



Catherine Russell



About

We aimed to launch Catherine Russell’s new album *Alone Together* to her existing audience as well as expand to new fans across all digital platforms including streaming services and social channels. The marketing team aimed to solidify this legacy artist as a household name across all digital real estate.

Details

Label: Dot Time Records
Genre: Jazz

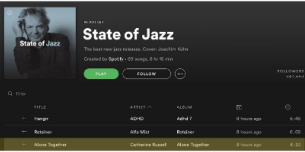
Marketing Campaign

- Collaborated with PR and radio for tentpole release dates, tour dates, and activations
- Leveraged artist story and marketing drivers with DSP playlist editors and industry gatekeepers
- Optimized digital properties including YouTube, Soundcloud, Pandora, and social media platforms

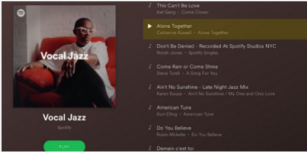
What We’ve Accomplished

- Our marketing team directly contributed to the following KPIs through leading marketing strategy for the album *Alone Together*:
- 62nd Annual Grammy Award nomination: Best Jazz Vocal Album
 - Peaked and held #1 on the JazzWeek Albums chart for 5 weeks
 - #1 Most Added JazzWeek
 - Debuted at #6 on the Billboard Jazz Albums chart
 - 30% increase in streaming and followership across DSPs
 - 30% increase in social followership and engagement
 - Major features and playlist adds across all major DSPs

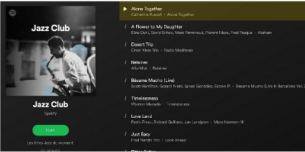
Playlist Pickup



State of Jazz
“Alone Together”



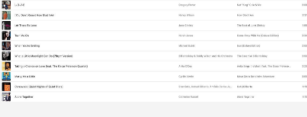
Vocal Jazz
“Alone Together”, “Harlem On My Mind”, “Don’t Take Your Love From Me”



Jazz Club
“Alone Together”, “Early In The Morning”



Singer's Delight
“Is You or Is You Ain't My Baby”



Best of the Week
“Is You or Is You Ain't My Baby”



Fresh Jazz
“When Did You Leave Heaven”

Press Highlights



Catherine Russell Shares a Taste of Her New Album, ‘Alone Together,’ on Singers Unlimited



Catherine Russel “Alone Together” Album Review



Jazz at Lincoln Center to Program Its First International Festival