

DI++O
PR SERVICES



**YOUR BIG
BREAK
IS JUST
AROUND
THE CORNER.**

*Let us put your music in the hands of people
who can make the difference to your career.*

Get the exposure you deserve.

A successful PR campaign is essential when it comes to getting your music the attention it deserves. Great PR is at the heart of Ditto Music's promotional services and we specialise in helping our clients raise their profile. We use the same tools as major labels to target a wide range of regional and national publications during a carefully planned campaign, designed to create as much coverage around your music as possible.

At Ditto Music, our reach is global. We have dedicated expert teams in place across the world, from the UK to the USA and Australia, each with invaluable industry insights and a long list of influential contacts.

“WORKING WITH DITTO MEANT I DIDN'T NEED A MAJOR LABEL TO GET THE EXPOSURE I WANTED”

THE PROBLEM

Following worldwide success as the lead guitarist of Paramore, Josh Farro came to Ditto Music to launch and promote his solo career. To gain more exposure for his upcoming releases, he needed a bespoke PR campaign to get his new solo project featured in leading music publications and reach fans across the globe.

THE RESULTS

Supported by Ditto's PR services and bolstered by his past achievements in music, Farro was not only featured on a collection of leading music blogs and websites, but also in a number of high-profile music publications, including NME, Billboard, Teen Vogue and Kerrang.



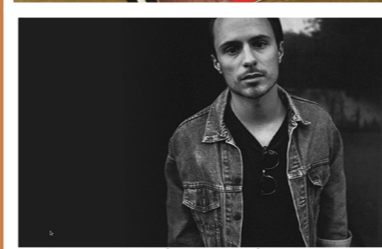
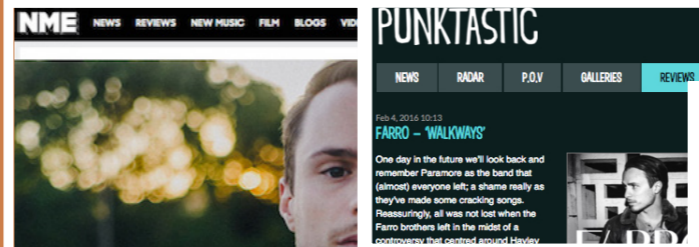
6.5
MILLION
media
impressions



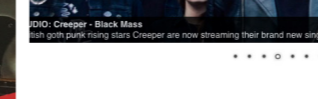
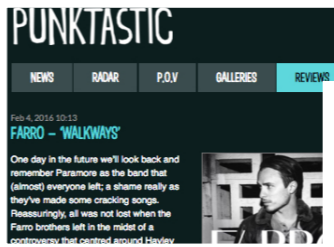
TOP
40
itunes
alternative
chart



