Molow presentation

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Molow Overview

MOLOW - DJ and producer duo from Switzerland .
Their genre is dance/electronic music

- **First single 'Wildest Love' released in 2018**
- **Debut single ‘Carry On’ released in 2020 in collaboration with superstar DJ Martin Jensen reached over 15 Million streams**
- **'Gimme Dat' with Hugel in 2020 reached over 3 Million streams**



Main Label:

One Seven Music - a Scandinavian music label focusing on international pop music.

One Seven Music is distributed by Sony Music in Scandinavia, but work independently in the rest of the world.

Molow
Discography

04/05/18 - WILDEST LOVE

28/02/20 - CARRY ON with Martin Jensen

31/07/20 - BAD by Valentina cy REMIX

18/09/20 - GIMME THAT ft S.E.N with HUGEL

20/11/20 - I NEED A DOLLAR with Ben Hamilton

26/02/21 - SOMEBODY TO LOVE

12/03/21 - B RHON Remix

12/03/21 - Flat Bax Remix

26/03/21 - BRUISES ft Jan Manson with Izko

07/05/21 - BASS GOES DOWN with Rompasso

09/07/21 - MASK OFF with Galwaro

06/08/21 - I WOULDN'T KNOW with Harris&Ford

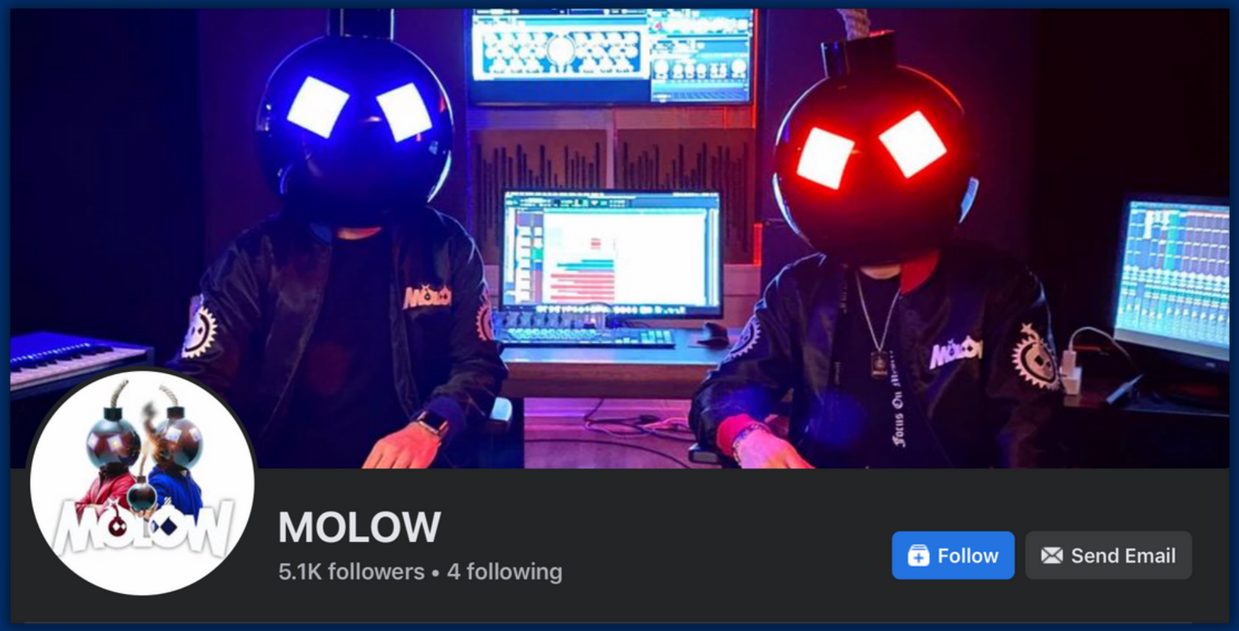
22/10/21 - TRICK OR TREAT with LUM!X

17/01/22 - BREAK IT UP

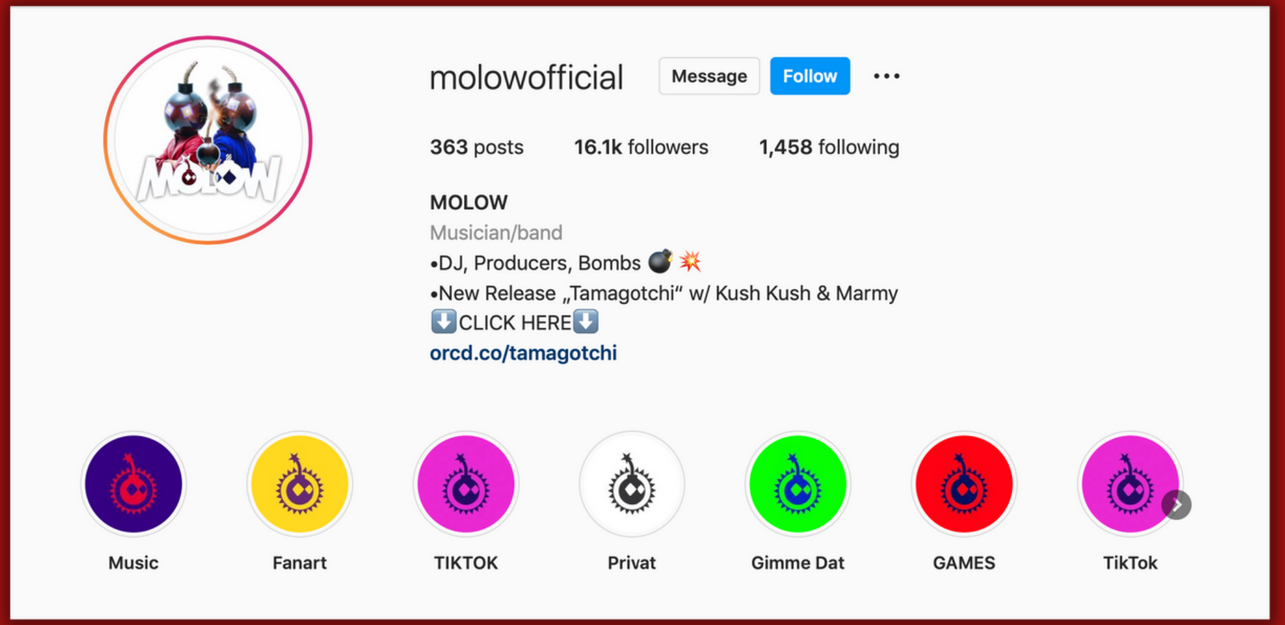
21/01/22 - TAMAGOCHI with Kush Kush, Marmy

