The **Marketing Superstar Award**honors a marketing campaign that was innovative and thought-provoking. Candidates can be from any sector of the industry and campaigns can be physical or virtual.

**Submission #1**

**Encanto IRL Meta Reels Activation**

*Disney Music and Meta*

laura.mccranie@disney.com & bcbridgers@meta.com

On November 11 & 12th, Disney Music Group with Disney Concerts put on an Encanto live-to-film concert at the Hollywood Bowl with the original cast members from Encanto singing and performing songs live on stage for fans. In order to have a unique, engaging fan activation, Meta and Disney worked to create an immersive Reels booth experience inspired by the film. The Reels Booth invited guests to enter the Madrigal family’s casita and feel the magic of Encanto in real life. Guests were first asked to approach the door of the Casita. As they reached for the door’s handle, the Reel used a golden glow transition to follow guests inside where they were surprised by an otherworldly golden infinity room—filled with gold butterflies and music from the film—creating the illusion of being completely surrounded by magic. The Reels captured the pure joy of each guest.

Sample Reel: <https://docs.google.com/file/d/18i6kuxqUazmMVR3ULvVL3sOeyamKhv7C/preview>

Additional Materials:

<https://musicbiz.org/wp-content/uploads/gravity_forms/192-e4bc681e4e2fbe698169cff92ae132c5/2023/03/318506996_517875093618004_380708684499751349_n.jpg>

<https://musicbiz.org/wp-content/uploads/gravity_forms/192-e4bc681e4e2fbe698169cff92ae132c5/2023/03/Recap_Encanto-at-the-Bowl.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/192-e4bc681e4e2fbe698169cff92ae132c5/2023/03/318450837_517872743618239_2554044502413950037_n.jpg>

<https://musicbiz.org/wp-content/uploads/gravity_forms/192-e4bc681e4e2fbe698169cff92ae132c5/2023/03/318473891_517872686951578_5818398606915627887_n.jpg>

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Laura McCranie, Disney Music Group

laura.mccranie@disney.com | 7705955781

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Bradford Bridgers, Meta

bcbridgers@meta.com | 347.982.5735

**Submission #2**

**Scene Queen**

*Hopeless Records*

erin@hopelessrecords.com

Controversial. Subversive. Disruptive. Coining her own genre, Bimbocore, Scene Queen is building a community of young fans that embrace heavy music and alt culture through her bold visuals and tackling issues like sexual misconduct in the scene, LGBTQ+ issues, female empowerment, inclusiveness, musical gatekeeping, and sexual freedom. She has built a thriving fanbase and become a top-tier influencer, inducting fans into her "sorority" and spearheading multiple viral UGC moments, for songs such as "Pink Rover" and "Barbie & Ken" which hit Top Viral Trends on TikTok and YouTube Shorts. Her sold out Bimbocore tour and festival appearances have led to partnerships with Hot Topic and YouTube and collaborations with artists like Mothica and Set It Off.

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Erin Choi, Hopeless Records

erin@hopelessrecords.com | 310-918-2608

**Submission #3**

**Eric Nam - There And Back Again**

*EN Management & The Orchard*

orchmktg@theorchard.com

Eric Nam’s There And Back Again campaign brought together our International, Digital Marketing, Design, Advertising, College Marketing, Video Services, CRM, and Brand Marketing teams to tell the story of this record and drive consumption. Our goal was to utilize storytelling through social platforms organically and through paid media, to activate core fans, while also reaching new audiences.

The Orchard’s Digital Marketing team worked closely with Eric to maximize impact across socials organically from identifying key fan conversations, establishing original TikTok challenges around singles, holding Live events across socials and Stationhead, a Twitter Spaces event (20.5k fans), and more. Through third parties we were able to expand one of Eric’s TikTok challenges, and cross pollinate Eric’s social presence through a Tunespeak campaign where 20 winners had the option to select a prize of EITHER: 2 VIP tickets to a tour show OR a signed merch bundle. Through these activities we worked with our CRM team to start an Eric Nam fan newsletter that has now grown to over 43.7k subscribers with a 43.2% open rate.