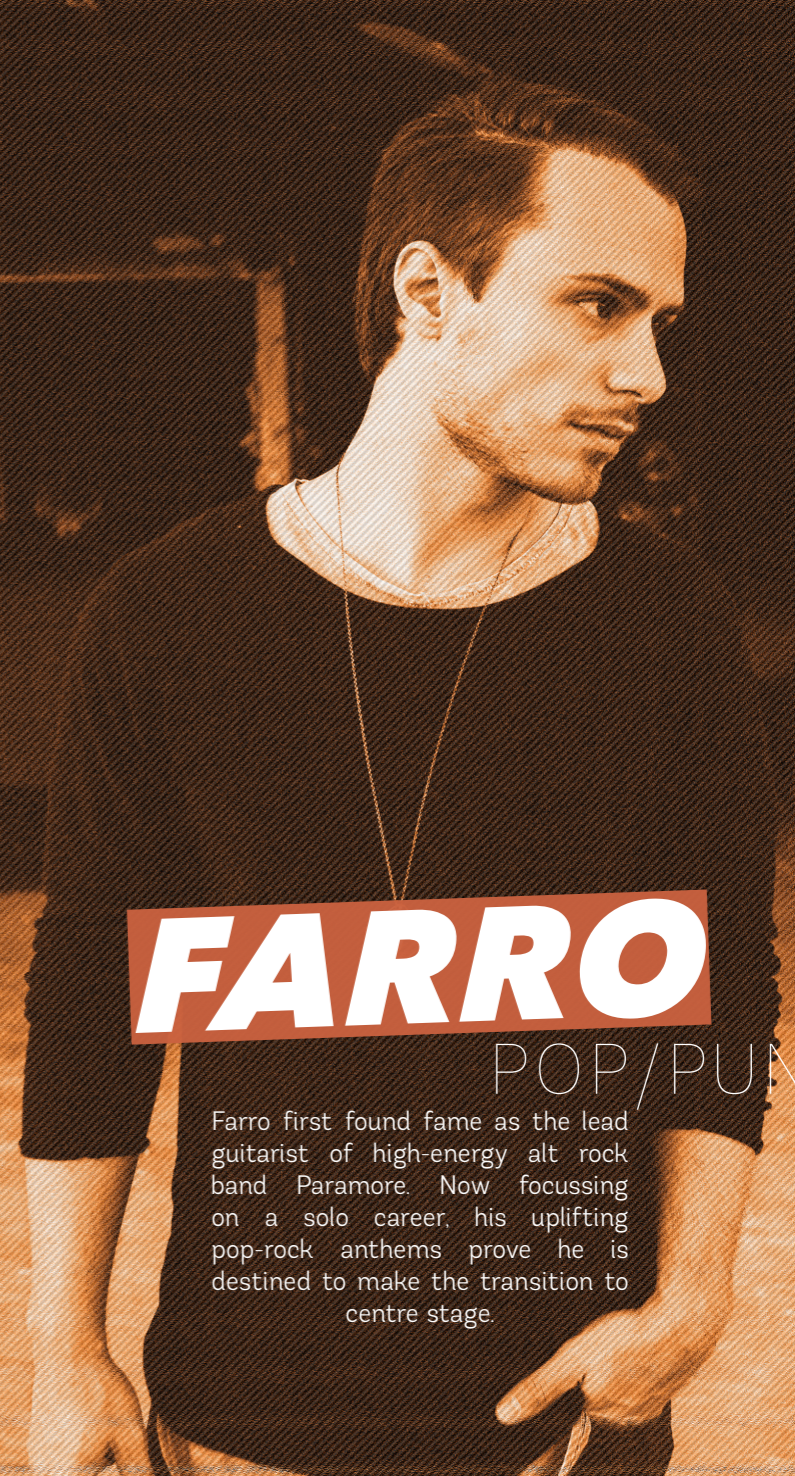
ONE
PULLOUT
Magazine
poster



Josh Farro talks going solo: "I didn't really know if I could do this"



