip-hop have on pop culture and the power of Bass’ ability to make a lasting mark that creates cultural moments and hugely successful album rollouts. Through his online presence and cultural footprint, Gunna progressively defined [P] on his own terms through memes, interviews, social chatter, and more. In a slew of tweets, Gunna identified examples of what is and is not [P] in the days leading up to the album’s release. He explained that, “Risking your life to feed your family is [P],” and that “Jumpin n a person beef or situation when u dk wats goin on Not [P]”. A few days after, Gunna released his album DS4EVER which included the song “pushin P” with Future and Young Thug as the second track, and the next week released its music video. By this point, [P] had infiltrated every corner of culture, put to use by everyone from Kim Kardashian and Smokey Robinson; IHOP, Walmart, and Nike; The Late Late Show with James Corden, The Tonight Show Starring Jimmy Fallon, MSNBC’s The Beat With Ari Melber; San Francisco 49ers’ Jet McKinnon who sported the blue P on his cleats at the AFC Championship game, as well as Complex and TMZ. All these helped amplify the [P] movement and expand its reach to unchartered audiences. The viral [P] phenomenon pushed DS4EVER to the forefront and the No. 1 spot on the Billboard 200 Charts with 150k album-equivalent units in its first week. DS4EVER was also the No. 1 Album on Apple Music and represented 9 of the Top 10 songs on Apple Music. [P] was used by Kim Kardashian, Smokey Robinson, Complex, Nike, Walmart, IHOP, Jet McKinnon. Jimmy Fallon, The Late Late Show. It also helped boost Gunna’s TikTok followers by 15.16%, Instagram by 5.18%, Twitter by 2.33%, and Facebook by 1.87%. On TikTok, the “pushin P” snippet amassed over 1MM creates in a month and over 500M+ impressions globally on the song.

Submitted By: Lily Golightly, 300 Entertainment

**Submission #7**

**Blackground 2.0**

**EMPIRE**

EMPIRE partnered with Blackground Records to release their coveted and long sought-after catalog including the late Aaliyah’s music. The success of the campaign led to Aaliyah’s highest chart position for her album “One In A Million” on the Billboard 200 and was widely heralded as one of the most innovative campaigns of 2021.

The partnership was designed upon Blackground’s commitment to introduce Aaliyah and Blackground’s legacy to a new audience, re-engage longtime fans, and educate new fans about Aaliyah and Blackground’s undeniable impact on culture, fashion, visual art, music and more. The catalog was released in near chronological order, encouraging fans and listeners to enjoy and relive the music as it was originally released. The entire catalog features 17 official albums. Some of the most notable discography from the catalog include both of Aaliyah’s 2x-platinum selling albums One In A Million and ΛΛLIYΛH, along with her I Care 4 U and Ultimate Aaliyah compilation albums. Fans are now also able to listen to the soundtracks from the hit movies Exit Wounds and Romeo Must Die. In addition, the catalog features legendary rap duo Timbaland & Magoo albums Welcome To Our World, Indecent Proposal, Under Construction: Part II, and Timbaland’s own album, Tim’s Bio: Life From Da Basement. Also, R&B singer Toni Braxton’s Libra album, R&B crooner Tank’s Force of Nature, One Man, and Sex, Love & Pain albums, Jojo’s The High Road album and self-titled album JoJo, and Ashley Parker Angel album, Soundtrack To Your Life.

In addition to the releases, EMPIRE in partnership with Blackground Records 2.0 hosted a private outdoor event in Aaliyah’s hometown Detroit spotlighting her life, legacy, and impact in pop culture, an orchestrated lightshow of images, in partnership with Firefly Drone Shows, represented some of Aaliyah’s most popular hits including a tribute to DMX across the sky at Erma L. Henderson Park.

