



Features earned for Music App platform on outlets such as Forbes, Huffington Post, BuzzFeed and CNET

Location: Boston

Market: B2B / B2C

Industry: Music Streaming

Challenge:

The music and entertainment industries have been transformed by the Internet. Factor in ever-changing technology and standing out and differentiating in the space is brutally difficult.

A leading streaming music distribution service with over a decade of experience in providing independent recording artists with a streamlined and affordable distribution option needed to make a splash among consumers at a time when it was introducing a new app.

The app allows music fans to access songs and music from over 7,000 artists across 27 different genres. Interdependence Public Relations was chosen to craft the messaging of this shift to the consumer sector and to generate enough media exposure to drive consumers to use the platform.

Solution:

The IDPR team earned an average of four monthly mainstream print, online and broadcast placements for the company, which realized a 200 percent ROI during the campaign.

Results:

The company chose IDPR because of its aggressive, results-oriented approach to public relations. The agency's Interviewed™ technology – which identifies early emerging trends in media reporting – gave the client confidence that IDPR operates ahead of the curve in media relations. And the results did not disappoint.

IDPR's campaigns positioned the company's founder as a leading expert in streaming media and music industries. In addition, feature stories and reviews of the app were earned in outlets such as Forbes, Huffington Post, BuzzFeed and CNET.

Not only was the company's reputation elevated, but the utilization rate of the app soared through the campaign, highlighting the best effects of an aggressive PR campaign.