



Grace Gaustad



19 year old pop singer songwriter Grace Gaustad released an EP in early 2021 to tee up her debut album release BLKBX, an ambitious project which entailed releasing one song with an official video every week for 12 weeks straight.

Genre: Pop

What We Did

Distribution | Marketing | Video Distribution | Client Management

Distribution

- Distributed her music to our network of 200+ DSPs for maximum exposure worldwide

Marketing

- We provided a DSP diagnostic before the BLKBX rollout to ensure Grace was optimizing her presence on all music platforms, employing best practices and utilizing all available DSP marketing tools
- We gave feedback to Grace's team on the BLKBX focus tracks that we felt would be the strongest for our DSP pitches
- In addition to pitching the focus tracks to editorial curators at our DSP partners, we connected Grace's music with a trusted network of third party playlists
- 52 playlist adds across Spotify, Apple, Pandora, Tidal, Vevo, Youtube Music and xite
- Over 5 million video views, 2 million streams and counting!
- Curated a playlist for iHeart's Pride programming in June
- Tidal & TikTok takeover
- 300+ third party playlist adds
- Spotify increased by 70%+ in seven months

Client Management

- We assigned a dedicated client manager who engaged on weekly status and feedback calls regarding marketing strategy, execution, and general operations.
- Provided priority client service, for accelerated deliveries to DSPs.

Video Distribution

- Symphonic landed 17 video placements including flagship playlists: New Releases on Vevo, New Video Arrivals (Tidal)
- Secured cover of Tida's Rising: Pop (Video)
- Arranged Youtube Premieres when requested by Grace's team
- BLKBX videos have accumulated over 5 million total views to date

Playlist Pickup



Pop Chillout
"93 Days"



Chill Pop
"Elephant in the Room"



Chill Pop
"93 Days"



Tidal Rising "Video"
"Oxygen"



Rising: Pop
"Oxygen"



Pop Sombra
"Code Black"



New in Singer-Songwriter
"Freedom"



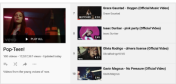
Breaking Singer/Songwriter
"Freedom"



Relax
"Sandman"



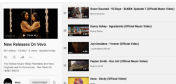
Brand New Pop
"Jupiter"



Pop-Teen!
"Oxygen"



Incoming Pop
"Creature"



New Releases on Vevo
"Red"