Molow Social Media Presence

FACEBOOK PAGE

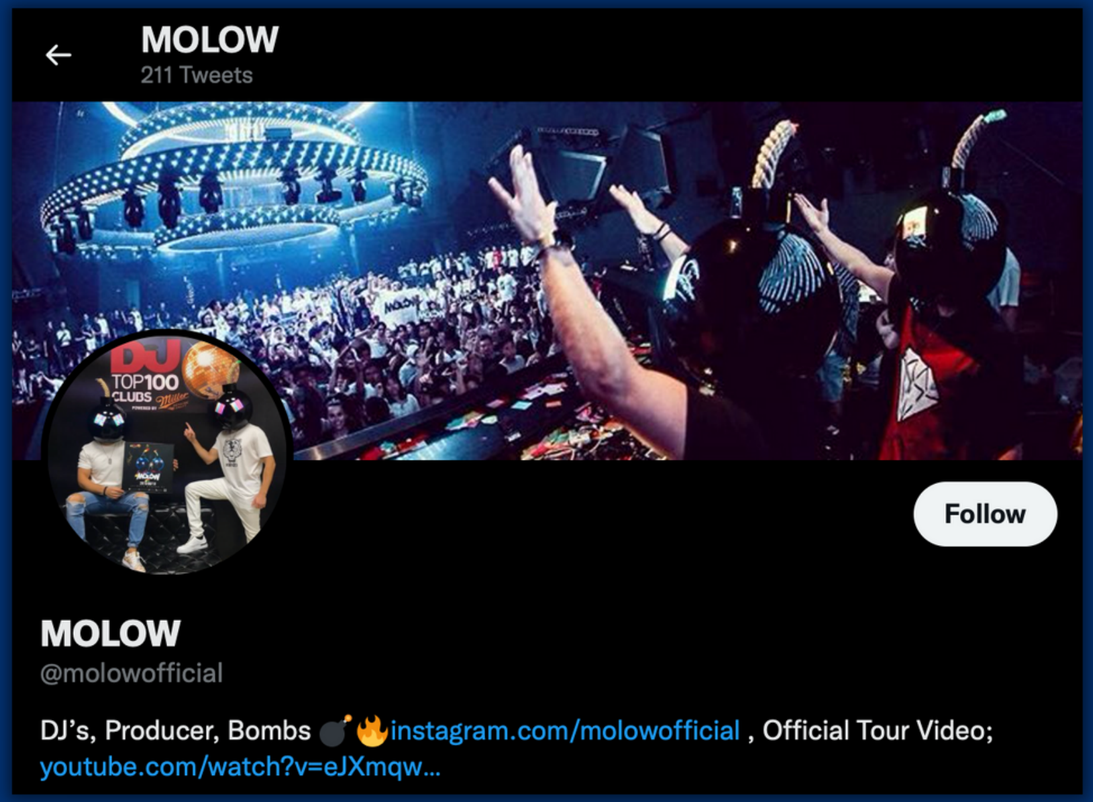


INSTAGRAM ACCOUNT

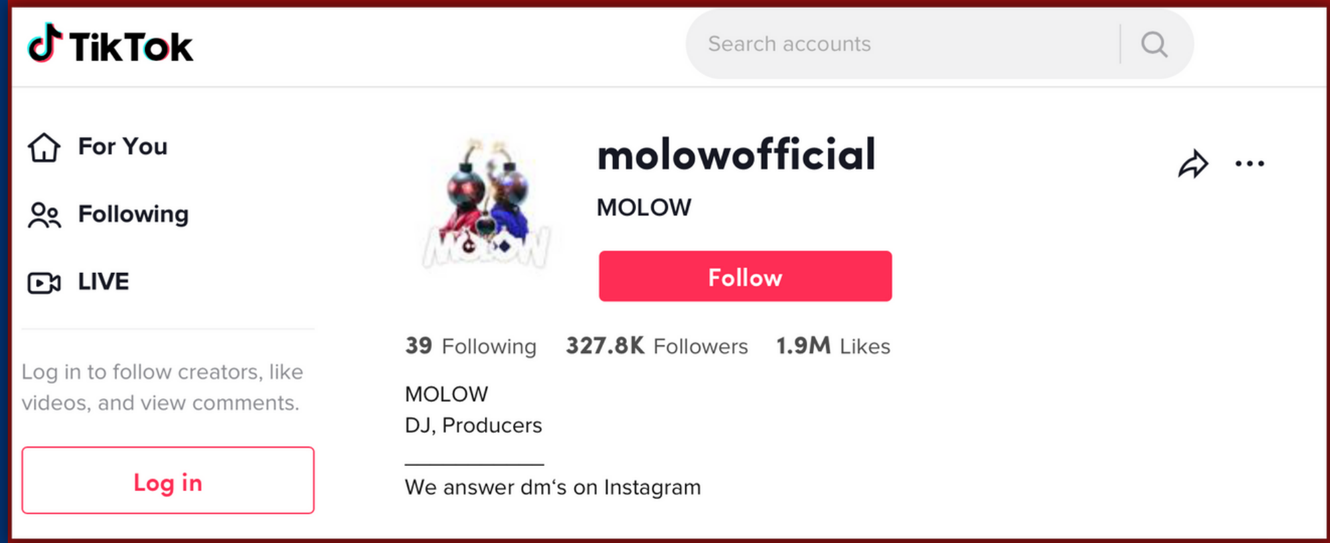


Molow Social Media Presence

TWITTER ACCOUNT

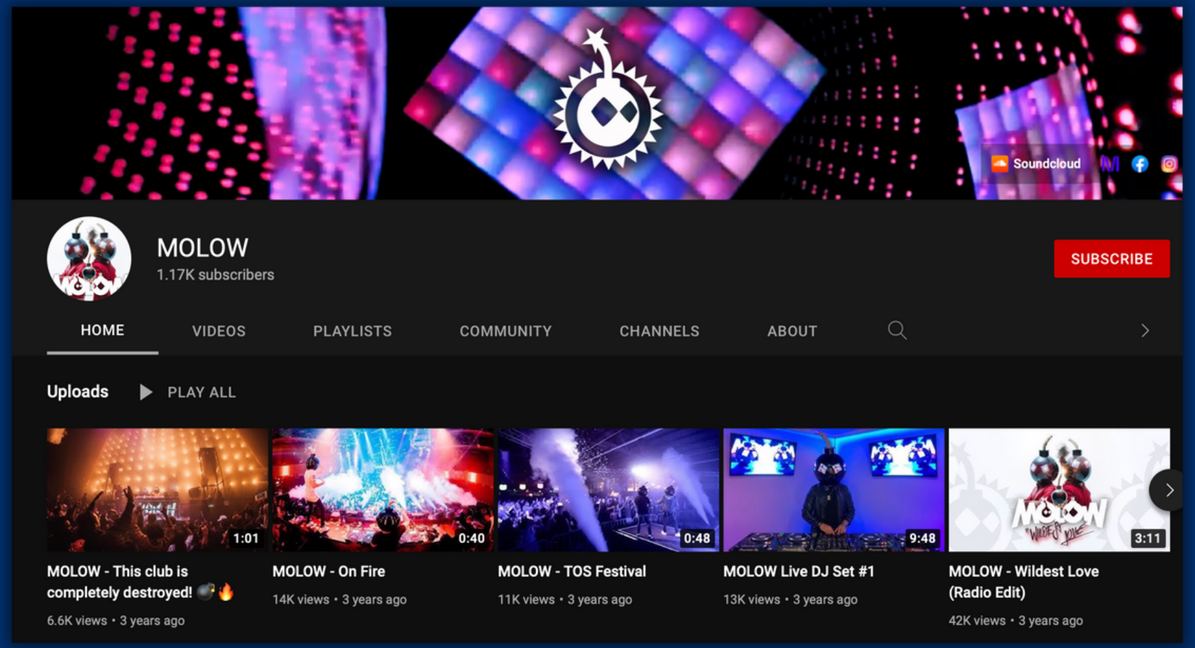


TIKTOK ACCOUNT

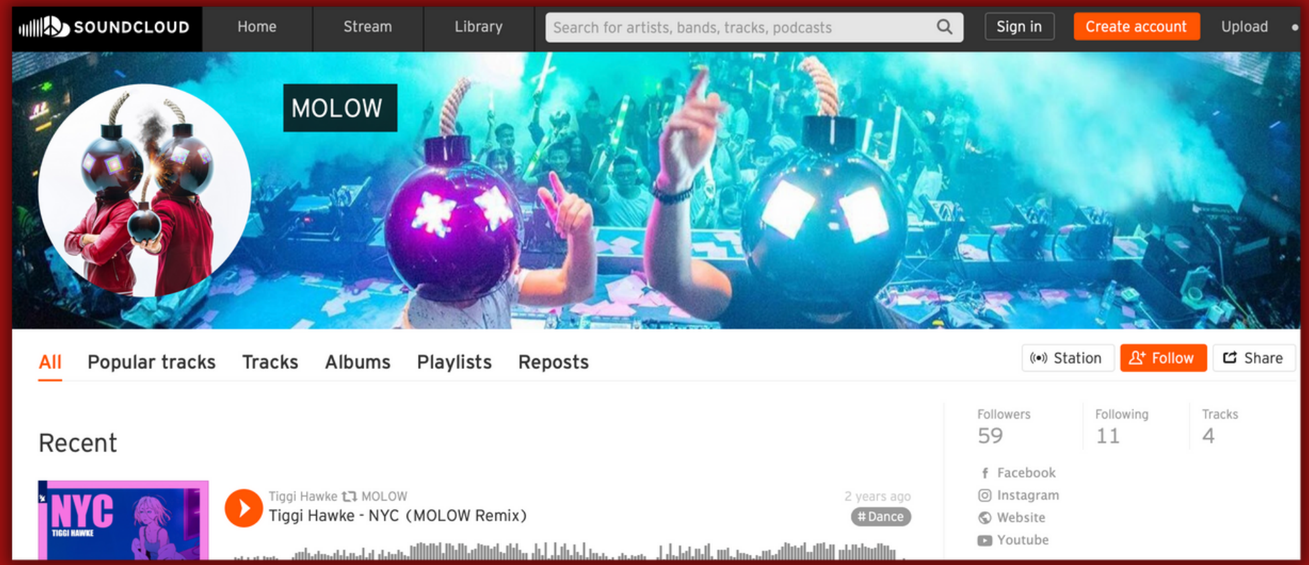


Molow Social Media Presence

YOUTUBE CHANNEL

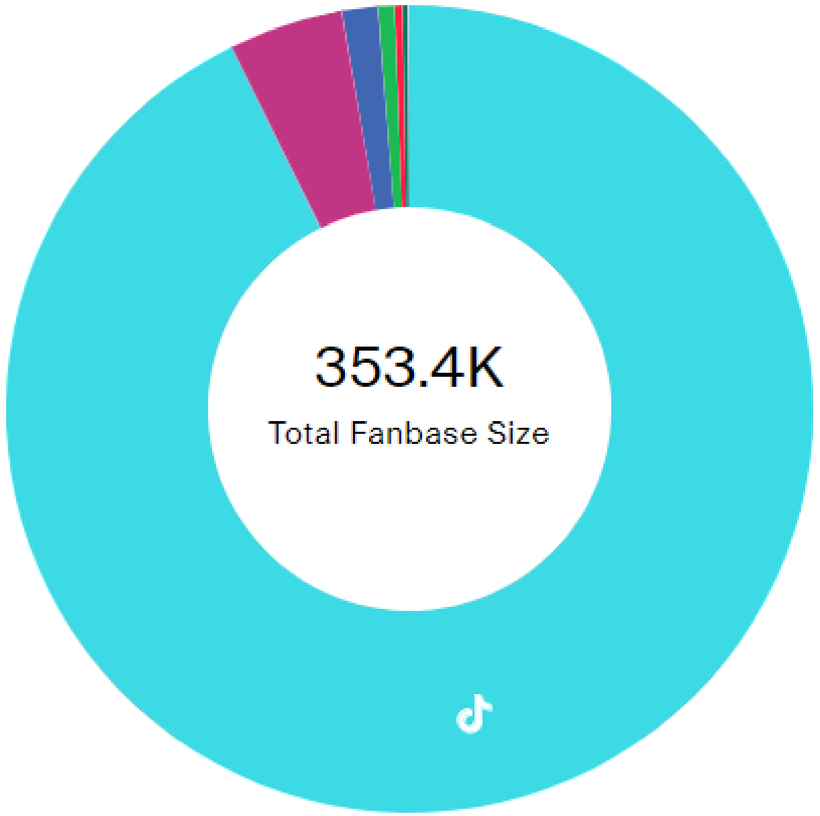


SOUNDCLOUD



Total Fanbase Distribution

The size of Artist's fanbase and its distribution across social media and music channels.



