brontë fall

Biography

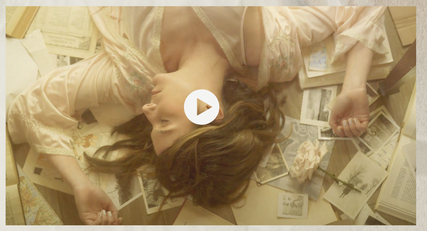
Teri Bracken is the singer/songwriter, multi-instrumentalist, and visionary force behind Brontë Fall's mix of indie-pop and rootsy Americana. Winter, Brontë Fall's follow-up to 2020's Finishing School, was created during those months of dark struggles and silver linings. It's a six-song EP that doubles down on Bracken's pop roots, trading the Americana influences of her previous recordings for a mix of synthesizers, punchy percussion, and other electronic elements.

PRESS LINKS **SHOW DATES**

Videos

"INDIANA"
October 21

"OUTSMART LOVE"
December 2



"BEYOND THE RAIN"
February 17

"Winter"

RELEASE SCHEDULE:

"INDIANA" | *October 15*

"OUTSMART LOVE" | *November 19*

"BEYOND THE RAIN" | *February 11*

WINTER | *March 4*

Target Demographic

CURATED BY:

RIYL: *Jenny Lewis, Taylor Swift, Joseph*

GENRE: *Pop Americana*

AGE & GENDER: *Females / Males 25-36*

PRIMARY LOCATIONS: *Nashville, Chicago*

INTEREST: *Female Empowerment, Literature, The Arts*

Reach and Engagement

BASED ON ADVERTISING AGENDA PER MONTH:

ANTICIPATED IMPRESSION - 833,300

TARGET ACTIONS TAKEN - 12,499

DESIRED CONVERSION RATE 5% - 624

Brand Pitch Deck

CROSS PROMOTIONAL PARTNER:

A cross promotional partnership is the suggested option for brands who have equal social reach and/or existing promotional budget. Under the cross partnership, the brand and artist agree to equally cross promote each other through shoutouts, takeovers, crossposting, etc. to executing the agreed upon promotional strategy.

PRODUCT PARTNER:

In cases where a partner has a physical product that aligns with the artist's aesthetic, the product partner can have their product featured in a promotional giveaway (either physical or digital,) promoted during an event, and/or exchange product with the artist to execute the agreed upon promotional strategy.

ARTIST SPONSOR/MARKETING PARTNER:

When a brand becomes an artist sponsor, they will endorse the artist's full release campaign. They are included on all content & events and contribute financial assets towards the marketing agenda for the campaign.

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