

Enhanced credibility and more than 200% ROI from media placements

Streaming music company

Location:

New York, New York

Market:

B2B / B2C

Industry:

Online service

Challenge

A streaming music company providing independent recording artists with a streamlined and affordable music distribution service partnered with Interdependence looking to make a splash in the consumer space with the release of its brand-new streaming app, a discovery platform for music aficionados to access songs and music from over 7,000 artists spanning 27 genres. Interdependence was tasked with crafting the messaging of this shift to the consumer sector and generating widespread media exposure that would drive consumers to use the platform.

Solution

The company originally selected IDPR as its PR partner based on its results-oriented, innovative, and strategic approach to public relations – and the team has delivered. Since the start of the campaign, IDPR has secured an average of four monthly mainstream print, online and broadcast placements for our client, with the company attaining an average monthly ROI in excess of 200%. Our strategic approach to securing media coverage has utilized a mix of positioning of the company's founder – a former musician himself – as a leading expert in the streaming media and music spaces, in addition to promoting feature stories on the company and garnering reviews of the app.

Results

These placements have elevated our client's credibility and made the company stand out as a major player in the streaming media space, with the same publications regularly writing about Spotify and Pandora. They now turn to our client as well. Week in and week out, Interdependence secures interviews and placements for the company with publications across the mainstream, business, music and technology spaces, including outlets like BuzzFeed, CNET, Forbes, Hypebot, Fusicology, The Drum, Cheddar, AndroidGuys, and Huffington Post, just to name a few.