SPOTIFY
2.3K
Followers

YOUTUBE
1.2K
Subscribers

INSTAGRA
16.2K
Followers

FACEBOOK
5.1K
Followers

DEEZER
748
Fans

TWITTER
93
Followers

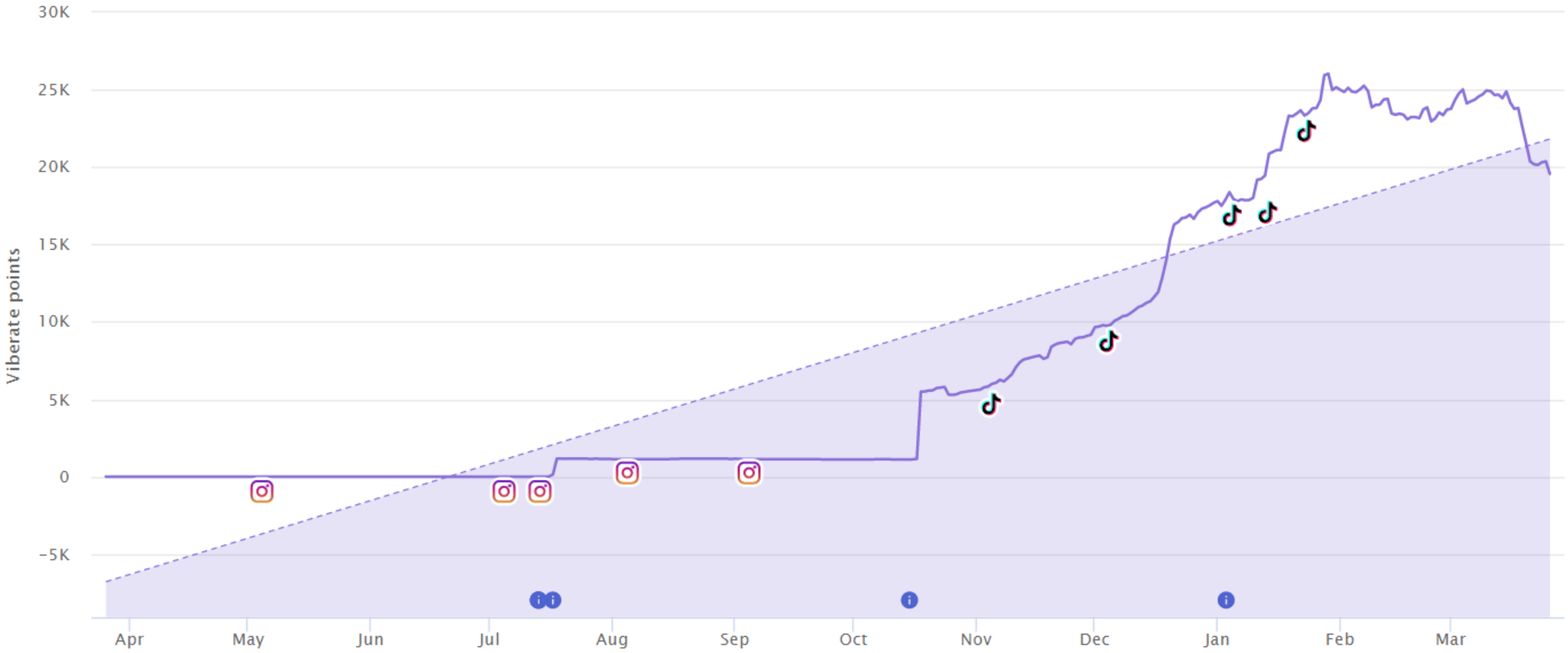
SOUNDCLOUD
59
Followers

TIKTOK
327.7K
Followers

Social Media Performance

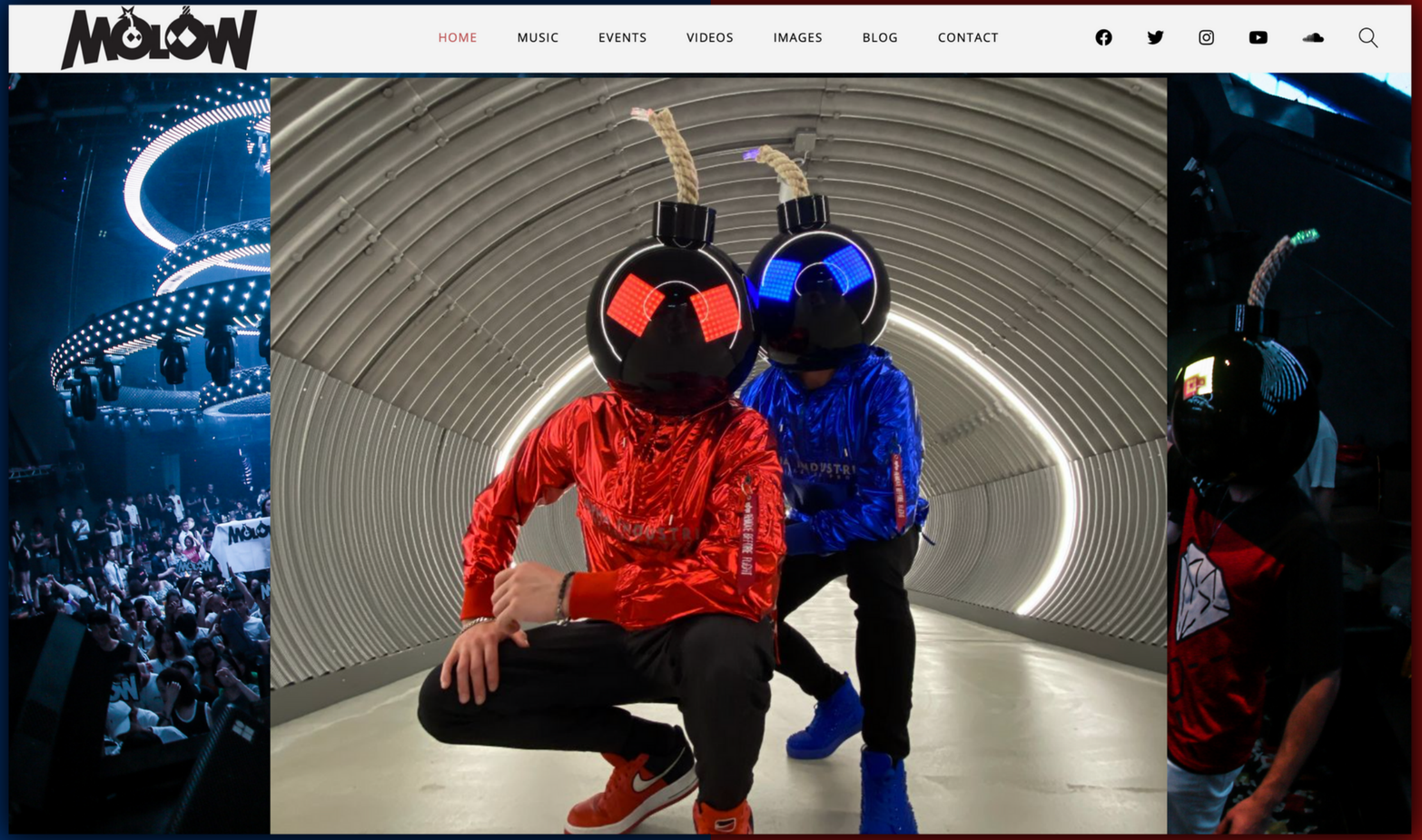
A timeline showing the artist's social media performance based on Viberate points, with indicated highlights. Social Media Performance combines data from social media channels in one metric.

