



Isaia Huron



Isaia Huron is an ever-evolving artist, songwriter and producer from Greenville, South Carolina now living in Nashville, Tennessee. Isaia spent several years as a drummer, playing hours-long cover shows every weekend in dive bars around the south and midwest. Isaia secretly loved singing. He released his first project simply titled, "Three" (as its three tracks long), in the beginning of 2021.

Genre: R&B

What We Did

Distribution | Marketing | Video Distribution | Client Management | YouTube Services

Marketing

- Symphonic pitched Isaia's music to editorial curators at all the major DSPs resulting in 27 playlist pickups including two inclusions in Spotify's New Music Friday, Spotify's POLLEN, Apple's New Music Daily, and more.
- The release for SELF! exceeded expectations and resulted in 40% growth in Spotify Monthly Listeners.
- Symphonic also worked closely with Isaia's team on his latest release, Fallen/DGYLA, which premiered on Spotify's New Music Friday.

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.

Distribution

- Symphonic distributed his music to our network of 200+ DSPs for maximum exposure worldwide.

Video Distribution

- Distributed official video for Self! to major platforms such as TIDAL, Apple Music, Vevo, and more.

YouTube Services

- Enabled Content ID for Sounds Recordings to collect revenue generated from video views.
- Collected Content ID Publishing royalties resulting in additional revenue.

"Symphonic has been a great distribution partner, especially during a transitional period in the music industry (due to the pandemic). With Isaia gradually telling his story and consistently delivering great music, it's been a great feat of teamwork to pair our own resources and relationships with those of Symphonic's in order to create successful releases that have received amazing support by DSP partners."

- CAITLIN HARRIFORD, ARTIST MANAGER, MALONA

Playlist Pickup



New Music Friday
New Music Friday Egypt
New Music Friday Gulf

New Music Friday North Africa
New Music Friday Levant
All New Indie

Alternative R&B
POLLEN
Spotify & Chill

Anti Pop
Ultimate Indie
Chilled Pop Hits

Alt. Pop.
Ripple Effect
Indie Frequency



Apple Music

New in R&B

Day One

New Music Daily



New in R&B
Apple Music R&B
what's hot today



New Music Daily
Apple Music
what's new

amazon music

Breakthrough Indie

Breakthrough R&B

Fresh Indie



deezer

Fresh R&B



pandora

Indie R&B



TIDAL

Rising: R&B