Our Video Services team consistently kept Eric’s channel optimized and active through vlogs, Shorts, Community posts, commenting, Live-chats, stories, and more. Around album drop the team created a Live premiere release party around the “Lost On Me” music video, letting Eric celebrate with thousands of fans.

The Orchard’s College Marketing team supported all singles as well as the release. Their combined efforts on TikTok and Instagram UGC campaigns yielded a total reach of over 50K impressions across all campaigns.

View --><https://sites.google.com/theorchard.com/ericnam/home>

The advertising strategy utilized boosted post ads across Facebook, Instagram and TikTok to highlight the exceptional engagement Eric got on his organic posts and qualify his music to should-be fans. Complementing these focus platforms, ads ran across YouTube promoting priority videos, a Spotify Marquee unit, and Google Search to capture users searching for Eric-related keywords.

We saw an above-average CTR on FB/IG activations across all singles and the album release as we had a super-efficient CPM and CPC on TikTok, making our ads a great awareness play as well as an efficient traffic driver. Finally, we drove over 2.2M views on focus videos with some of the most efficient views we have driven in the last year.

Our in-house publicist locked in over 34 press opportunities including: PAPER, Glamour, MTV News, BuzzFeed, WIRED, Seventeen Magazine, & more!

RESULTS

US Week 1 Charting for There And Back Again included:

#3 Top New Artist Albums

#9 Current Digital Albums

#21 Record Label Independent Current Albums

#25 Heatseekers

#27 Current Pop Albums

There And Back Again also reached #1 on iTunes & Apple Music’s K-Pop chart and #3 on Spotify’s USA Top Albums chart post-launch!

Social Stats

Instagram: 4.2M (+22%)

TikTok: 1.4M (+46%)

Twitter: 1.67M (+4%)

YouTube: 929k (+17%)

Facebook: 1.6M (+0.49%)

Spotify: 1.8M (49%)

CREDITS

Eric Nam (Artist)

Eddie Nam (CEO and Founder of EN Management)

Brian Khoe (General Manager of EN Management)

Ashley Hall (Associate Director International Label Management)

Stephanie Kurse (Senior Manager, Video Services)

Joanna Noyes (VP of Marketing)

Ryan Whitman (Director, Digital Marketing)

Viviana Arias Botero (Senior Director, Global Advertising)

Airene Resurreccion (Art Director)

Michael Tomczak (Associate Director Publicity)

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Meredith Nadeau, The Orchard

orchmktg@theorchard.com | 2035206251

**Submission #4**

**Jack White - Fear of the Dawn / Entering Heaven Alive**

*Third Man Records, The Orchard, Monotone*

orchmktg@theorchard.com

Created The Twilight Receiver, an AR platform which allowed fans to enter Jack’s virtual world and unlock exclusive content related to both albums. The platform featured two modes "Dawn Mode" [referencing Fear Of The Dawn] and "Heaven Mode" which encouraged fans to explore an imaginative skyscape that unlocked new pieces of media and content through album release. Much of the discoverable items were easter eggs to announcements and indie retail value adds. One of the bigger easter eggs was teasing a series of coordinates that lead fans to discover Third Man Records London and Rough Trade East - hinting at the release week events happening at these locations. Twilight Receiver: <https://www.twilightreceiver.com/>

Comprehensive strategy via The Orchard Ads Team where efforts across both campaign releases amassed a total of 73+ million impressions, 785k+ engagements, and 45+ million total video views. Additionally, OOH postering/billboards booked across the US, DE, UK, JP, FR, and AU

Robust global independent record store activations featuring painted murals, instores, midnight listening events, release day pizza parties and value add giveaways that included screenprint posters and one of a kind album dice game set, The Metamorcle.