Help

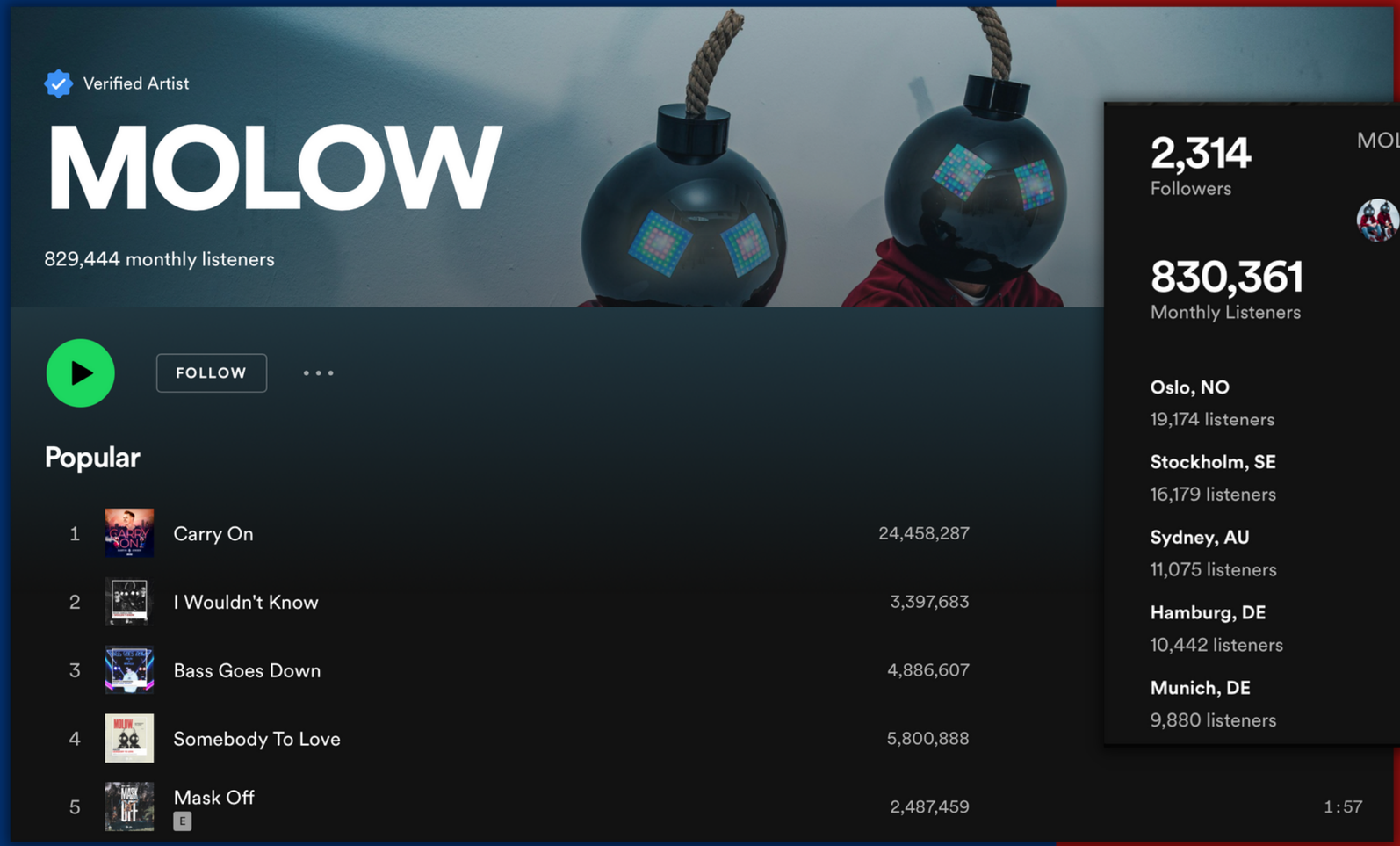


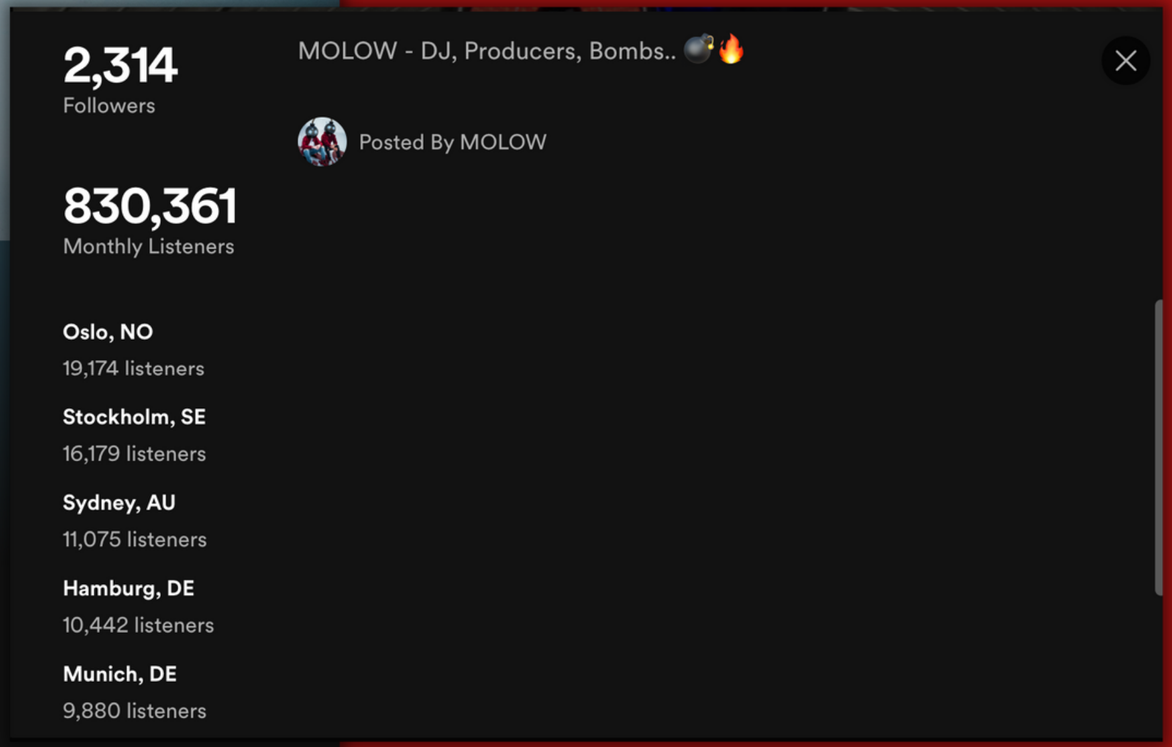
Molow

CURRENT WEBSITE



Molow SPOTIFY





Molow

CURRENT LOGO AND ICON







MOOD BOARD









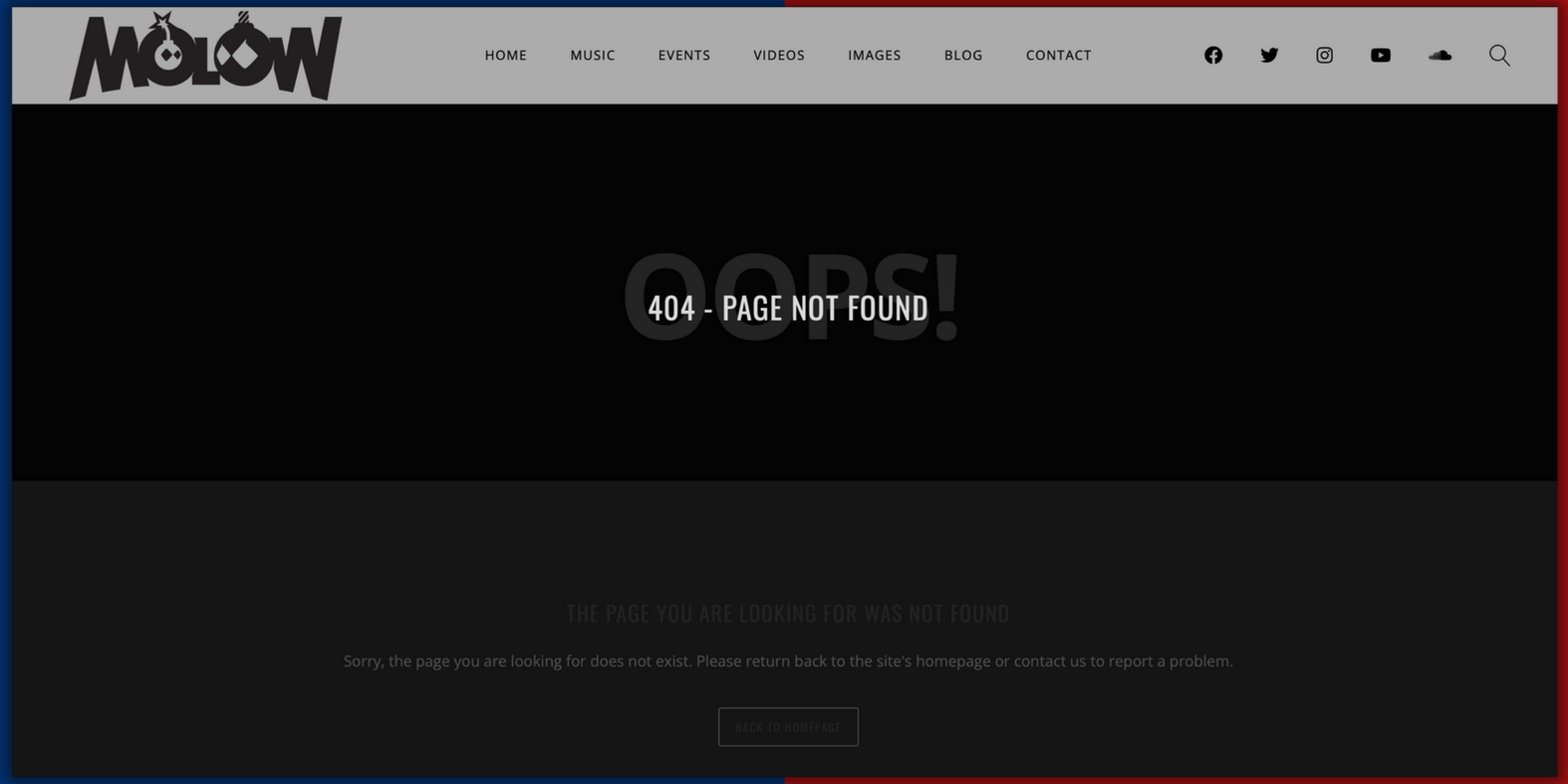






OUR STRATEGY

1. **Fix Website (Music, Events, Videos, Images, Blog and Contact Tabs, Add Merchandise)**



Biography

Mow and Owl are Switzerland‘s up-and-coming DJ and producer duo MOLOW.

Their presence is topped with two high quality bombheads with a sparkling fuse and adaptable LED eyes. Concaeiling their true identity creating a beautiful mystery.

Their music and shows are explosive! Stage presence is adaptable to any enviroment, their goal is to have everyone go absolutely crazy at their shows. Their set consist of various play mixes; Big Room House, EDM, Future House, Dubstep and everything else that will blow the heads of the crowd off.

There their debut single „Wildest Love“ MOLOW started in the top 20 of the Official Swiss Charts and ended on 5th place. The Song dominated the radio plays for weeks and reached over 130‘000 streams on Spotify without a supporting label.

