

With the new Spotify analytics tool we try to keep all our pitches in English. This is to increase the chances for a release to travel and get picked up by playlist editors around the globe. This does not mean that your whole press text etc. needs to be written in English but it would be highly appreciated if the text in the Marketing Highlight-section in Workstation (**The Orchards** platform) could be written in English.

A “perfect” Blurb should be short, relevant and selling (think “elevator pitch”). According to Spotify, a Blurb can't be more than 500 characters. Below are four examples of how a Blurb could look like;

Local act:

Example 1

Fourth single of the year from the Swedish country-pop singer-songwriter who won "Swedish Idol" in 2010. His first solo album, Jay Smith [2010] topped Swedish music charts and was certified platinum. A second solo album, 'King Of Man' was co-produced by seven-time Swedish Grammy-winner Dan Sundquist. He has also released two albums with the band Von Benzo.

Example 2

New upcoming EP from Ida Kudo, Danish/Japanese who offers equal parts of Eastern mystique and cool Scandinavian precision. Ida Kudo has previously been supported by Clash Magazine, Gaffa, Bands of Tomorrow & Jajaja as well as received airplay on P3 DK. She has also been support for American rapper Caleborate in London, and played Danish festivals such as SPOT Festival and Uhørt Festival as well as most recently at Sørveiv Festival in Norway. Focus track is 'Killer'.

International act with not a lot of local marketing drivers:

Single from the London pop artist who formerly recorded as Loop. A preview of her second EP, which is scheduled for release in 2019. Her January 2018 single "Give 'n' Take" ["the spicy tropical pop banger you never knew you needed until now...bold, precocious pop music," Clash] has received 12M+ streams. Her May 2018 single "Love The Lie" ["one part Zara Larsson and one part Purpose-era Justin Bieber, only even more summery, somehow, and a bit more dirty, sweaty," tmrw] has received 3.5M+ streams. The video for her September 2018 single "Cut And Run" featured on Just Jared.

Not enough marketing drivers really but still trying to entice curiosity:

The Stockholm based producer duo A.M.Y, evolved from the shadows of the music industry. A fellowship that began late 2017 in the basement studios in Stockholm, proved itself to be of great value for both parts of the duo. Comprised of Ardalan Azadi och Yaroslav Polikarpov, they started out early on producing songs for other artists, they have previously worked with world leading producers such as Martin Garrix, Nicky Romero, Kryder and Trilane. Social media campaign leading to DSPs for approx. 12k SEK in budget.