In conjunction with the re-release of Aaliyah's third studio album, ΛΛLIYΛH, EMPIRE hosted a pop-up event ‘More Than A Woman - The Aaliyah Experience’ in New York City bringing Aaliyah's career to life for fans in the form of a multi-set immersive event. Guests were able to view never before seen BTS footage of the making of the “Rock The Boat”music video, a physical re-make of Aaliyah’s dressing room, and much more. The bottom floor, sponsored by streaming service Pandora, brought guests into NYC’s subway with posters reminiscent of the One In A Millionalbum art allowing guests to share messages and post them on the walls along with a karaoke machine and a mural honoring Aaliyah and DMX.

<https://drive.google.com/drive/folders/1BN1vHVcgqDkiAbuSGpYzNZLpYXmnOdH_>

Submitted By: Karla Albenio, FYI Brand Group

**Submission #8**

**WMX Black History Month Campaign**

**WMX**

This campaign focused on Black History Month, up and coming visual artists, and black independent record stores. The 3 people responsible for the campaign are Ross Sroda and Dre Swinton (WMX) and Alicia Yaffe (Rhino). They collaborated on the concept of up-and-coming visual artists reimagining classic R&B album covers. These reimagined covers would be used as a marketing tool at black independent record stores as a way to celebrate Black History Month and our classic albums. It was both innovative and creative as it combined art along with music.

**Supporting Materials**

https://musicbiz.org/wp-content/uploads/gravity\_forms/179-5ce0e4cc13da0bc81c71168e51f2b7c8/2022/02/BHM-Artist-Statements.docx

https://musicbiz.org/wp-content/uploads/gravity\_forms/179-5ce0e4cc13da0bc81c71168e51f2b7c8/2022/02/Black-History-Month-2021-Reimagined-Covers42.pdf

Submitted By: Steve Corbin, Warner Music Group

**Black History Month 2021**

**WMX + Rhino**

Instead of attaching a written submission I have included it below, and it has a video imbedded. I believe the work speaks entirely for itself. We are committed to actually advocating and amplifying music created by people of color AND supporting retail stores owned by people of color. This campaign not only did that, but also involved and PAID emerging fine artists that were also people of color. An outstanding campaign ideated and executed by two of our team. That's right TWO driven, passionate next generation leaders.

THE CHALLENGE

Black-owned independent record stores have historically been overlooked and undervalued, despite their cultural importance to artists and music fans for generations. Many of these stores have been left out of major label promotions. When the COVID-19 pandemic began, these retailers were hit even harder.

For Black History Month 2021, Rhino Entertainment planned nine vinyl releases from artists including Aretha Franklin, Curtis Mayfield and Lil’ Kim. With this list of iconic titles, our WEA Label Services team knew this was an opportunity to engage Black-owned retailers in a way that has not happened in years. Our team’s challenge was not only making sure these stores could carry these titles, but establishing a campaign that both invited and incentivized new customers to purchase these titles from Black-owned retailers… and executing all of this in less than two months.

THE SOLUTION

Our team established three campaign goals:

• Engage WMG’s DEI efforts in the independent retail community.

• Spotlight emerging Black creatives.

• Boost sales of our Black History Month vinyl releases.

With the nine iconic vinyl releases lined up, we commissioned nine up-and-coming Black designers to reimagine these nine, classic album covers. Upon receiving nine new designs, we converted these art pieces into limited-edition 12×12 prints that fans could only get by purchasing one of the titles at a Black-owned independent record store.

With no list of active Black-owned retailers, our team had to scour the internet to establish a list of all known Black-owned independent record stores in the U.S. We called each shop to set them up to purchase new releases and engaged them with our Black History Month promotion.

Throughout December and January, our team collaborated with each artist to ensure these new album cover prints were completed, approved and ready to ship to independent retailers by February. During this time, we also recruited various lifestyle accounts to support the initiative upon its launch; such as Record Store Day, Amoeba Music and our network of vinyl influencers, as well as WMG O&O channels, Songkick and Indie Mixtape.

When February started, our Black History Month campaign launched with multiple activations between participating stores and album art designers, including podcast/IG Live interviews and one collaborative in-person activation.

THE RESULTS

The month-long campaign reached a total audience of 1.5 million and generated 5,550 clicks to Black-owned indie retail order pages. Only $300 was spent in total on advertising.

