

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

Every song. Every Royalty. Every F'n Cent. Muserk and GS&F

Muserk, a leader in digital rights management, stands out with its "Get F'n Paid" campaign, a bold and thought-provoking effort to raise awareness about unclaimed royalties among Nashville's creative community. This impactful campaign is a testament to the successful collaboration between Muserk and the renowned advertising agency GS&F. The campaign took place in October-December of 2023.

The campaign's strength lies in its unflinching message, directly addressing the industry's complexities with blunt honesty. Using attention-grabbing billboards and guerilla marketing tactics, Muserk didn't shy away from shaking things up, sparking crucial conversations about fair compensation for artists.

The simple message is as strong as it is smart. Muserk leveraged its expertise in AI-powered rights management to understand its target audience deeply. Focusing on Nashville, a hotbed for songwriters and rightsholders, ensured the campaign resonated with those most impacted by the issue.

The campaign generated significant buzz in the music industry, prompting discussions about transparency and artist empowerment. Muserk saw an increase in brand recognition and established itself as a champion for creators' rights. In October and November of 2023, the average 7-day direct user volume increased +41% from its pre-campaign levels. Additionally 99% of all users during this time were first time visitors to the site.

Muserk's "Get F'n Paid" campaign, though unconventional, effectively used its bold message and targeted approach to raise awareness about a critical issue. Its impact on the industry and alignment with the Bizzy Awards' values make it deserving of the Marketing Superstar Award.

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2024/01/Muserk-creative-1.jpg

Emily McGee, Rock Paper Scissors, mcgee@rockpaperscissors.biz
Is the nominee a Music Biz member - Yes

Submission # 2

Eric Nam - House on a Hill The Orchard

Overall budget - £463,435; £396,882 spent

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Eric Nam's highly anticipated album, House on a Hill explores the themes of existentialism and what makes us happy. Once you finally reach success, will it make you truly happy?

The Orchard's Digital Marketing department, Eric, and Team Nam worked to build digital experiences to launch throughout the album cycle. The campaign started with Eric posting an array of social assets resembling real estate advertisements and featured Eric's Community Line and a QR code that took viewers to a mock-home listing splash page. The Orchard's in-house design team created the site and incorporated easter eggs for fans to uncover throughout the rollout. The tracklist was framed as the amenities section, the release dates as the price and bedroom bathroom count, and the music video as the home address. The site transformed between singles. Around the single "Don't Leave Yet," all the lights off in the home, highlighting the dining room with a luxurious dining table spread similar to the one in the music video.

Additionally, we accompanied each single with short-form content challenges and AR filters. For the single, "House on a Hill," we created a TikTok filter where fans could arrange their dream house guests. For "Don't Leave Yet," Kyle Hanagami choreographed a dance challenge where Eric encouraged engagement by posting videos of him dancing with a few K-pop stars. On the night of album release, Eric popped into a Stationhead Listening Party to celebrate with fans while driving forward streams and saves.

Around the tour, a Gleam giveaway ran where fans could enter to win tiered prizes, including tickets, meet and greets, signed merch, backstage, and soundcheck access. This giveaway amassed over 1 million entries!

Our Video Services Team optimized and kept Eric's YouTube channel active with engaging content, including community posts and exclusive teasers, while also using YouTube features like Premiere and Afterparty. Eric was also part of YouTube's Multi-Format Program, which increased his reach and music consumption and enabled deep fan engagement through YouTube Shorts.

Focusing on amplifying the release rollout to reach both all fans, the Advertising team built on insights from previous campaigns, and strategically selected the most effective platforms for engaging Eric's fan base. This involved leveraging his social media presence, including posts about the new music, dance challenges, and other relevant content to expand the reach and engagement of the campaign. Additionally, we used out-of-home advertising to further boost awareness and recall.