ONLINE & PRINT COVERAGE



FARRO

POP/PUNK

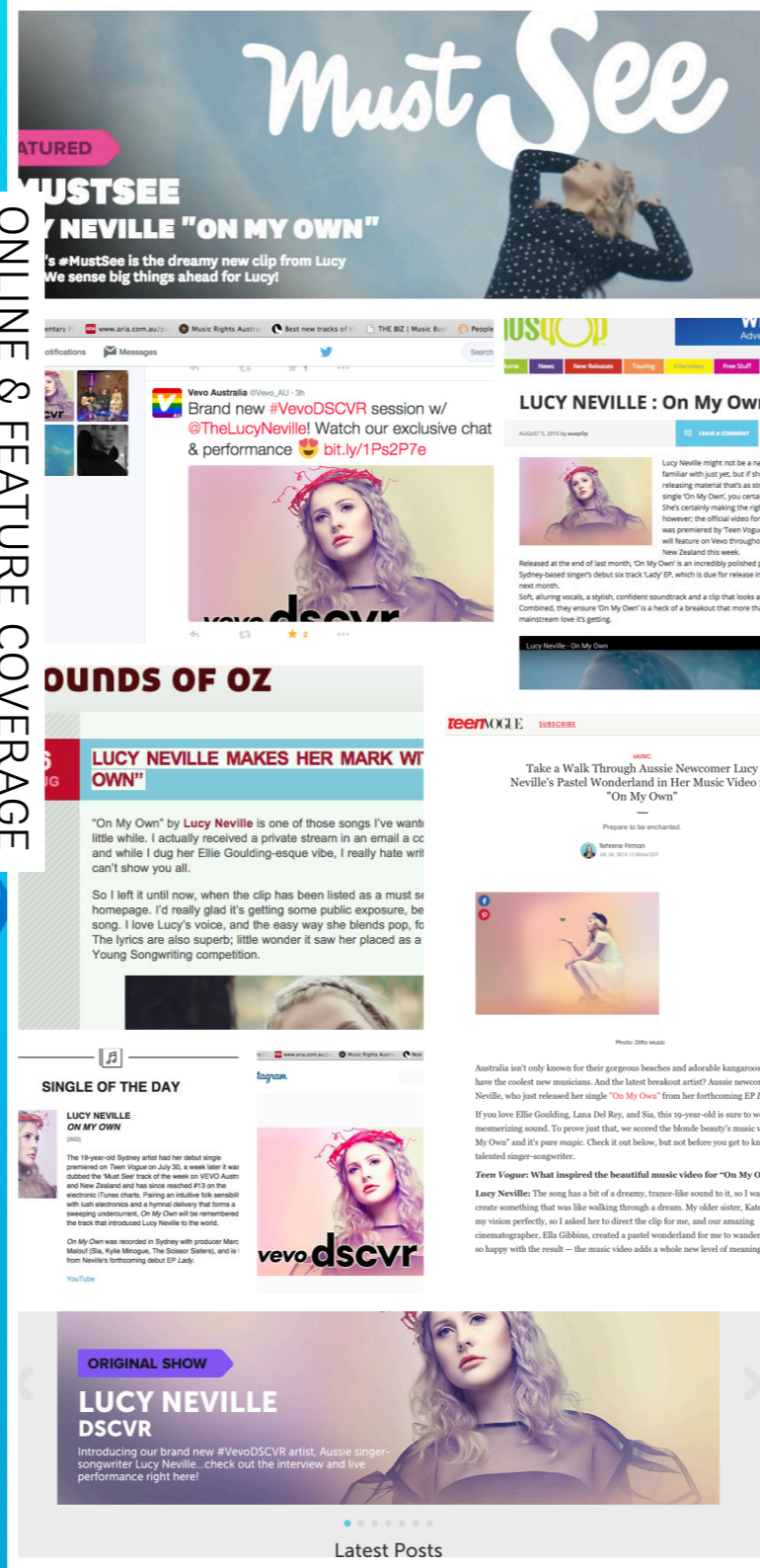
Farro first found fame as the lead guitarist of high-energy alt rock band Paramore. Now focussing on a solo career, his uplifting pop-rock anthems prove he is destined to make the transition to centre stage.

LUCY NEVILLE

POP

Up-and-coming Australian starlet Lucy Neville is an electro-pop sensation, combining catchy melodies and EDM-inspired hooks to create an unmistakable signature sound

ONLINE & FEATURE COVERAGE



"I'M SO GRATEFUL TO DITTO'S PR TEAM FOR HELPING ME GET INTO THE CHARTS"

THE PROBLEM

Lucy Neville approached Ditto Music as a relatively unknown artist, in the hope of kick-starting her career using our PR services. After discovering her authentic vocal talent and songwriting acumen, we took her on as a client and developed a PR strategy to help raise her profile.

THE RESULTS

Despite starting without a large following, our PR campaign helped Lucy achieve huge results, with features in online and print media outlets like VEVO and Teen Vogue, who named her as their 'latest breakout artist'. Her first single reached number 13 on the iTunes electronic charts and her second release was premiered on the influential music news website Breatheheavy.



100 THOUSAND Spotify plays



1.2 MILLION media impressions



ONE Vietnamese superfan!

"A GREAT PR CAMPAIGN WAS EXACTLY WHAT I NEEDED TO MAKE AN EVEN BIGGER IMPACT"

THE PROBLEM

Although an undoubtedly talented performer, Chancellor Warhol hadn't enjoyed the kind of coverage his music deserved and wanted to secure placements in music magazines and websites in order to boost his exposure and help his tracks reach new listeners.

THE SOLUTION

Our PR team secured Chancellor Warhol front-page features and premieres on leading online publications including WILD Magazine, Good Music All Day and The Classy Issue, all boasting a widespread and loyal readership. He was also featured in the acclaimed Paper Magazine, raising his profile and gaining new fans across the world in the process.