Surprise set at Glastonbury and streamed live on BBC which became a viral success as one of the top ranked performances of the festival.

Performed 4 times in the span of two days during Entering Heaven Alive release week in the UK, including an acoustic show at Union Chapel, a Rough Trade instore as well as 2 shows at the Third Man Records’ Blue Basement.

The Paris concerts brought strong showings from Blogotheque, which live video streamed and re-broadcasted night 3 at L’Olympia, as well as France Inter, whose support on the two albums included a live show audio broadcast, heightened radio support, and co-branded admat.

Saw the most successful radio campaign for Jack as a solo artist as “Taking Me Back” was his first #1 radio single at Active Rock and also landed #2 at Alternative in the US, while “What’s The Trick” was top 5 at Alternative Radio. Additional international support from BBC Radio 2, BBC 6 Music (UK), MDR Kultur, SRF 3, Radio Eins (Germany), France Inter (see above), among others

Extensive international press coverage including: 2 late night TV performances with Stephen Colbert (US), covers of Spin (US), Mojo (UK), Total Guitar (UK), Musikexpress (DE), Soundz (DE), Kulturnews (DE), Rock & Folk (FR), Soundz (NL), Warp (MX) and Gaffa (DE) and an appearance on Japan’s Sukkiri TV show.

College Marketing campaign in the US where reps accomplished localized marketing and digital promotions for both records that ultimately drew in over almost 100K impressions.

Created a Community SMS Text Line (USA and Canada only) that helped drive preorders, presaves and ticket sales.

Set up Digital Pre-save/pre-add competition for a custom Pedalboard designed by Jack that drove thousands of presaves at Apple Music and Spotify.

RESULTS

Global charting across 2 albums in 2022:

Fear Of The Dawn

US: (7x) #1 Vinyl Album, Current Album Sales, Current Alternative Album, Current Digital Album, Current Rock Album, Digital Album, Internet Album; #2 Independent Album; #4 Billboard Top 200

International: #3 UK, #27 Ireland (#3 Indie Chart), #6 Germany, #10 Canada (#1 Alternative), #11 Netherlands, #12 Belgium, #16 France, #7 International Oricon Chart (#4 Rock Oricon Chart)

Entering Heaven Alive

US: #1 Vinyl Album, Top Alternative Albums,Top Americana/Folk Album, Top Rock Albums, Top Rock & Alternative Albums; #2 Top Current Album Sales, Top Album Sales, Top Independent Albums; #9 Billboard Top 200

International: #4 UK (#1 Independent Album, #2 Physical Album), #6 Ireland (Indie Albums), #4 Germany, #3 Switzerland, #11 Belgium, #9 Netherlands, #35 France (#10 Physical Charts), #45 Canada Albums (#1 Album Sales), #43 Australia ARIA Albums Charts (#3 ARIA Physical Albums, #8 ARIA Vinyl Albums)

Global Touring Success:

TOTAL SHOWS: 157 (inclusive of headline shows and festivals)

Headline: 145

Festival: 12

Sold Out: 20

CREDITS

Andrew Friedman, Manager - Monotone

Maddie Case, Manager - Monotone

Matt Pollack, General Manager - Monotone

Ian Montone, Founder & President - Monotone

Lalo Medina, Jack White Tour Manager - Monotone

Brandy Campbell, Digital Marketing Director - Third Man Records

Cam Sarrett, Senior Sales and Distribution Director - Third Man Records

Morgan Perry, Label Manager - Third Man Records

Ben Swank, General Manager - Third Man Records

Jordan Williams, Designer - Third Man Records

Lee Martin - Developer

Anette Collins, Senior Director International Artist Services - The Orchard

Zack Marney, Director Account Management - The Orchard

Viviana Arias Botero, Senior Director, Global Advertising - The Orchard

Kristen Cusumano, Senior Manager, Advertising - The Orchard

Gabrielle Bok, Manager, Advertising - The Orchard

Ken Weinstein, Publicist - Big Hassle Media

Zack Kraimer, Publicist - Big Hassle Media

Additional Materials:

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/03/Jack-White-General-Approved-Press-Photo-12-by-Paige-Sara.jpg>

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/03/Jack-Pedalboard.png>

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Meredith Nadeau, The Orchard

orchmktg@theorchard.com | 2035206251

**Submission #5**

**Home Free Tour**

*WORKS Entertainment*

luke@worksentertainment.com

Video Submission:

<https://drive.google.com/file/d/1DcHZ8M6yMAh8zlBpG6s4Nbn8WWEMtLdI/view?usp=sharing>

Additional Materials:

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/Home-Free-Bizzy-Marketing-Superstar2.jpg>

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/Home-Free-Bizzy-Marketing-Superstar.jpg>

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Jarred Goldner, MAX (Music Audience Exchange)

jarred@max.live | 216-269-2458

**Submission #6**

**Bound For Hell: Live On The Sunset Strip**

*Numero Group*

Adam Luksetich <luksetich@numerogroup.com

- Release party at the Rainbow Bar & Grill:

<https://www.instagram.com/reel/CkLb-cwgXCw/?utm_source=ig_web_copy_link>

- Photographer and videographer were present at release party and artists featured in the compilation boxset were interviewed for later release of a video

- Unique unboxing video:

<https://www.youtube.com/watch?v=4PtnQ-bYuY0&t=8s>

- Strong social campaign:

<https://www.instagram.com/reel/CkQthfuAjd5/?utm_source=ig_web_copy_link>

- Companion book with release:

<https://www.instagram.com/reel/Ch7wxq4gM7b/?utm_source=ig_web_copy_link>

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Brianne Murphy, Secretly Distribution

brianne.murphy@secretlydistribution.com | 630-461-6705

**Submission #7**

**Good Lord Marketing Campaign and Music Video**

*Reach Records*

Marcus@ReachRecords.com

Video Submission:

<https://www.dropbox.com/s/2klgckq739gk2lj/Good%20Lord_Marketing%20Testimonial.MOV?dl=0>

Additional Materials:

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/Good-Lord-Marketing-Campaign.pdf>

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Lasanna ACE Harris, Reach Records

Ace@ReachRecords.com | 678.612.9499

**Submission #8**

**The Dead South - Easy Listening For Jerks**

*Six Shooter Records*

info@sixshooterrecords.com

Campaign Run Dates October 5 2021 - March 4 2022

With a global following sparked by YouTube, two JUNO Awards, sold out shows at iconic venues across many continents, The Dead South is positioned for global banjo domination. The world-wide pause in 2020 birthed two cover EPs Easy Listening for Jerks, Parts 1 and 2. The first, a collection of bluegrass songs that reimagine cheery classic tunes, such as “You Are My Sunshine,” with a dark and desperate tone. The latter, a set of modern rock anthems.

What began as an adventurous concept became the perfect storm of opportunity and growth for The Dead South. Easy Listening for Jerks, an inventive pair of companion EPs, feature both traditional folk and hard rock/metal covers. This project presented an exciting chance to expand the band’s audience alongside the repertoire, with metal and punk listeners already in the bluegrass band’s fanbase.

The campaign began with the decision to announce the EPs together while releasing them separately. This allowed us to convey the scope of the project while also shining the spotlight on each EP individually.

Stats + Strategy

With 10M monthly views, YouTube is The Dead South’s most powerful engine of discovery and fan engagement. Our strategy harnessed their organic momentum to premiere new singles with official music videos on the platform. We premiered 3 music videos, all of which had a public countdown across social media, corresponding specialty merch, contesting, customized trailers, and a live chat with an average turnout of 5K people. We generated 225K YouTube new subscribers and 16M streams.

The projects generated over 12M Spotify streams and raised their monthly listenership to over 1M monthly. Notably, we tracked astonishing fan power with 162K UGP in the first month of release.