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CRM efforts:

Email list growth: +39%

Open rates: 50% open rate (26% higher than industry benchmarks)

Community Line: +1.7% members

First Week Charting:

#6 Top New Artist Albums

#11 Record Label Independent Current Albums

#12 Current Pop Albums

#22 Heatseekers

#28 Current Digital Albums

Social Growth:

Instagram: +217.3K (+4.87%)

TikTok: +100K (+7.14%)

Facebook: -9.5K (-0.59%)

X: -3K (-0.18%)

Spotify: +137.8K (+6.57%)

YouTube: +27K (+2.87%)

Advertising Stats:

Total Reach: 26 Million

Music Video Views: 4 Million

YouTube Subscribers 19K

Instagram Followers 48.7K

Total Instagram & TikTok Interactions: 1.5 Million

TikTok Followers: 20K

Total Clicks To Streaming Platforms: 143,000

Marquee Campaign to Streaming: 100,000 Additional Streams, 16,000 Playlist Additions, and 66,000 New Saves

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2024/01/K-Pop-Album-Slider-Image-for-Album-at-Apple.png

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2024/01/NYC-OOH-NMF-Billboard-for-Album.png

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2024/01/YouTube-Music-Eric-Nam-Billboard-in-LA.png

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2024/01/Non-exclusive-Press-Image-E_02_43539.jpg

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2024/01/Eric-Nam-Spotify-KR-Content-Activation.png

Renee Oliver, The Orchard, roliver@theorchard.com

Is the nominee a Music Biz member - Yes

Submission # 3

Elsewhere's digital membership program

Elsewhere

At the center of an emerging cultural revolution is Elsewhere, Brooklyn's leading independent music venue. Over the past year, Elsewhere showcased innovation and resilience in the ever-evolving live music industry by building IRL and online communities to help fans find community before, during, and after events. In 2023, not only did Elsewhere welcome 280,000 visitors, book 600+ events, grow its newsletter to 300K+ subscribers and see 3M unique visitors to its website, but it launched its first-ever membership program, nurtured its growing Discord community, and introduced digital editorial via 'Zine' and its weekly YouTube show, Hi-Fi.

In an effort to grow their audience and gain loyalty, Elsewhere unveiled their tiered membership program in March of 2023. This consists of a first-of-its-kind venue subscription model that ranges from \$5 to \$40 per month and offers exclusive ticket discounts, perks, early access to Elsewhere shows, fostering a strong sense of community among members. Elsewhere's founders designed this program to build a community of the most culture obsessed, so their biggest supporters can come to Elsewhere more often, more affordably, and support artist visibility along the way. The first drop sold out in under 7 minutes.

Recognizing the growing importance of peer-to-peer communities over walled gardens like Instagram, Elsewhere launched their Discord server, one of the largest live music servers and first from a music venue, which today's touts more than 4,000 monthly users with a 14% monthly growth in 2023. This platform serves as a digital space for fans to connect, share experiences, and engage with each other anywhere at any time. Since its launch, the Discord community has become a thriving hub for discussions, exclusive content drops, and real-time venue <> fan <> artist interactions, extending the Elsewhere experience beyond the physical venue.

As the popularity of niche genres is rapidly growing, the 'omni-genre listener' is the face of the future of music. In a move to accurately represent Elsewhere's diverse community and expand their digital offerings, Elsewhere launched the creation of 'Zine', a new digital editorial offering that goes behind the artists who play Elsewhere's stages, and the venue's livestream 'Hi-Fi', a weekly YouTube show that gives audiences a closer look at emerging music.

With an unwavering commitment to community building and a mission to support niche music communities and micro-genres, Elsewhere has set a new standard for live music venues and defines the ethos of a transformative era in the industry. Through Elsewhere's 2023 marketing efforts and digital expansion, these new IRL & online contributions not only elevate the fan experience but also position Elsewhere at the vanguard of a movement that prioritizes community, champions creative freedom, and amplifies the voices of artists who defy mainstream norms. Each of these marketing efforts has led Elsewhere to redefine the definition of a music venue and are poised to outperform the market.

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2024/01/Elsewhere-Press-Clippings_-Bizzy-Awards-2024-Marketing-Superstar-Award-1.pdf

Amber Anderson-Wells, Made You Feel, amber@madeyoufeel.com

Is the nominee a Music Biz member - No

Submission # 4

Barbie The Album Early Listening Events WMX

VIDEO:

<https://drive.google.com/file/d/1LeNWdv6hatQItFPWj8tD2IYpxKGmnaBW/view>

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2024/01/2024-Marketing-Superstar-Award-Submission.pdf

Gina Williams, WMX, gina.williams@wmg.com
Is the nominee a Music Biz member - Yes

Submission # 5

TIDAL Artist Summit 2023

TIDAL

Over 3 days, TIDAL built and produced its inaugural, all-encompassing Artist Summit – supporting 30 indie artists and their teams from the US and Poland with an all expenses paid trip to their offices in NYC. This experiential marketing event featured 13 sessions and 5 experiential activations across four venues centered around creativity, collaboration, and cutting-edge education with an emphasis on supplying artists with crucial resources and tools to build their businesses.