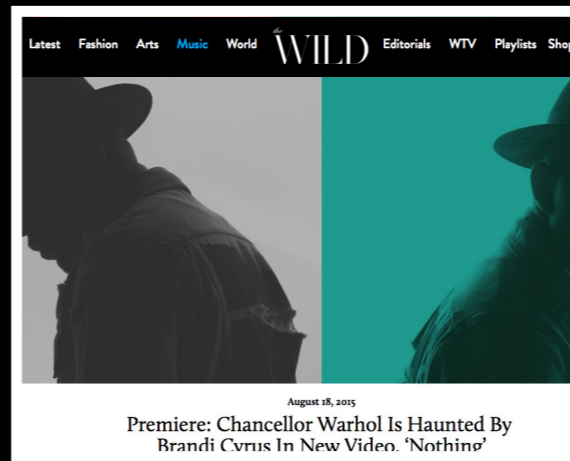
6
MILLION
media
impressions



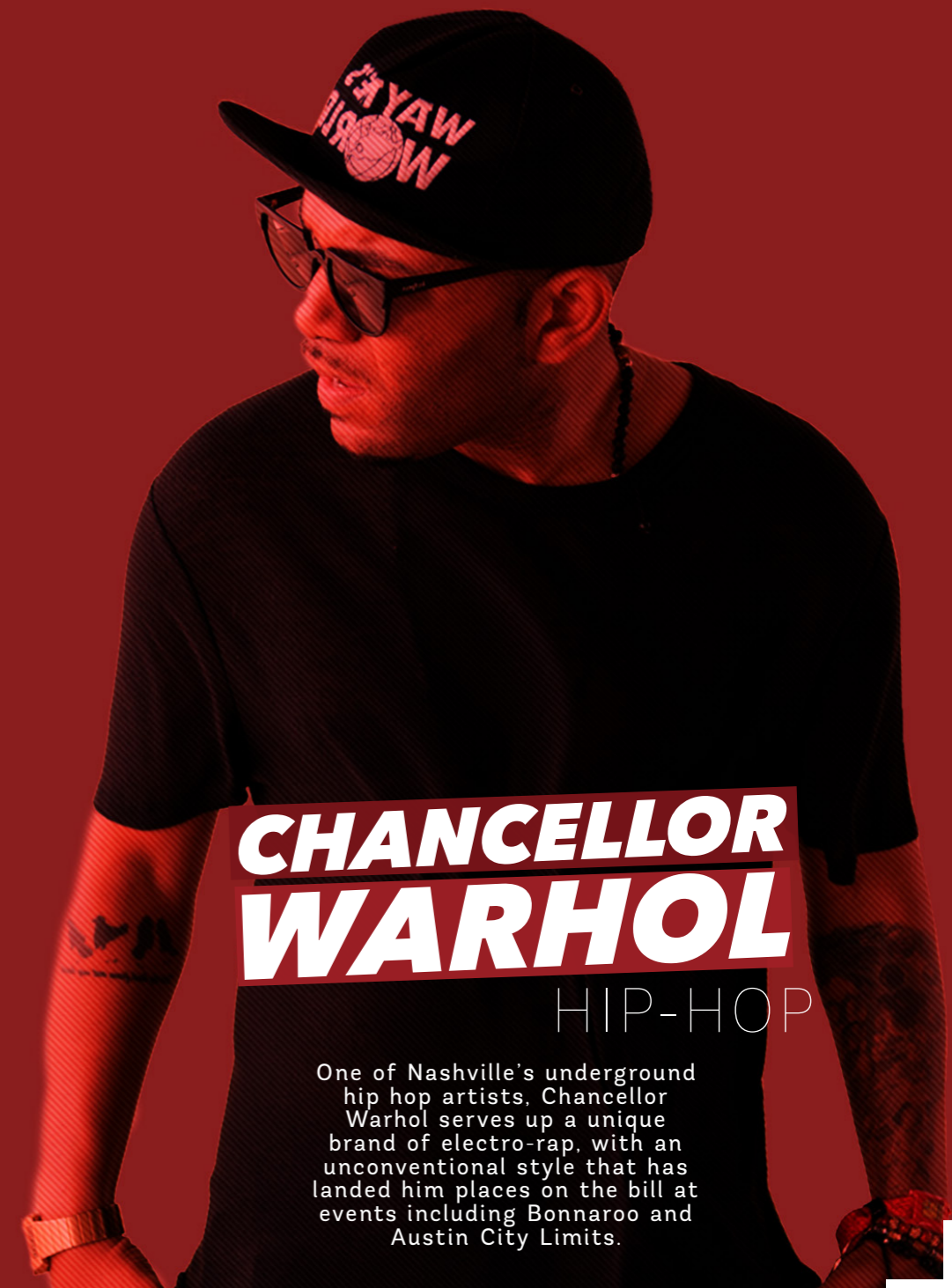
3
Front page
features



1
VEVO
featured video



ONLINE & PRINT COVERAGE



CHANCELLOR WARHOL

HIP-HOP

One of Nashville's underground hip hop artists, Chancellor Warhol serves up a unique brand of electro-rap, with an unconventional style that has landed him places on the bill at events including Bonnaroo and Austin City Limits.

MMXJ

DANCE

Genre-blending DJ and musician MMXJ mixes progressive house, trance, bass and dubstep to create unforgettable tracks with powerful hooks, and in recent years has offered up a string of show-stopping releases.



THE PROBLEM

MMXJ needed more media coverage to give his career a boost and generate an even larger following. He was looking for a tailor-made PR campaign in order to target fans of specific genres and get the attention his tracks deserved.

THE SOLUTION

Thanks to his Ditto PR campaign, MMXJ enjoyed coverage in an incredible range of targeted music blogs and websites, including Your EDM, Flavour Mag, Only The Beat, Bandwagon and many more. He also received a spot as featured artist on the world's leading electronic music platform Beatport, bringing him to the attention of the store's millions of users.

“I’VE ACHIEVED SO MUCH MORE WITH MY MUSIC SINCE MY DITTO PR CAMPAIGN”



62k

