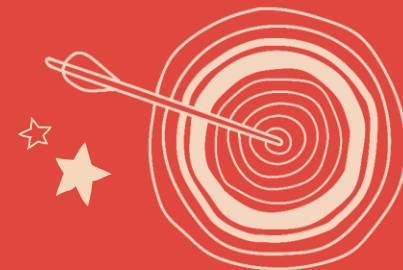


PRIMEPHONIC

HQ tour in Amsterdam



Mission

For five VIP members of the UK press to visit Primephonic's HQ in Amsterdam. The objective was to give the British media a flavour of what Primephonic is all about, from its aim to increase the quality of classical music streaming to its diverse team of 20 classical music lovers from over 13 different countries.

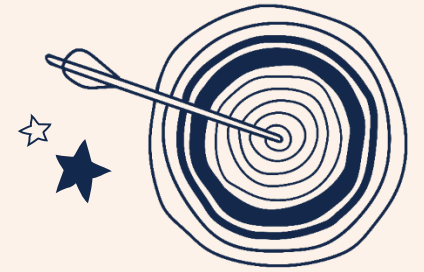
Primephonic is a start-up on a mission to improve the climate for the genre and Little Red Rooster was tasked with the challenge to immerse the UK media in the company's culture and tell the story back to the UK consumer.

Method

Little Red Rooster hit the phones to secure five trusted journalists from What Hi-Fi?, Stuff/Cloud/Enki, PC Mag, Metro and WIRED. Journalists were given the opportunity to understand the company culture, from its team of classical music lovers to its clear mission to improve the accessibility of the genre. With a sit-down lunch with the whole company at its HQ to a boat trip through the city, the UK press were given a first-hand Primephonic experience. Each journalist was given their own time, spokespeople and angle to ensure truly individual stories for all involved. For top tier press it was also important to stay in high-end accommodation, Soho House Amsterdam, offer downtime and organise cultural activities throughout the city.

PRIMEPHONIC

HQ tour in Amsterdam



BOOM

The trip was an extraordinary success with the line-up of top-tier journalists all thoroughly enjoying their time at the HQ. Little Red Rooster also confirmed multiple extensive features about Primephonic off the back of the trip this included a piece in the Financial Times and PC Mag, a cover story and full-page piece in Metro and an extensive write up in WIRED. The personal touches of the boat trip and restaurant were also very popular among the guests and made the trip very much a memorable one! All the coverage that was materialised from the trip increased downloads of the app and helped educate both the press and consumers on how Primephonic is saving the classical music genre - a problem most people are not aware of.

WIRED

Which music streaming service should you choose?



If you're a classical music fan, or want to discover more about it, specialist streaming service [Primephonic](#) is where you should be spending your money. Founded in 2017, the service now boasts over three and a half million tracks, and is considered the world's largest specialist library of classical music.

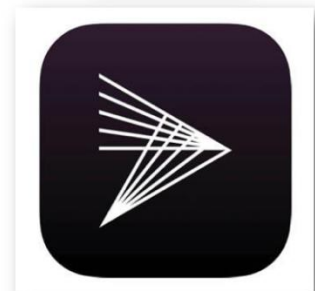
The service has recently had a bit of a facelift too, with an improved design and new smart search that makes finding the exact piece of music you're looking for easier. It uses eight parameters to organise its catalogue (compared with three parameters used on more generalised streaming services), all tagged up by hand by Primephonic's classical know-it-alls.



METRO

Connect: Still using Spotify? Then you're missing out on the best quality music out there

Primephonic



If there's a genre of music that benefits hugely from being in high resolution, it's classical. And yet almost all of the streaming services out there (whether they're hi-res or not) do pretty badly where classical music is concerned. Which is where Primephonic comes in — it's focused purely on the classical stuff. Its £14.99 per month fee makes over a million classical recordings available to you in top-of-the-shop, 24-bit resolution.



LITTLE RED