Their musical talent and performance do not take long to grab the crowd and convince even the last sceptic. After a few successful shows in Europe, MOLOW went straight for their first tour through Asia. They perfomed in renowned clubs such as Playhouse, FParty, Space, One Party Club and many more. One of their highlights was Catwalk Club in Guangzhou, a DJ Top 100 Club.

Their new songs in the electronic genre are ready to be released wirh international labels backing it.

Let them blow your mind.

Current BIO

OUR STRATEGY

New BIO

Biography

Behind the bombheads looking at you through their LED eyes are Mow and Owl, Switzerland‘s up and comind DJ producer duo MOLOW.
As explosive as their Big Room House, EDM, Future House and Dubstep mixes, their shows will light your fuse and blow your mind.

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Now, stronger than ever, they are coming back with a new single and a new mystery collaborator later this year of 2022. Curious yet? Play our Mollowsweeper for future hints.

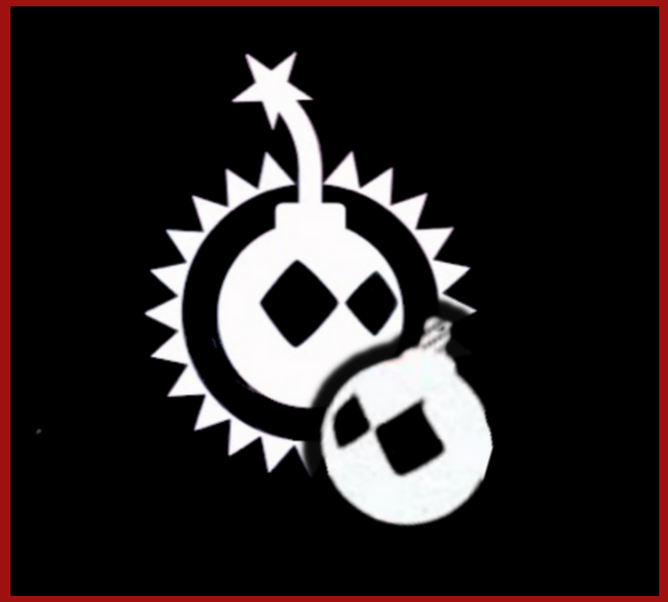
OUR STRATEGY

LOGO

MOLOW

MOLOW

NEW ICON



ONE SHEET

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LATEST RELEASE



TAMAGOCHI
with Kush Kush, Marmy
Out on 21/01/22

BOOKINGS
Roman Bhatia - Vivifier
romanbhatia@vivifier.com // 07447522836

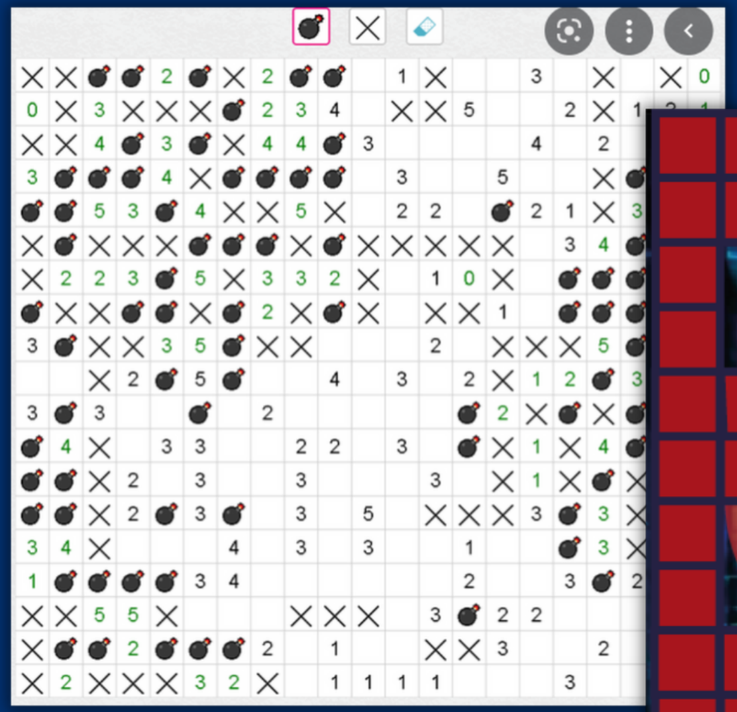
PR
Ieva Aleksandroviciute
ievaalekas@vprcompany.com // 07263588529

