



Liberty

MUSIC PR

TESTIMONIALS

"Super Impressed with Liberty's Ability to take a track, find a unique story and pitch it to the right people/publication to promote it. I'm able to trust them with that side of the business which means I have one less thing to worry about come release day. Entire team is always responsive as well" - Clark Dinnison - Founder of Noon Pacific ★★★★★

"Liberty has been such a pleasure to work for Captain Kidd. They are very attentive and help throughout the entire campaign process to ensure each release reaches its full potential. We've seen some amazing success, especially on the Spotify end. Looking forward to continuing our work with Liberty!" - Captain Kidd - Artist ★★★★★

"Love working with Bee and everyone at Liberty Music PR!" - Jeni Raskin - Founder of Kin Entertainment ★★★★★

"It's so comforting to have complete trust and faith in the people on your team in the music industry. Liberty have taken such care with every aspect of my PR, every decision is strategic and thorough. They clearly really care about their artists. It's a great family to be part of!" - Delaire - Artist ★★★★★

SERVICE: PUBLICITY

We deliver bespoke and creative online campaigns with a reputation for close consultation with the artist and management at every stage. We work with artists from all stages of their careers, from emerging hype to established acts on major and independent labels across single, EP and full album campaigns.

We are uniquely placed to do this, drawing on our positive relationships with key people across the music media. Our relationship with brands is growing all the time.

Target online platforms to feature single in their 'Best Of' and Track Of The Week/Month selections such as Music News, Spindle Selects and Line Of Best Fit

We tailor each campaign around the artists short term goals and we become a stepping stone to help them achieve it .

We make sure all the content achieved for each artist is not only relevant but also has longevity, meaning it's something you can refer back to your whole career. This is so important for artists building a long term career. We measure success by making sure that the targeted key tastemakers are not only aware of you but have listened to you and your music.

The content can come in the form of:

Premiere - Q&A's - Interviews - Sessions - Introducing Pieces - Features - Editorials - Fashion Lead Pieces - Opinion Pieces

SERVICE: SPOTIFY PLAYLIST PLUGGING

As streaming has become the new way to listening to music, Spotify now leads as the listener's go-to music discovery platform. Liberty Music PR has expanded to providing Spotify playlist plugging services to artists in any stages of their career. Getting track placements on Spotify playlists is now a vital income stream to the modern day artist and a powerful tool to reach music in front of millions of new fans.

With extensive experience of gaining our artists placements on playlist worldwide, our services have seen clients gain placements on playlists to hundreds of thousands of listeners. We will tailor a strategy that can target playlists in specific regions or provide focus worldwide, we pride ourselves to work to artist's desires.



CAPTAIN KIDD - Campaign Report

Spotify Playlist Achievements

Single - "Wild" Current Streams: 537,379

New Music Friday US - 2,400,000 followers

Germany's Indie Radar - 40,000 followers

Indonesia's New Music Friday - 85,000 followers

Taiwan's My Drunken Night - 50,000 followers

US Viral 50 Charts - 225k followers

Single - "Bleed" Current Streams: 910, 175

New Music Friday France - 185,000 followers

New Music Friday Sweden - 128,000 followers

New Music Friday Italy - 117,000 followers

New Music Friday Norway - 100,000 followers

New Music Friday Poland - 6,000 followers

New Music Friday Switzerland - 5,000 followers

Publicity Achievements

Premieres:

EARMILK

Both Singles Reached #1 on Hype Machine

Features:

Indietronica - EMD Boutique - Music News - Born Music Online
- It's All Indie - Mystic Sons - Spindle Magazine - Acid Stag -
Unsigned Music Awards - The Fresh Committee - Vents
Magazine - Electro Wow - Gems and Secrets

TROPIC HARBOUR - Campaign Report

Spotify Playlist Achievements

Single "[Can't Pretend](#)".

Japan's Newest Pop Mix - 20,000 followers

New Music Friday Canada - 170,000 followers

Canada's Indie All Stars - 85,000 followers

Weekly Buzz playlist - 500,000 followers

France's Une Semaine, Une Playliste - 4000 followers

Viral 50: Ireland's Viral 50 Reached number 16 & UK
Reached number 30

Current Streams: 378,665

Publicity Achievements

Premiere:

[Clash](#)

Hype machine (Achievements: Reached #1 spot)

Features:

[Do You Like That Song?](#) - [Electric Sound of Joy](#) - [Sodwee](#) -
[Gobsmag](#) - [Its All Indie](#) - [Music-all New](#) - [Music News](#) - [Vents](#)
[Magazine](#) - [Born Music Online](#)

BEAUTY SLEEP - Campaign Report

Spotify Playlist Achievements

Single "The Feeling Back"

New Music Friday UK - 500,000 followers

New Music Friday playlist - 75,000 followers

New Music Friday Turkey - 50,000 followers

UK's The Other List - 87,000 followers

UK's 'One Week, One Playlist' - 80,000 followers

UK's A Breath Of Fresh Aire - 29,000 followers

Japan's Woman Don't Cry - 9,500 followers

Turkey's Yeni: Alt - 5,000 followers

Viral 50: Ireland's Viral 50 Reached number 16 & UK
Reached number 30

Publicity Achievements

Premieres:

[Atwood Magazine](#)

Features:

[It's All Indie](#) - [Get In Her Ears](#) - [Mystic Sons](#) - [Naia19](#) - [Born Music Online](#) - [God Is In The TV](#)

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For more info: www.libertymusicpr.com