

CATEGORY / GENRE

Music/Country

MARKET

Nationwide

CHALLENGE

- ▶ Artist's goal was to raise awareness for his music and brand amongst decision makers at targeted radio stations.
- ▶ Create a solution that enhances the listening experience by creating a personal connection with the artist and extend the artist's message after the meeting has concluded.

SOLUTION

- ▶ Branded Marketing Materials, Custom Webpage on PickleJar Live Website



ANDREW SEVENER

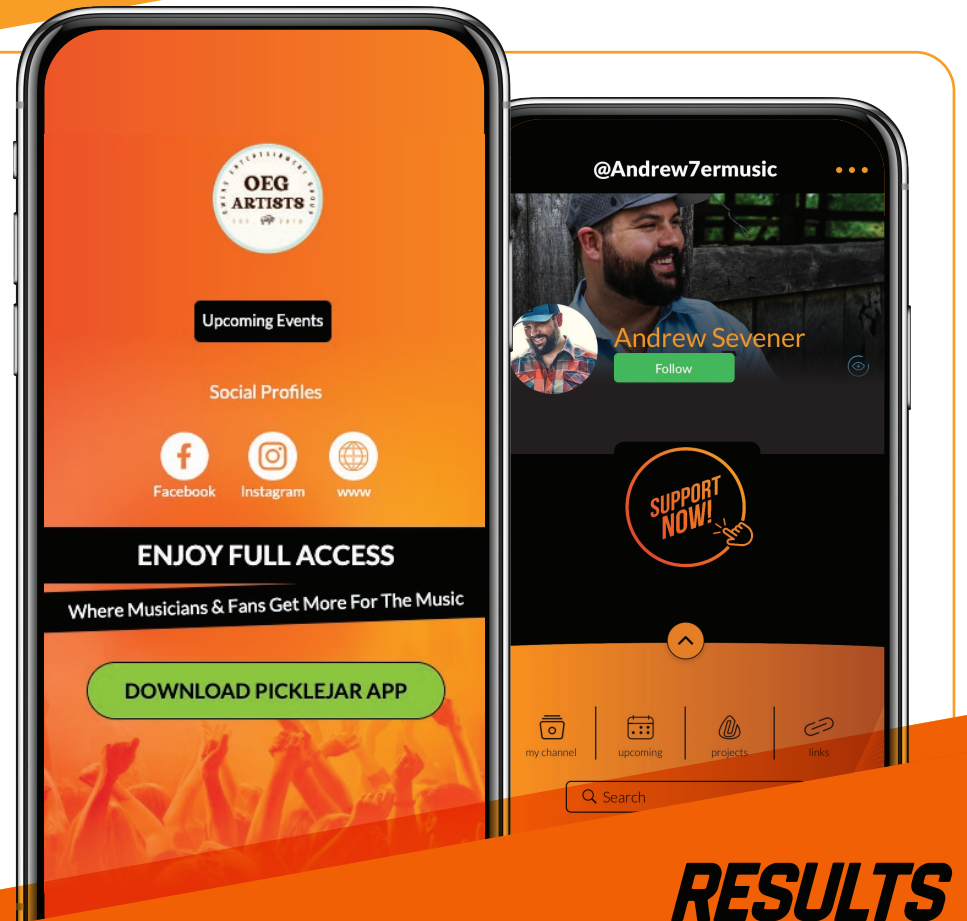


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CASE STUDY

WHAT WE DID

- ▶ PickleJar created a co-branded leave behind flyer that was given to radio station stakeholders by Andrew's radio promotion team. Powered by Andrew's unique QR PURL, Andrew's in-person introduction had a lasting effect when programmers and personalities could revisit Andrew's music and connect with his social media channels long after the meeting.
- ▶ The QR PURL that PickleJar created redirects the user to a link with Andrew's current EP, biography and social media links. This link served as a one-stop and streamlined place for these decision makers to listen to the music that Andrew wanted them to listen to as well as learn a little bit more about the artist.



RESULTS

- ▶ Various programmers committed to adding Andrew's single once it releases at the beginning of 2023.
- ▶ Andrew's team distributed promotional flyers to the stations they visited, which created ongoing awareness of his music with the decision makers at radio.
- ▶ Andrew's promotional team was also able to use this new link and send it via email or text directly to stakeholders who were unable to attend the introductory meeting or who simply wanted to learn more about the artist.





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