Sessions included foundational topics such as financial well-being, touring, music law, a Recording Academy Lunch & Learn, storytelling and branding workshop, a Dolby Atmos masterclass, and more. TIDAL's CEO Jesse Dorogusker, SVP of Artist & Label Relations Jason Kpana, artist advocate and industry influencer Ari Herstand, financial coach Rachael Bronstein, best-selling author and University of Michigan professor Dr. Marcus Collins, among others were on hand to provide tangible insights for the intimate event encapsulating TIDAL's mission: serving artists and fans first.

In total, 100+ artist posts occurred with an estimated 1.3 million potential reach. TIDAL's flagship Instagram channel garnered 24K total taps forward on organic, Summit-related stories, driving 5Xs more clicks to TIDAL Artist Home.

100% of artists mentioned the summit met or exceeded their expectation with the same mark mentioning the content helping them grow their careers. Additionally, the summit formed an organic community amongst attendees and experts almost instantaneously. Outside of TIDAL-led programming, artists booked studio time and excursions around NYC during their open evenings and many are in conversation about touring together and future creative collaborations.

REFERENCE LINKS

- Summit Highlights – <https://docs.google.com/presentation/d/1BFj0E6JkkXQ5LdOasRXxdbZVYz0hWSddKw3KjUdX2mw/edit?usp=sharing>
- Summit Recap Video – <https://www.youtube.com/watch?v=mLSrEZKzlc4>
- Billboard Mention – <https://www.billboard.com/business/streaming/tidal-streaming-service-block-financial-services-1235544785/>
- Recording Artist, GoGo Morrow, speaking on her Summit Experience in Galore Magazine –

<https://galoremag.com/gogo-morrow-dropped-her-latest-single-dont-stop-featuring-yung-bleu/>

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2024/01/TIDAL-Artist-Summit-2023-Highlights.pdf

Shar Caesar Douglas, TIDAL, shar@tidal.com

Is the nominee a Music Biz member - Yes

Submission # 6

Melodie Platform Relaunch 2023

Melodie

Melodie (www.melod.ie) is a tech-enabled music licensing solution providing authentic stock music for content creators, businesses and creative platforms. The marketing campaign for Melodie Product Upgrade was launched in October 2023. Joining the Melodie team in August 2023 as Marketing Director, Kat moved quickly to review the company comms and create updated Brand Comms guidelines to align sales and marketing communications and lean into the soon to be launched series of upgrades. She created press releases tailored to local and international media; prepared campaign imagery and video; developed CRM comms and announcements to customers, ambassadors and Melodie artists and composers; composed social media posts for organic as well as paid campaigns; as well as launch blogs/articles. She also managed key partnerships and deliverables with FlimicPro, SmartPhone Flick Fest and Asia TV Forum, to further amplify Melodie's announcement. Being an Australian-owned company, one of Melodie's business objectives is to support Australian music as well as Australia's Indigenous artists. The launch period therefore also included the announcement of Melodie's Indigenous Engagement Strategy and development of an Australian Music focused presentation that would be sent to potential local business partners looking to use Australian music such as Local Government NSW. This launch marked an update to Melodie's existing music search and licensing product with a turbocharged series of upgrades. Kat used her skills to weave the product upgrade narrative as well as a broader business positioning through a multi-channel mix - ensuring every touch point was harmonious, tailored and aiding mass awareness.

Link to brand video from campaign: <https://vimeo.com/882306823>

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2024/01/Melodie-Platform-Relaunch-Client-EDM.pdf

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2024/01/Melodie-Platform-Relaunch-Ambassador-EDM.pdf

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2024/01/MelodieLaunch_ProductStills.png

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2024/01/MelodieLaunch_SocialTakeover_IG.jpg

Evan Buist, Melodie, evan@melod.ie
Is the nominee a Music Biz member - No

Submission # 7

Independent Record Store Listening Events (Barbie the Album, Paramore, Melanie Martinez) Atlantic Records