video views



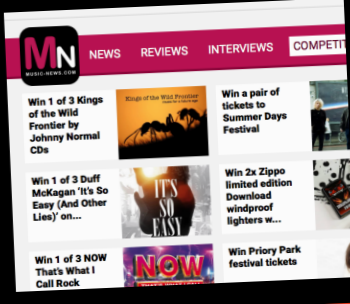
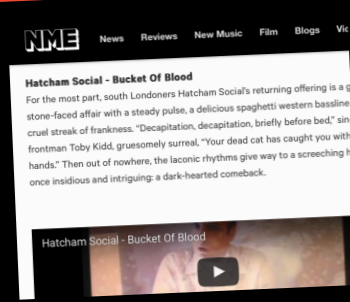
26

media placements



ONE

Global campaign



ONLINE & PRINT COVERAGE

THE PROBLEM

The band wanted to get the word out about their new release without the backing of a major label, and came to Ditto looking for a tailor-made PR campaign designed to get their music featured by popular media outlets..

THE SOLUTION

Hatcham Social's Ditto PR campaign led to coverage in a series of well-known alt rock blogs such as Artrocker, Planet of Sound and London in Stereo. The band was also featured by iconic music mag NME, which helped them gain massive exposure and drive more sales.

"DITTO MUSIC WERE SO EFFECTIVE AT GETTING US COVERAGE, WE COULDN'T HAVE ASKED FOR MORE"

5.4k
video views

3.8
MILLION
media impressions

ONE
5 star review

HATCHAM SOCIAL

INDIE/ROCK

Heavily influenced by the infectious guitar-pop of the 1980s and described by The Charlatan's Tim Burgess as "a wonderful pop group with the world's coolest drummer" - there's no doubting Hatcham Social's indie pop credentials.





CARTER TUTTI

ELECTRONIC

Carter Tutti consists of Chris Carter and Cosey Tutti, both previous members of industrial music pioneers Throbbing Gristle. Known for their audacious sound and revolutionary rhythms, this unique duo offer up their own brand of electronic nihilism.