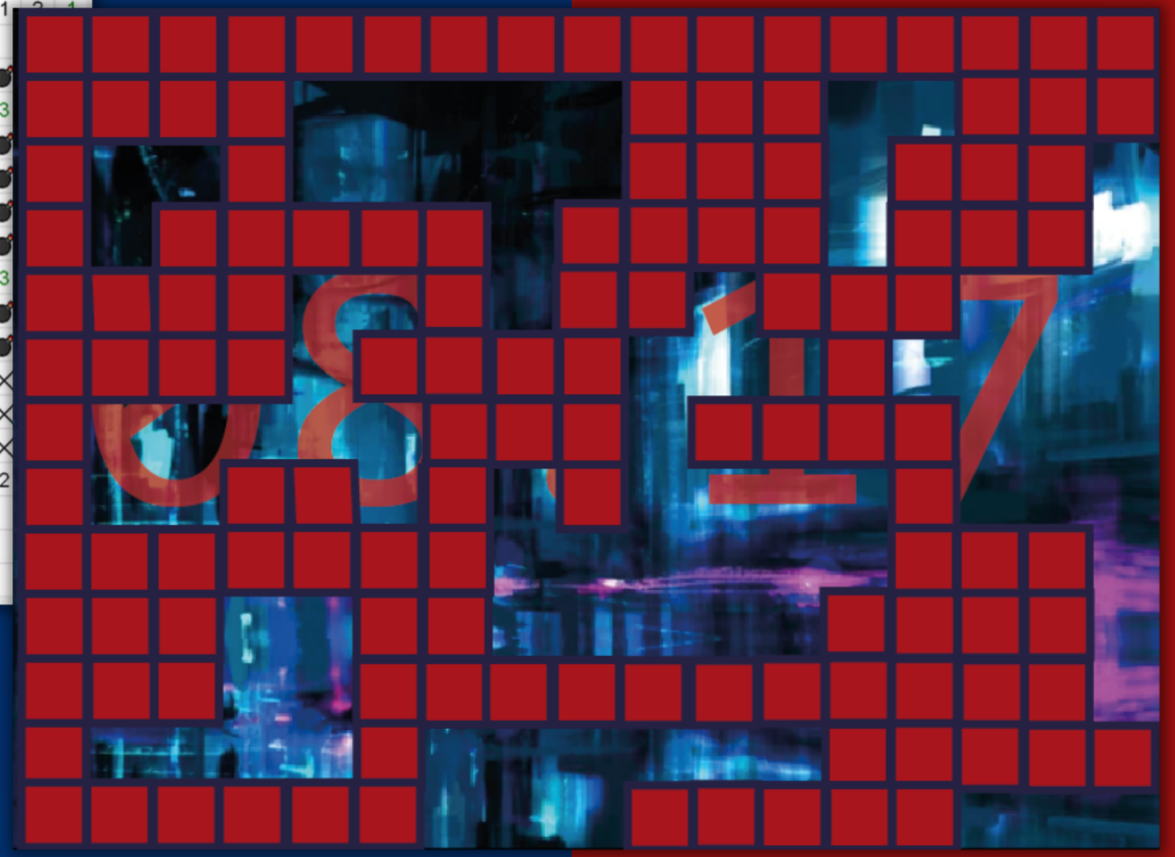
www.molow-music.com

MOLOW

OUR STRATEGY molowseeper

SINGLE RELEASE STRATEGY







OUR STRATEGY

NEW MERCH



Plush bombs to be thrown at audience at gigs. 5 diff colours (more added w/ future releases.

Fans who collect all 5, get a prize (VIP, AAA or else).

Encourages gig attendance, trading, creates a buzz



Plush bombs (in colours blue and red) to be bought at merch stand









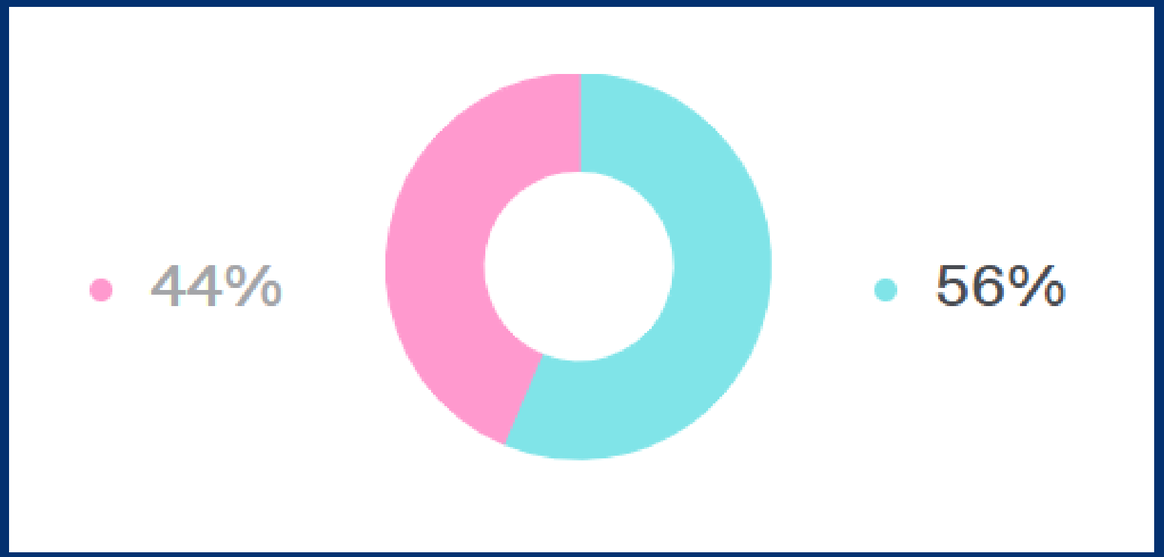
OUR STRATEGY

5 STEP MOLOW – SINGLE RELEASE CAMPAIGN

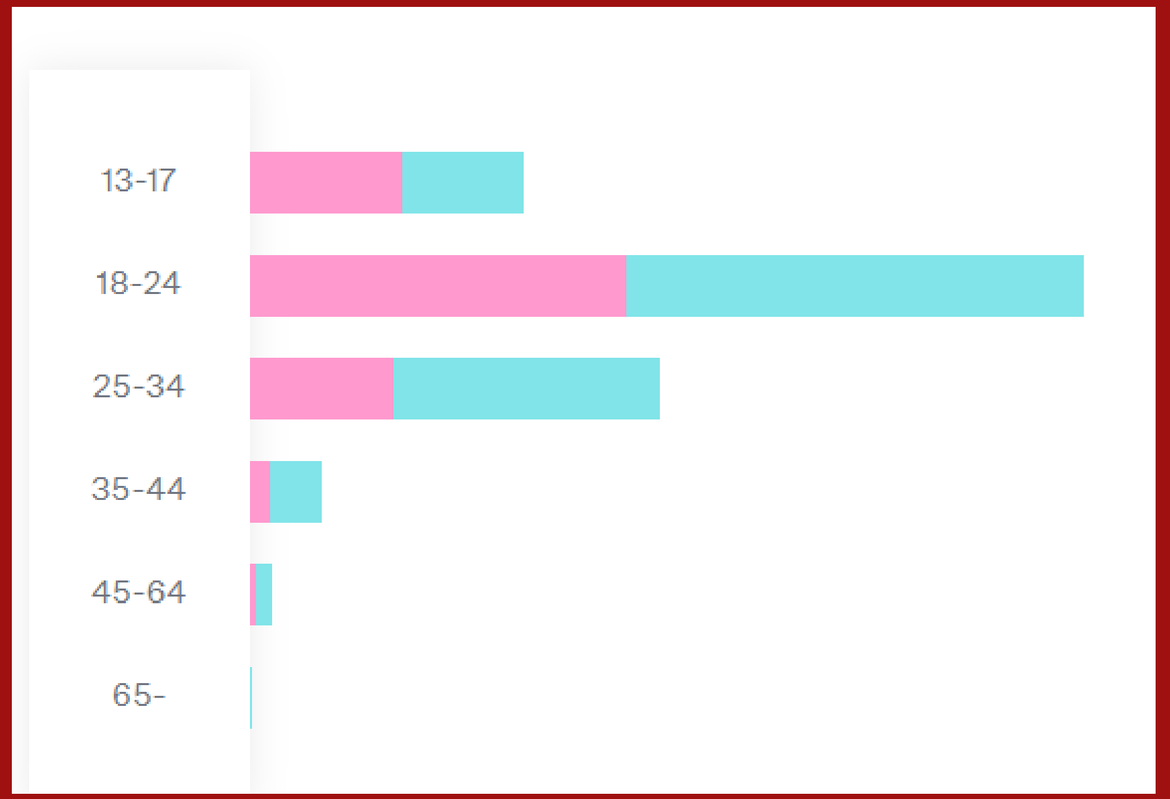
1. People – Audience

We can identify our target audience using music data analytics websites like Viberate and SongStats. Age, gender, race, geographic location (regional, country, and international), and platforms (Spotify, Apple Music, Deezer, Tidal, etc.). We can also compare Molow to other similar artists and use data from those artists to target their audience in social media ad campaigns.