What started as an idea to leak the Paramore album to fans ahead of release turned into a year long campaign gathering millions of reach on social media, thousands of physical units sold and contributing to up to 21% of an artists first week sales. Thousands of fans funneled into independent record stores worldwide to listen to music, bond with their fellow fans and participate in a celebration of their favorite artist releases. The Paramore, Melanie Martinez and Barbie the Album Listening Events were the most impactful marketing campaigns during release week. The social media reach of these campaigns alone were enough to impact the visibility of the album but many of the events exceeded expectations in the amount of vinyl and cds sold towards the artists first week. It was an extreme effort put on by Atlantic Records (Katie McCoy) and WMX (Ross Sroda) who spearheaded every campaign. They came up with unique giveaways, gifts with purchase, signage and asset/websites to promote each event. Each event was specially curated towards the artist. They didn't create a template, they looked to create a space where each fan community had a memorable experience. The events turned heads across the industry. Other labels followed suit seeing the impact that Atlantic was making with these events. The success was also because hundreds of stores across the US and world came on board to support these releases and invite fans into their stores for a one-of-a-kind release event.

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2024/01/Barbie-The-Album-WMX-Independent-Retail-Recap.pdf

Daniel Parrott, Atlantic Records, Daniel.Parrott@atlanticrecords.com
Is the nominee a Music Biz member - Yes

Submission # 8

The Girls Are Eating **300 Entertainment**

she/they ate (v): The colloquial term used to describe someone doing a great job at something

read: "she ate the girls up with her performance at the VMA's"

see similar: 4+4= ATE ; she chewed, left no crumbs, she's keeping us fed

On Saturday 9.9.2023 we illuminated the female talent of 300 with a free ice cream truck experience called The Girls Are Eating. "The Girls Are Eating" aims to bring awareness and celebrate the talented female artists that are running the game. Our mission is to amplify female voices and create a memorable and shareable (viral moments) experience that encourages carefree summertime energy, while simultaneously calling attention to the 300 brand and the female artists on the 300 roster. We also joined forces with with black women owned media company, MEFEEater, for a The Girls Are Eating inspired panel at their first ever Fashion Girl Summit.

★ Megan Thee Stallion has recently reached 38 Million RIAA Certified Units making her the 4th most certified US female rapper in history.

★ PinkPantheress is one of the top streamers of 2023, had the 2nd biggest music video in all of 2023, and is nominated for VMA's for 'Best New Artist'

★ Our developing female roster is reaching new heights, whether it be while opening for Moneybagg Yo, collaborating with top talent (Sukihana, Sexyy Red, Kali), or appearing as the face of a Victoria Secret campaign.

We see women dominating the entertainment industry, but also honoring each other's achievements and providing unwavering support for each other.

The Girls Are Eating campaign will bring awareness to this cultural shift while highlighting some of the immensely talented female artists on the 300 Entertainment roster.

Our in-person activation was a celebration, fostering confident self-expression and joy!

In this experience, attendees:

+Choose from 8 free custom ice cream flavors inspired by the female artists and mixed by NYC legendary shop, Mikey Likes It Ice Cream

A.R. The Mermaid's "Watt We Dough-ingg"

BlakeIANA's "Birthday CakeIANA"
BreezyLYN "Bad B Busdown"
Brittney Spencer's "Country Crunch"
Girll Codee's "Chaa Chaa Sundae"
Kenya Vaun's "Summer Sorbet"
PinkPantheress' "Pink's Purse-ona"
Megan Thee Stallion's "Cognac Cream"

+Grab exclusive "The Girls Are Eating" merch

+Capture the moment in front of the "You ATE" mirror, while The Girls Are Eating ambassadors cheer them on, and help them capture their best angles

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2024/01/The-Girls-Are-Eating-Deck-BAs.pdf.pdf

Vicente Lopez, 300 Entertainment, vicente.lopez@threehundred.biz
Is the nominee a Music Biz member - Yes

Submission # 9

Czarface
Virgin Music

We wanted to give something to stores to drive in traffic and pulled out all the stops and favors from friends like Stance Socks.

<https://docs.google.com/document/d/1XFd1Y5eVwwx8Nnzv3hDfIUU5opAeml00RLVdqDgMCds/edit?usp=sharing>

Scotty Coats, Virgin Music, Scotty.coats@virginmusic.com
Is the nominee a Music Biz member - Yes

Submission # 10

De La Soul Reservoir Media/Chrysalis Records

De La Soul, one of the most influential hip hop groups of all time from New York, were the last holdout on DSPs due to numerous sample clearances from their first 6 albums, released between 1989-2001.

