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 # 2**

**Eric Nam - House on a Hill**

**The Orchard**

*Overall budget - £463,435; £396,882 spent ++ 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. ++ 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/K-Pop-Album-Slider-Image-for-Album-at-Apple.png)

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[*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/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/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*](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*](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*](https://drive.google.com/file/d/1LeNWdv6hatQItFPWj8tD2IYpxKGmnaBW/view)

*Supporting Materials*

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Gina Williams, WMX, gina.williams@wmg.com

Is the nominee a Music Biz member - Yes

**Submission # 10**

**De La Soul A.O.I. LLC**

**Reservoir Media/Chrysalis Records**

*De La Soul, one of the most influential hip hop groups of all time fro 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*

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[*https://musicbiz.org/wp-content/uploads/gravity\_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2023/12/YouTube\_20230303\_de\_La\_Soul-0061.jpg*](https://musicbiz.org/wp-content/uploads/gravity_forms/218-14faa8b55f644d1d2b6969d4868b7b3c/2023/12/YouTube_20230303_de_La_Soul-0061.jpg)

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