The collage features several articles and reviews:

- LOUDER THAN WAR**: "Carter Tutti Plays Chris & Cosey: Heaven, London - live review" by Paul Maguire, 15 February 2015.
- Time Out London**: "Where once there was music, now there is noise" and "Chris & Cosey / Nisennenmondai (live at Baha Y)".
- WIRE**: "AT HOME WITH CARTER TUTTI" featuring Steve Coleman, Cecil McBee, and Sleaford Mods.
- FACT MAG**: "A band of pioneering musical pervers" by Nick Reynolds, discussing their industrial past and current work.
- UNCUT**: "New album" section featuring Carter Tutti's album.
- REVELATIONS**: "Meet the Carter Tutti and Cosey Fanni Tutti".
- Soundcheck A-Z**: "New CDs, vinyl, downloads, streams, etc."

ONLINE & PRINT COVERAGE

"THEY DID ALL THE HARD PR WORK FOR US AND DELIVERED AMAZING RESULTS, THANKS DITTO"

THE PROBLEM

Chris and Cosey experienced great success in previous musical endeavours, but wanted to receive more media coverage as Carter Tutti. We worked closely with them to develop a strong PR strategy to help achieve the maximum exposure.

THE SOLUTION

Carter Tutti received extensive coverage as a result of their Ditto PR campaign, with a front page feature in The Wire, as well as live and album reviews in major publications like Time Out, Uncut, GigsLutz and Fact Mag. They also enjoyed exposure on a wealth of niche blogs and websites, ideal for targeting fans of their genre.



18k
video views

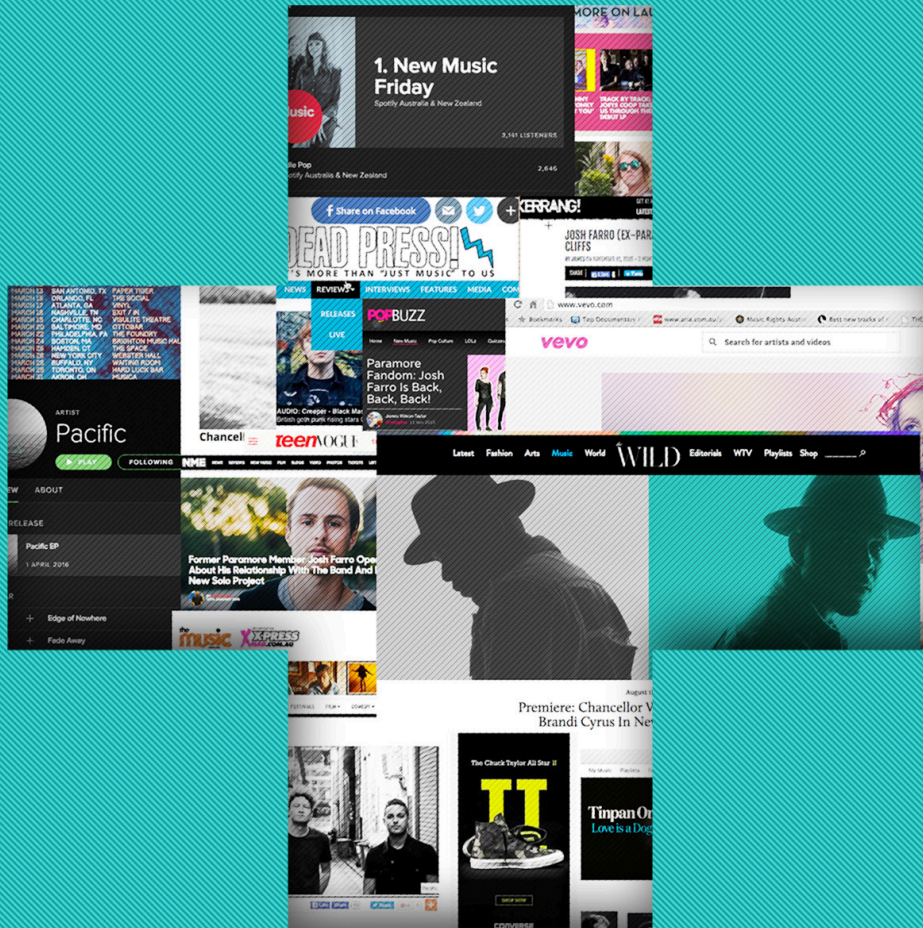


4.6 MILLION
media impressions



1
Front page feature





DI++O
Social Media & PR