



KRAWK



"Welly" is the long-awaited third studio album by Krawk, the Brazilian Trap star who started in the rhyming battles of São Paulo and today accumulates over 300 million plays across the DSPs. The release cycle occurred between February and May 2021, with 5 singles, a full studio album with 17 tracks plus 17 visualizers uploaded on the artist's YouTube channel. The goal was to not only grow the artist's fan base, but to establish him as a consolidated talent in the national trap scene.

Genre: Brazilian Hip Hop, Brazilian Urban, Brazilian Trap, Brazilian Funk

What We Did

Distribution | Marketing | Client Management | YouTube Services | TikTok Challenge

Distribution

- Symphonic distributed his music to our network of 280+ DSPs for maximum exposure worldwide

Client Management

- Dedicated client manager with weekly status and feedback calls regarding marketing strategy and general operations
- Provided priority client service, for accelerated deliveries to DSPs

YouTube Services

- Activation of YouTube ContentID, enabling monetization of user-generated content and protection of assets

Marketing

- Editorial playlist pitching
- Special project on Deezer – Track by Track album commentary playlist
- Release cycle included 17 tracks, divided in 5 singles + full album, from February through May
- Worked tracks include:
 - Euotrip: Pt 2 (1.2M streams on Spotify + 2.1M views on YouTube)
 - A 1 Passa (1M Streams on Spotify + 1.1M views on YouTube)
 - Rainha (380K streams on Spotify + 1M views on YouTube)
 - Falsa (380K streams on Spotify + 855K views on YouTube)
 - Fake Heroes (308K streams on Spotify + 242K views on YouTube)
- Pick up across Spotify, Amazon, YouTube, Apple Music, Deezer, TIDAL, and Soundcloud

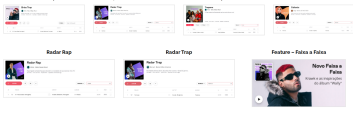
Playlist Pickup



TIDAL



deezer



amazon music



YouTube Music



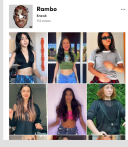
Apple Music



TikTok Challenge

Tik Tok dance challenge in cooperation with Aloha Media

The Tik Tok dance challenge for the track "Rambo" got over 713 videos created and more than 3.5 Million views.



Listener Stats

- 13K new Monthly Listeners on release day
- Growth of 34K Monthly Listeners in 2 weeks
- 1500 new followers in a month following release



- QPP Ratio got stable after end of the release cycle, creating a more sustainable and established audience from where the artist can grow next cycle



- Peak of 1.1M views on channel the day after the release
- 8.2 Million views on channel in a month following release



- 20K new subscribers in 7 days after release



- Artist got most streams ever on Monday after album release



- Peak of new Deezer fans on day of release