On TikTok, our content centered around capturing candid moments on the band’s extensive tour across US and Europe. We leaned into what was already tracking on the platform and combined it with moments that people love about their live shows; we were delighted by the results. The perfect example is the beer can routine from “In Hell I’ll Be In Good Company,” which has become their most viewed TikTok. We added 68.5K TikTok followers and over 3M organic views in this time.

Fan Engagement

There is an exciting crossover between metal and punk listeners and The Dead South fanbase. A primary goal was to grow the band’s audience within that community, and diversify their genre spectrum across DSPs. We leveraged nostalgia and iconic imagery to drop easter eggs so that fans could decipher what songs were being covered in the EPs.

We created the Easy Listening For Jerks Playlist Primer that had clues not only in the song selection but in the cover art itself. We also re-created and shared System of A Down and Misfits artwork with The Dead South’s branding subbed in; this content was posted organically and pushed to communities like metal-core on Reddit.

Merch + In Store Promotion

On the merch front, the band engaged a hometown company to make their own jerky, “Easy Jerky for Listening.” We launched multiple TuneSpeak campaigns with specialty merch, tickets and VIP prizes to lift important marketing actions during the rollout.

Our physical campaign included in-store CD and LP racking across indie record stores in 39 American cities and HMV UK. We capped off our campaign with certifying their album, Good Company, platinum in Canada.

Chart Highlights

Both EPs debuted on AmericanaUK chart! (#16 + #20) -> Up to #10 + #11

Both EPs debuted on Billboard Bluegrass chart! (#4 + #5)

Global Radio Highlights

BBC6 spin by Steve Lamacq

BBC Loose Ends Session (live)

“You Are My Sunshine” on Baylen’s Absolute Country show during C2C

3 new singles added to SiriusXM The Village

Press Highlights

North America

“Just because it's bluegrass doesn't mean it's any less chaotic.” - Loudwire

“Their unorthodox approach to traditional Appalachian music forms has won them fans worldwide, and their live shows are notorious for the dynamism and energy they display on stage.” - Bluegrass Today

“A fist-pumping blender of raw and unbridled banjo hooks.” - Louder Than War

“Wake up, it’s time to give System of a Down’s “Chop Suey” a little shakeup, and bluegrass outfit The Dead South are just the band to do it.” - Sounderground

Cleveland.com (Album Title of the Week) PopMatters

Grateful Web

Bluegrass Today (Will The Circle Be Unbroken)

Bluegrass Today (People Are Strange)

Bluegrass Today (Chop Suey)

Country Fancast

UK

Great live review - “musical ingenuity and sheer energy” - AmericanaUK

"Traditional music with a contemporary twist, contemporary music with a traditional twist; only expect to have your expectations broken." - AmericanaUK

“Sets the dial to ‘sh\*tkicking’” - Louder Sound

“Proof once again that The Dead South have no defined boundaries.” - Holler

Pennyblack Music

https://pennyblackmusic.co.uk/Home/Details?Id=27117

We Are Pit

https://www.wearethepit.com/2022/03/check-out-this-bluegrass-bands-cover-of-system-of-a-down-classic-chop-suey/

SPAIN

MUZIKALIA (popular music magazine)

RTVE (national radio segment).

Mondo Sonoro

Rock The Best Music

Agenda Urbana

Paper Blog

LA OPINIÓN DE A CORUÑA

National Radio show: Como Lo Oyes (Radio 3)

https://www.rtve.es/play/audios/como-lo-oyes/canciones-americana-para-gusten-lunes/6383060/

Maneras de Vivir (leading music website)

https://www.manerasdevivir.com/noticias/66904/dead-south-nuevo-doble-versiones-gira-espana-2022

Sonic wave magazine

Dod Magazine

EUROPE

My Head Is A Jukebox EP review

Vez Magazine Q&A

Les InRocks requested band photo/feature (Paris, 4/11)