AUDIENCE GENDER



AUDIENCE AGE

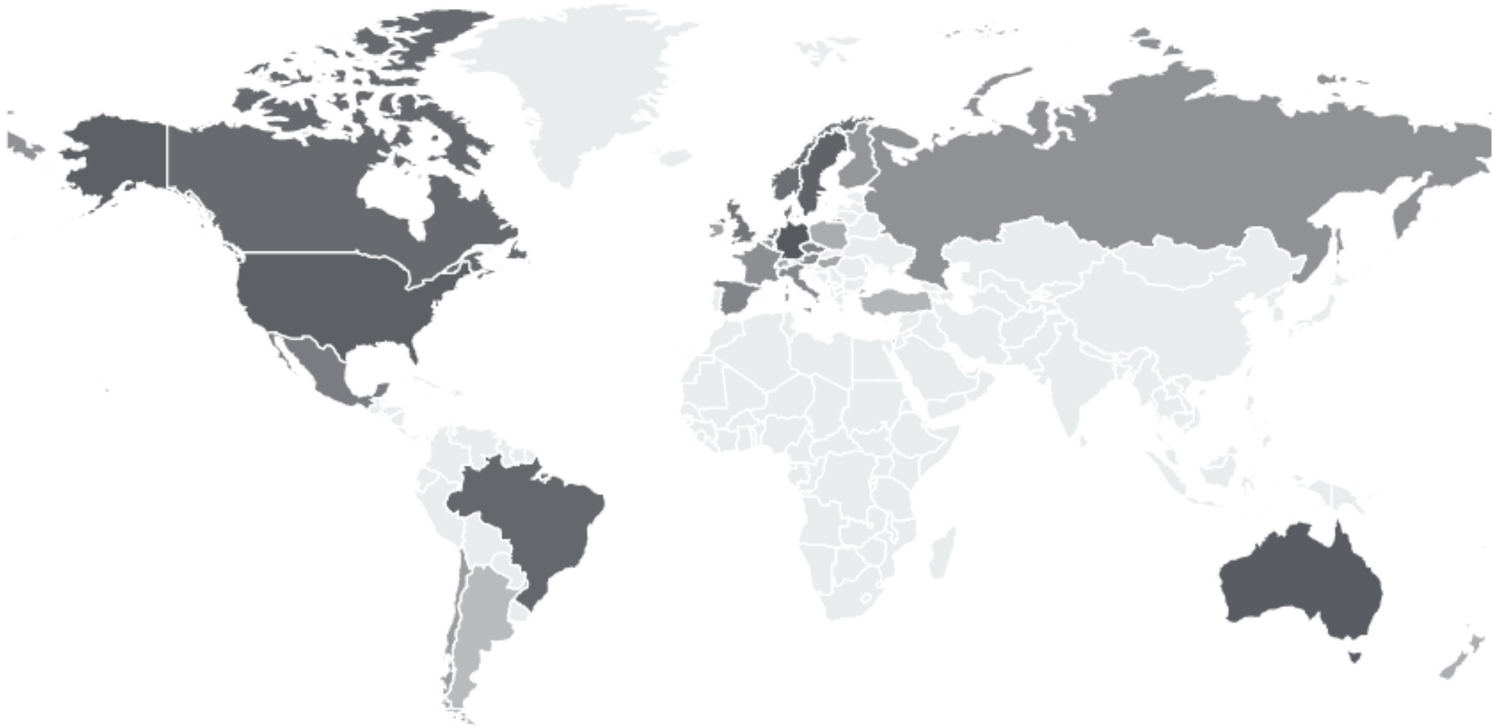


Pink - Female

Blue - Male

AUDIENCE BY COUNTRY

Rank	Country	Overall audience
1	DEU	17.92%
2	AUS	9.14%
3	USA	8.24%
4	SWE	7.53%
5	BRA	6.45%
6	CAN	5.91%
7	NOR	5.38%
8	NLD	4.30%
9	GBR	4.30%
10	DNK	3.76%

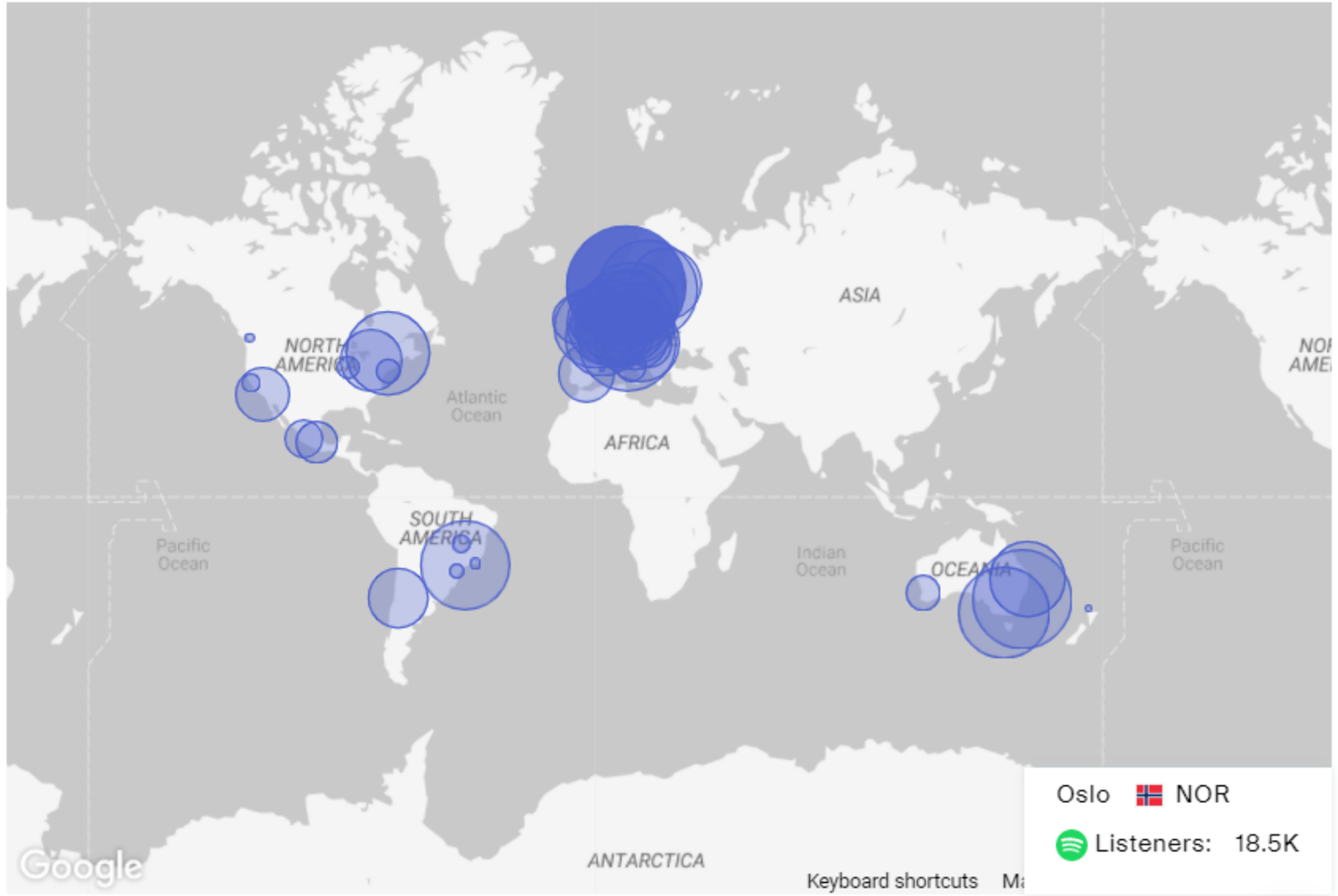


AUDIENCE BY CITY

Search

Rank	City	Monthly Listeners
1	Oslo, NO	18.5K
2	Stockholm, SE	16.4K
3	Sydney, AU	12.3K
4	Munich, DE	10.6K
5	Hamburg, DE	9.9K
6	Copenhagen, DK	8.9K
7	Melbourne, AU	8.7K
8	Sao Paulo, BR	8.4K
9	Amsterdam, NL	8.2K
10	Montreal, CA	8K

