



Amon Tobin



About

We aimed to launch Amon Tobin's new album to his existing audience as well as expand to new fans across all digital platforms including streaming services and social channels.

Details

Label: Nomark  
Genre: Electronic / Ambient / Chill Out

Marketing Tactics

- Implement listening tools – Tubular, Chartmetric, etc. to identify and target audience for campaigns
- Leverage artist narrative as successful sync composer, Pitchfork darling, and status as a key figure in the rise of Drum & Bass genre
- Reddit AMA
- The Parliament – fan group + street team activation across socials
- "Fooling Alright" Music Video
- 4/23/19: Sold out Pitchblack Playback listening events in London and New York SOHO House
- 5/15/19: Initiated NACC radio campaign Co-sign

KPIs/Achievements

- Lead singles featured on four prominent Spotify playlists including Virtual Reality and Lava Lamp
- "On A Hilltop" top track and cover of Exospheres playlist
- 740k streams accumulated across 3 month album campaign
- 2500% social and DSP engagement across 3 month album campaign
- iTunes Charts: #1 USA, #2 France, #3 Canada, #4 UK, #7 Germany
- Bandcamp Charts: #1 Electronic , #2 Platform
- NACC Radio #1 Electronic , Most Added

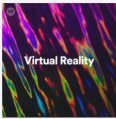
Playlist Pickup



Exospheres  
"Vipers Follow You"

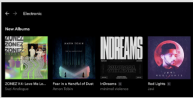


Lava Lamp  
"On a Hilltop Sat the Moon"



Virtual Reality  
"On a Hilltop Sat the Moon"

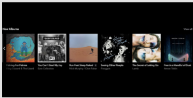
Features & Store Placements



#2 New Albums (Electronic)



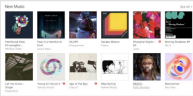
New Music



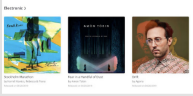
New Releases



New Releases



New Music



#2 New Release (Electronic)



New Music Now, New Electronic Now,  
Electronic Experiments



Press Highlights



Amon Tobin Continues to Ply His Eerie Trade on the Otherworldly 'Fear in a Handful of Dust'



Fear in a Handful Of Dust Album Review



Noisia Teams Up with Amon Tobin's Two Fingers for Wild New Collab "Dziengis"



Amon Tobin Releases Glitchy, Alien-Like New Album 'Fear in a Handful of Dust'