“Pallet On The Floor” added to FIP Nouveautés (national radio, online stream)

Belgium: Rootstime.be

AUSTRALIA

CMT Australia added “You Are My Sunshine” to “Fresh Country”, “Fresh in the US & Canada” and “Alt-Country” channels

Additional Materials:

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/Bizzy-Awards-Marketing-Superstar-Award.pdf>

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Alyssa Wannamaker, Six Shooter Records

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**Submission #9**

**"Cool It Down" Yeah Yeah Yeahs**

*Secretly Group*

nick@secretlygroup.com

With the edict to be “sophisticated, but still explosive”, the return of the Yeah Yeah Yeahs had to live up to the band’s reputation as one of the most exciting, bombastic and beloved in indie music. This kicked off with “Spitting Off the Edge of the World”, the now Grammy-nominated lead single from Cool it Down, featuring Perfume Genius and accompanied by a video Karen O described as “our November Rain.” The video features a spiked and spray-painted custom limousine, which became the focal point of a real-life activation at Main Drag music in Brooklyn. Fans could check out the limo and an advance screening of the video prior to its official launch online. From there, the band introduced additional new songs with a massive Primavera play and an underplay in Los Angeles. Subsequent singles “Burning” and “Wolf” upped the ante on the band’s visual world even further, with the former expanding the world to a fever-dream fight and the latter featuring a primal, stunning performance from Severance’s Britt Lower. Every show and appearance has been an event unto itself: sold out Forest Hills and Hollywood Bowl shows included support from Japanese Breakfast and the Linda Lindas, placing each artist in the shared solar system of iconic women of color across musical generations. The band’s performance on Jimmy Kimmel Live! Was staged at BAM with a massive, custom set design, and this year’s season finale of SNL is on deck. Even the limousine has taken on icon status: parked at Forest Hills Stadium, it has been retrofitted to live there indefinitely as the venue’s newest speakeasy space. Throughout, partnerships across indie retail, streaming services, and even sync placements (American Gigolo, FIFA) had honored the band’s past while still building room to grow and make new fans, 20+ years on.

Additional Materials:

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/YYYS-Video-Thumbnail.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/YYYS-Press-Photo-2.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/YYYS-Cool-It-Down-Product-Shot-3.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/YYYs-Cool-It-Down-Product-Shot-2.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/YYYs-Cool-It-Down-Product-Shot-1.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/Yeah-Yeah-Yeahs-Cool-It-Down-Cover-Art.pdf>

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B Dunklau, Secretly Group

b.dunklau@secretlygroup.com | 3175024221

**Submission #10**

**RSD NEW ARTIST SERIES**

*Atlantic Records + Record Store Day + Alliance Entertainment + RPM*

Jack.McMorrow@atlanticrecords.com

The idea is simple: introduce record stores and customers to new artists whose fanbases are largely online, and at the same time introduce those artists and fanbases to the excitement, energy and fun of physical media and record stores. Atlantic Records curated artists who had a following, and a tour scheduled, but no physical product in the marketplace. Record Store Day pressed vinyl runs for these artists and distributed it through Alliance to independent record stores. On national tour routes, in-store signings and record store performance events were set up and marketed by Record Store Day, Atlantic Records and WMX's RPM team. The result is sold-out record runs, happy fans who've been introduced to record stores, happy record store customers who have been introduced to new artists, and artists/management who now include physical media and independent stores in their future plans. The initial artists are fairly sonicly diverse: a singer-songwriter (Joe P), a surf rock band (Surf Curse) and a rising pop singer with a country tinge (Forest Blakk) and more artists are in the works for 2023.

