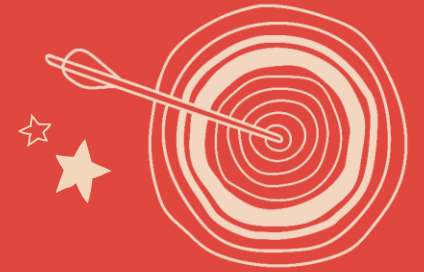


PRIMEPHONIC

Generating stellar PR to prime a brand for acquisition



Mission

We were set the challenge by innovative classical music streaming service, Primephonic to gain the attention of the streaming giants, attract investors and increase subscribers and downloads.

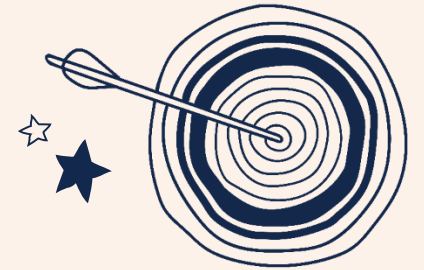
Method

To attract investor attention, we built authentic brand interest through a long-term strategy of standout media events, a reviews programme, CEO briefings, and proactive press office outreach. In 2019, we hijacked the news agenda on fair music streaming and artist royalties, highlighting how classical music was being crowded out. We arranged one-to-one briefings in London with Primephonic CEO Thomas Steffens, flew VIP press to the Amsterdam HQ to meet the expert team, and hosted further press trips with the CEO at Glyndebourne and Bregenz festivals. Alongside this, we secured extensive reviews and features in national press to boost awareness and downloads.

In 2020, with the pandemic, we pivoted to virtual engagement. Reviews and outreach continued, while we hosted virtual CEO briefings, a roundtable with 23 key UK press, and a genre crash course with Primephonic's head of curation. These efforts ensured journalists stayed engaged with the brand remotely.

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BOOM

The result was music to our ears. We saw a total of 199 pieces of coverage, including 26 large splashes from the likes of BBC Radio 3, The Sunday Times Culture, Metro, Financial Times, WIRED, The Guardian and Esquire. The potential reach was a mammoth 998 million!

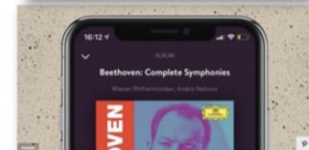
Sustained national, tech and lifestyle coverage resulted in 350,000+ app downloads and exactly the level of attention the brand needed. Apple bought Primephonic in 2021 and the CEO said a large factor for this was LRR securing stardust coverage with internationally renowned media outlets. Mission accomplished!

THE SUNDAY TIMES



Esquire

"Classical Music Is the Collateral Damage of the Streaming Revolution". One App Is Trying to Fix That



Primephonic is a classical streaming app that aims to do for classical music what Spotify does for pop, only better. Co-founded three years ago by Thomas Steffens, a passionate classical music fan, former member of the British Arts Council and former head of operations at a large management consultant firm, the subscription-based model enables you to search through classical music by period, style, genre or musician, allowing you to find recordings with an ease not previously elsewhere. The service now has in excess of three and a half million tracks from 170,000 artists across 2,000,000 albums and 2,400 albums. There is the option to listen to everything in high-resolution audio, something Steffens says makes a difference even without audiophile-level equipment – a smart speaker like Sonos will suffice.



Evening Standard.

Full stream ahead: new hyper-focused music services to make fans sing



For a platinum subscription of £14.99 a month (primephonic.com) it offers 24-bit sound, a higher resolution than on other platforms. CEO Thomas Steffens says this is needed for classical: "Sometimes there can be 20 instruments at the same time and that gets lost in the data compression." Yet it's more expensive for companies to offer, as more server capacity is needed and an audio player had to be developed to handle the higher quality.

Steffens says its worth it. "Classical music is still very much at the root of contemporary music and movies. It's base their dance tracks on classical music. Movies build tension and suspense based on how operas were composed 150 years ago. We feel it is an art that deserves to be preserved."



LITTLE RED