While these numbers are impressive, the greatest value lies within the local impact on each store. One store in Cleveland, OH reported selling out of all 225 records she ordered in a matter of days. Another shop in Jackson, MS sold 90 albums based on pre-orders alone. All participating stores were thrilled with the buzz surrounding their stores and increased sales, some saying fans and repeat customers were lined up outside of their shops each week to collect the limited prints. Social media was flooded with support for this campaign, with comments such as ‘This is one of the coolest things I’ve ever seen!’ and ‘I cannot express how amazing this is.’

It was incredibly important to us to create a campaign that aligned with the values of each of the nine artists we supported, Rhino Entertainment, WEA and Warner Music Group. This promotion successfully accomplished our DEI goals by highlighting Black-owned record stores in a way many have not seen in years and also allowed for stores to connect in a mutually beneficial way. In the height of a global pandemic and a year of racial unrest, this campaign established a new, inclusive precedent for indie retail promotions.

Check out all of the reimagined covers/store support here.

Video: <https://youtu.be/JBWIaxZUgPw>

Submitted By: Billy Fields, WMX, A WMG company

**Submission #9**

**William Dyer for the Tenille Arts Marketing Campaign**

**EMPIRE**

Tenille Arts was our first EMPIRE Nashville artist to hit Billboard's Hot 100 Chart, receive a #1 at country radio and a platinum single all in 2021. Tenille made major history by being the first female to work alongside an all female team in creating "Somebody Like That". In the week of February first, she also hit Rolling Stone's Top 15 on the Breakthrough 25 Chart as one of the fastest-rising artists of the month. Tenille was also one of CRS's Country New Faces class of 2021 and CMT's Next Women of Country 2021. Tenille has surpassed 160 million streams through Spotify, Apple Music, Pandora, Slacker, Amazon Music, YouTube and others. Digital audience of over 700,000 and 172,000 lifetime Shazams. Tenille's latest record, Love, Heartbreak and Everything in Between has over 75 million streams to date. The current single, "Back Then, Right Now" is Top 35 on Billboard & Mediabase. Tenille was already recently named New Country Artist for the iHeart Awards and New Female Country Artist for the ACMs. She also just ended her first major tour with Lady A. William spearheaded her marketing campaign, as well as pitched her for YouTube Foundry. Tenille became the only country artists to be in the Foundry class of 2021 which consisted of 21 artists of all genres.

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/179-5ce0e4cc13da0bc81c71168e51f2b7c8/2022/02/Tenille.IG_Platinum_2.png>

<https://musicbiz.org/wp-content/uploads/gravity_forms/179-5ce0e4cc13da0bc81c71168e51f2b7c8/2022/02/Screen-Shot-2022-02-18-at-3.36.46-PM.png>

Submitted By: HEATHER VASSAR, EMPIRE

**Submission #10**

**HyperValue Database Marketing Campaign - Jimmie Allen CMA Awards Promotion**

**HyperValue - in partnership with BMG**

This database marketing campaign is a perfect example of innovative music industry advertising. HyperValue activated its music industry database to Google Ads and Facebook Ads platforms to enable a multichannel digital advertising campaign that culminated with Jimmie Allen winning CMA's New Artist of the Year award.

Traditionally, this type of promotion would be pushed out in trade publication ads and other less accurate advertising methods. By utilizing HyperValue's database, built around a proprietary data collection and validation method that results in 99.9% accuracy, BMG achieved a higher level of impressions, reach, frequency, and click rate, which directly increased awareness and engagement from country music industry executives who vote in the CMA Awards.

Case Study: <https://www.hypervalue.com/post/hyperedge-campaign-helps-jimmie-allen-win-cma-award>

**Supporting Materials**

<https://musicbiz.org/wp-content/uploads/gravity_forms/179-5ce0e4cc13da0bc81c71168e51f2b7c8/2022/02/HyperEDGE-Jimmie-Allen-Campaign-Report.pdf>

Submitted By: Jacob Bawolek, HyperValue