On 3/3/23 (the initial date for "3 Feet High & Rising" in 1989), during the celebratory year of Hip Hop's 50th Anniversary, De La Soul's catalog was finally released. Using the "3" element, the catalog date was announced on January 3 with a new website, merch drop, a pre-order for 3FH&R vinyl (which had 6 color variants including 3 exclusives at Walmart, Amazon & Rough Trade) CD & cassette and TikTok account. The worldwide press was massive and trended on Twitter. "The Magic Number" was released January 13 with a new animated lyric video, 7" and cassingle. Spotify's campaign "The De Is Finally Here" launched with a pre-release album page, clips and countdown clock. On February 3, "Eye Know" the 2nd single, launched with a 7", cassingle and Apple Atmos exclusive pre-orders to coincide with a Grammy Hip Hop 50 performance.

Sadly, member Dave passed away weeks before the drop and the campaign was put on hold. Taking direction from the band, we continued to honor him. A live-streamed release party in New York City with Amazon turned into a moving tribute with performances and appearances by many hip hop legends. In addition to the massive global support for De La Soul, they received an unprecedented six Billboards from Spotify, Amazon, Apple, YouTube, Pandora and NASDAQ in NYC with others in Los Angeles, Toronto, London & Atlanta.

All 6 albums took the top spots in Catalog Digital Albums in the US. "3 Feet High & Rising" debuted as the #1 Top Catalog Vinyl album chart, #1 on the Tastemakers Chart, #2 on the Catalog Albums Chart, #3 Independent Albums Chart, #15 on the Billboard Top 200 chart and #12 on the Top 100 Albums in the UK. De La Soul received 28MM streams week one for the 6 albums. And as of December 2023 there has been a +46% uplift in LTD overall streaming consumption since the release of the catalog. Since March 3, YoY streaming growth is up +280% with the total TD is ~147M global streams. Socials Media following increased 50% from January to December, with the TikTok account helping to increase their presence.

The rollout continued past March including merch drops, the remaining 5 album physical releases were released every month, a weekly launch of upressed videos and stand-alone singles driving back to catalog consumption culminating with the highly anticipated remix of "Buddy (Native Tongue Decision)" in August. The band had a sit down interview and performance on The Tonight Show, numerous global press interviews including The NY Times, appeared at Coachella with Gorillaz, performed at festivals in Europe, played the F.O.R.C.E tour with LL Cool J (and other hip hop artists) and opened for Nas & Wu Tang Clan They were also part of another televised Hip Hop Grammy performance in December. The year ended with an exclusive Black Friday Record Store Day 7" physical Box Set (with splattered colored vinyl and a 7" slipmat) of "3 Feet High & Rising".

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2023/12/Variety_NYCParty_8.png

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2023/12/Variety_NYCParty_7.png

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https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2023/12/Variety_NYCParty_5.png

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2023/12/Variety_NYCParty_4.png

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2023/12/Variety_NYCParty_3.png

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2023/12/Variety_NYCParty_2.png

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https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2023/12/RMM-323-1-mock-up-1.jpg

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https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2023/12/Amazon_20230303_de_La_Soul-0191.jpg

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2023/12/Design_AllAlbums.pdf

Submission # 11

George Strait Propeller Campaign Propeller and Messina Touring Group

The George Strait x Propeller Tour Activation Campaign has been an incredible example of how artists can use their platform to engage fans and create impact on the road.

George Strait is one of the most influential and popular recording artists of all time. For his headline stadium tour dates in 2023, Messina Touring Group approached Propeller to create a fan engagement opportunity that would raise awareness and funds for his Jenifer Strait Memorial Foundation at each show. Propeller designed a call to action that was promoted via custom designed screens every night. Fans were given the option to text in to bid on 'the shirt off George's back' from that night's performance and/or donate for a chance to win a front row ticket upgrade. George also donated various signed memorabilia and posters to be sold to amplify donations.

By integrating a charitable component into the fan engagement strategy, the campaign not only resonated with fans emotionally but also translated into tangible support. The campaign has engaged over 25k fans and is well on the way to raise over \$1mil for the foundation. Every fan who took action was also added to George Strait's marketing lists, adding to first party fan data capture initiatives while delivering an incredible amount of impact at the same time.

To celebrate the end of the year, the team also put together a series of online giveaways themed around The 12 Days Of Christmas. George donated VIP tickets, various memorabilia, and a once in a lifetime trip to see him in Vegas in 2024. As of the date of this submission, the campaign has helped to bring in another \$30k towards donation efforts.

Supporting Materials

https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2023/12/George-Strait-Propeller-Case-Study.pdf

Annie Flook, Propeller, annie@propeller.la

Is the nominee a Music Biz member - No