Additional Materials:

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/SURF-CURSE-INITIAL-SCHEDULE-GRAPHIC.png>

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/JoeP_RecordStoreDay_Flyer_IGS_NewDates.png>

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/INITIAL-FOREST-BLAKK-AD-MAT.png>

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Carrie Colliton, Record Store Day

carriecolliton@recordstoreday.com | 919-522-8463

**Submission #11**

**"Laurel Hell" Mitski**

*Secretly Group*

nick@secretlygroup.com

Three years after Be the Cowboy and an indefinite hiatus from music, Mitski returned with Laurel Hell, whose title derives from the beautiful but lethal snarl of branches that can form from mountain laurels. The campaign kicked off with lead single “Working for the Knife”, an ambitious tour announcement, a reactivation of social media, and a merch offering, all of which reflected the balance of beauty and menace in the album’s title and themes. Ticket sales were frantic, with most shows selling out at onsale. The Laurel Hell campaign aimed to create space for fans to gather, be massive Mitski fans and, of course, open the door to whoever else wanted to join in. The focal moment for this was release weekend activations in New York and LA, with lines stretched for blocks and RSVPs in the thousands. Fans could watch new videos, take and share pictures, and be first to buy new albums and merchandise. In the years between Be the Cowboy and Laurel Hell, Mitski’s audience exploded, driven largely by fan communities connecting with her music on TikTok. As these fanbases grew they formed meaningful communities, built not around one specific trend or another but around Mitski as an artist. (Hashtags #mitski and #mitskitok have almost 5B combined views, and fans consistently engage with songs from across her catalog, as opposed to being solely new-release focused.) Ambitious worldwide advertising campaigns expanded the palette and visual world of Laurel Hell, drawing on details from packaging, videos, and artist images. Recognizing a global fanbase, multiple lyric videos were made in various languages for each song. Laurel Hell debuted #5 on the Billboard 200 and #1 US album sales chart, Mitski notched her first commercial #1 radio single (“The Only Heartbreaker”), and year-end accolades are rolling in.

Additional Materials:

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/Mitski-Laurel-Hell-Product-Shot-2.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/Mitski-Laurel-Hell-Press-Photo-2.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/Mitski-Laurel-Hell-Product-Shots-Close.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/Mitski-Laurel-Hell-Press-Photo-1.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/Mitski-Laurel-Hell-Product-Shots.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/Mitski-Laurel-Hell-Pop-Up.pdf>

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/Mitski-Laurel-Hell-Cover-Art.pdf>

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B Dunklau, Secretly Group

b.dunklau@secretlygroup.com | 3175024221

**Submission #12**

**RISING GEORGIA**

*TIDAL*

alex.mas@tidal.com

At TIDAL, Alex oversees the RISING which is a program dedicated to uplifting and supporting emerging artists from all genres. The RISING program is intended to help artists with promotional and educational resources while also providing direct to artist funds. In November 2022, Alex led TIDAL’s first hyperlocal RISING campaign to support artists in a specific geographic area. RISING Georgia was an integrated campaign to support four emerging artists from Georgia. The campaign included the production of 4 original artists documentaries, a local in-person artist showcase and screen event, in-app playlisting, artist-led out-of-home takeovers in Atlanta, local print and broadcast artist press opportunities, all supported by geo-targeted digital media. Some of the results include: 33K video views to date 19M out-of-home impressions +27% in click through rates via search +10% in organic search 695 RSVPs to the showcase 413K unique impressions on TIDAL social channels Press secured in leading local outlets including the Atlanta Journal-Constitution and CBS Atlanta morning show

Additional Materials:

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/Alex-Mas_Hyper-links-for-Bizzy-Nomination.pdf>

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Tyesha Friday, TIDAL

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**Submission #13**

**"Drink to This" presented by Macklemore**

*FlyteVu*

brittany.rashkin@flytevu.com |

Video Submission:  
<https://www.youtube.com/watch?v=m22J3yxfLTU>

Additional Materials:

<https://musicbiz.org/wp-content/uploads/gravity_forms/195-b5bca8340355b7946dd5e741160c1243/2023/02/Drink-to-This-presented-by-Macklemore.docx>

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Brittany Rashkin, FlyteVu

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