

New Music Single – Marketing, Promotion and Publicity Report

For your final drawdown, we require information about what promotional activities you carried out to connect the single with Aotearoa audiences. This includes pitching the music to platforms, radio, and media - engaging in interviews, applying for NewTracks, and potentially engaging an external publicist or digital marketing expert to support the release.

Please provide a brief overview for each section:

Section	Points to cover	Your overview
Audio Content Platforms	<p>What platforms did you distribute your music to? E.g. Apple Music, Spotify, Amazon</p> <p>Who did you or your distributor pitch to? E.g Spotify for Artists; Distributor pitched directly to curators</p>	
Video Content Platforms	<p>What platforms did you distribute your video content to? E.g. Youtube, Vevo, Vimeo</p>	
Premieres	<p>Please outline and link to any premieres you secured for the audio or video content</p>	
New Tracks	<p>Did you apply for NZ On Air's New Tracks monthly new release compilation?</p>	
Radio	<p>Please outline any radio plugging of the single</p> <ul style="list-style-type: none"> - What stations did you pitch to? Ie Student Radio, Iwi Radio, Commercial Radio etc - Did you do any interviews or live to air performances with radio on air or online? 	
Digital Marketing	<p>Please outline any digital marketing or social media boosts you rolled out over the single and video release.</p>	

	<ul style="list-style-type: none"> - What platforms did you advertise or do boosts on? ie Facebook, Instagram, TikTok, Google, Spotify (Discovery Mode, Marquee, Showcase etc) - Did you see results? - How many different ads did you run and when? 	
Media Coverage	<p>Please outline any media coverage you received on the single or video; including online, TV, blogs, interviews</p> <p>E.g. Under The Radar, Sniffers, Coup de Main, NZ Musician, RNZ, Rolling Stone etc</p>	
Attempted media coverage	<p>What other media outlets did you pitch to, but did not gain coverage on?</p>	
Extra promo content	<p>Please outline any extra promo content you created to push the release</p> <p>E.g. live version, RNZ live performance, social cut downs, behind the scenes footage</p>	