Page 1 2 3 ... 5



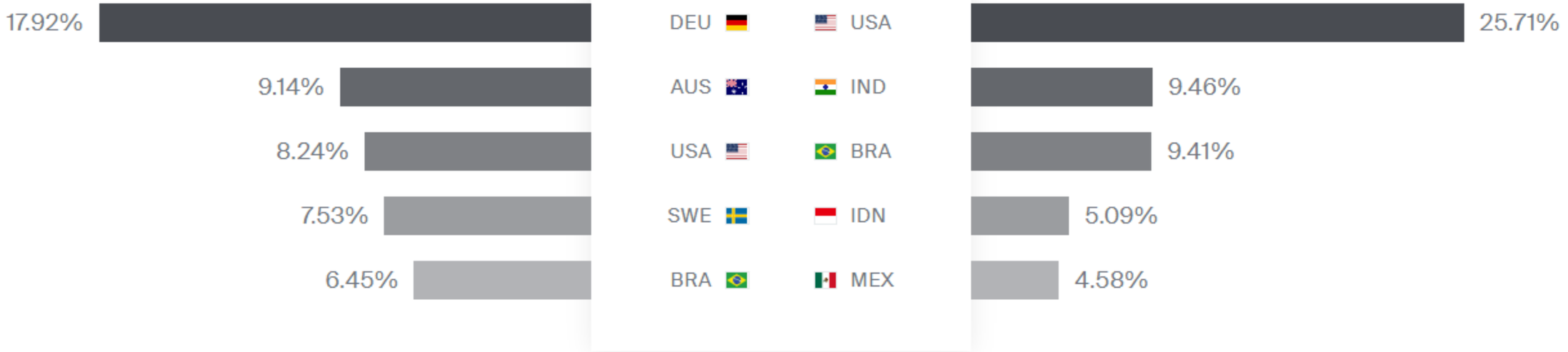


MOLOW

Marshmello



Audience - Top Countries



OUR STRATEGY

2. Music

We use Submithub's "Hot or Not" feature to get the song rated by other artists and casual listeners and make sure we are releasing a track that has a chance of blowing up. We also use the data to identify who is rating the song (age, gender) and where (geographic location) the positive ratings are coming from.

OUR STRATEGY

3. Pricing

In the pre-order/save phase, we price the track slightly more attractive on platforms such as iTunes, Beatport, and Traxsource. Increased downloads in the pre-order/save phase will help push the track into the charts from day 1. We know from experience that DJs are more likely to buy a track that hits the charts. Molow's music is DJ music. The more DJs that play Molow's track, the more exposure we get with end-consumers and Shazams. The number of Shazams plays a vital role in editorial playlisting.

OUR STRATEGY

4. Placement – Reaching Our Audience

We have taken steps to identify, engage, and expose listeners to Molow’s music, leading to fan acquisition and accumulation. Understanding our audience provides the information required for appropriate product placement and efficient promotion. This includes how they consume music, their spending habits, where they spend their time online, and where they live geographically.

Learning where they live helps us to plan Molow’s tour. Understanding how Molow’s audience consumes music tells us whether we should release their music on Spotify, iTunes, Tidal, Deezer, Beatport, and Traxsource, offering one of the platforms exclusivity (2-4 weeks). Learning their Internet behaviours suggests which social media networks would be most receptive to our promotional efforts. It's all about promoting Molow in the most efficient way possible with available resources.

OUR STRATEGY

5. Promotion

5.1. Website

Our priority is to fix Molow’s website and ensure all links and buttons are working fine. Creating a website provides a foundation for everything we do online to promote Molow’s music. From a website, we can sell music, make forums, list tour dates and appearances, and link to all their social media accounts. From there, we move on to SEO optimisation.

OUR STRATEGY

Promotion

5.2. Soundcloud and MixCloud

Our swat analytics identified that Molow is particularly weak on Soundcloud and MixCloud. As “DJ music” artists, it is vital to have a strong presence on these platforms. Beatport and Traxsource also look at Soundcloud accounts when deciding if and how to feature an artist’s release. We’ll run a few Instagram and TikTok ad campaigns offering free downloads to previous releases or unreleased tracks via a FeatureFM landing page. We’ll also have a snippet of the upcoming release on SoundCloud with the pre-order/save SmartLink. The SmartLink has pre-save links to Spotify, Apple Music, Deezer, Tidal, Beatport and Traxsource.

OUR STRATEGY

Promotion

5.3. Tour and Appearances

We know that Molow does exceptionally well at live events. They know how to rock a crowd. We'll headline Molow at our events in London, Malta, Ibiza, Marbella, and Mykonos in the pre-and post-release phase. Every ticket, physical and online, will have a QR code to Molow's release Smartlink. All giveaway merch at the events will, in an original or imaginative way, direct the audience to Molow's release.

OUR STRATEGY

Promotion

5.4 YouTube

We utilise YouTube to feature Molow's sets and behind the scenes at our events. We also create press-worthy videos and campaigns. We use the video description to link to their website, and social media channels and where they can pre-save/order the upcoming release or stream/download post-release via their FeatureFM SmartLink. We run paid YouTube ad campaigns to promote the videos.

OUR STRATEGY

CREATE PRESS-WORTHY CONTENT

Molow Live Set from The Top of Tower Bridge



OUR STRATEGY

Promotion

5.5 Email Marketing

Every paid social media ad will point towards Molow's FeatureFM SmartLink. Every click to the FeatureFM landing page will direct the viewer to Molow's email subscribe list. Fans need to know about upcoming shows, new music releases, specials on band merch, new press features, and anything else we really need to share with them right now. Email connects us directly with Molow's audience more efficiently than social media.

OUR STRATEGY

Promotion

5.6. Streaming Services

We make sure Molow's Spotify Artist page is up to date with the latest images, and we'll use a banner image to promote their upcoming release. We'll also post tour dates and merch on their artist page.

We'll also create artist playlists for various moods (party, chill out etc.). Creating playlists garners more views because we can use similar and established artists in the list and place Molow's own among them.

We'll run Instagram stories ad campaigns to promote the artist's playlists. We know from experience how effective and easy it is to gain followers for playlists. An added benefit is also that it increases the artist's Instagram following.

We pitch the release to Spotify's editorial playlist curators with a story that will most likely connect emotionally with the curator. We'll also add a link to our detailed marketing plan timeline.

We pay prominent established playlist curators to place Molow's release in their playlists.

We will feature the release on our curated playlists. These playlists are advertised via paid social media ads all year round and have a high engagement rate. The track will also be featured on partner curators playlists. We swap tracks with other label curators every Friday.

OUR STRATEGY

Promotion

5.7. Release / Listening Parties

We use some of our events as release/listening parties. We invite media, radio, blogs, playlist curators, and influencers to these parties as VIPs. They'll receive goodie bags with merch (items pointing towards Molow's new release). They'll also have a chance to meet and interview Molow backstage.

OUR STRATEGY

Promotion

5.8. Advertising

With professionally created teaser clips, we promote Molow’s release, pre- and post-release on social media (paid ads). We also run advertorials on Mixmag and DJ Mag (pre-release). We’ll expect post-release coverage for our “pre-release efforts”.

OUR STRATEGY

Promotion

5.9. Public Relations (PR) – Media Coverage

Each major city has tabloid-style entertainment and culture magazines, and each one needs new angles and new content. We use our existing contacts and push for coverage in new media. One of the ways we do this is via our release/listening parties.

OUR STRATEGY

Promotion

5.10. Work with a Publicist or PR Agency and Radio Plugger.

Whilst we have a decent in-house PR team. We will look to utilise a PR agency if we see the track sticks (post-release).

The "track sticking" makes it easier for the label to increase its financial commitment, engaging a PR agency and radio plugger, hoping for more exposure and ensuring we squeeze the maximum out of the release.

OUR STRATEGY

Timeline

Week	Week Ending	Live Activity	Activity	Promo Marketing Activity
8	8th May		Fix website and SEO optimisation	
7	15th May			Run social media ads for SoundCloud and Mixcloud
	15th May			Run Instagram pre-release stories ad
	13th May	Vivifier Club Sessions/London - Listening party		
6	22nd May			Commence Taste Maker Radio. Select FM, Data Transmission, CentreForce
	19th May	Vivifier Festival/Malta		
	19th May	Bora Bora Malta	Video Shoot at Vivifier Festival	
5	29th May			Run YouTube ads with video shoot from Vivifier Festival
4	5th June			Advertorial Mixmag & Dj Mag + competition Vivifer Summer Festival in Marbella
3	12th June			Commence KissFM plays
2	19th June			Commence plays on BBC Radio 1, Kiss Dance, Capital FM Dance
	18th June	Vivifer Summer Festival/Marbella Puento Romano		
1	26th June			Upload Radio Edit to SoundCloud, Mixcloud, Links on various paid blogs
	24th June	RELEASE DAY		Run paid YouTube ads campaign with Release Day Video. Run post-release teasers campaign with SmartLink on TikTok, Instagram Stories and Facebook Feed. Activate Spotify partner curators
	25th June	Vivifier Club Sessions/London - Listening party/Release Party with Media, Radio, Blogs, Influencers, Playlist Curators etc.		
	25th June - 27th			Follow up with all media outlets, ensure that everyone is pumping out the track

REFERENCE AND SOURCES

Anon, (n.d.). MOLOW MUSIC – tic tac tic....tic tac tic.... [online] Available at: https://www.molow-music.com/.

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