







John McClane (Single)

Human Resources (Single) August 27th, 2021

Ends of the Earth Part 1

Take the tone of Parks and Recreation, the indie panache of Father John Misty, and the subversive energy of nonchalant alt-rock acts like Cake, and you would be in the ballpark of Citizen Badger. Originally from the swamps/suburbs/beaches of South FL, Citizen Badger crafts quirky folk rock anthems best described as 'millennial dad rock'.

After performing for years in Florida and building a sizable fan base, Citizen Badger now calls Nashville home. Since the move they have invested `thousands of hours into refining their craft and look forward to releasing their 3rd fully-DIY LP, Ends of the Earth. This new album marks a definitive evolution in their storytelling and production. The first part of this musical odyssey is expected to be released in Fall 2021.

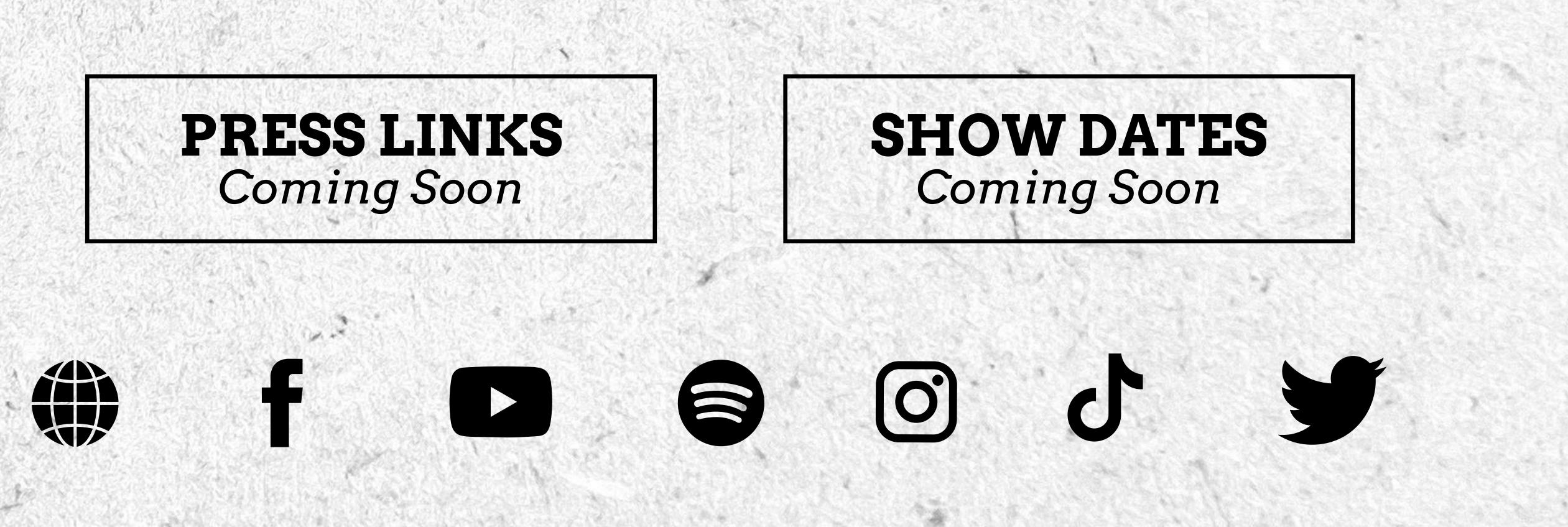
> **PRESS LINKS** Coming Soon



July 9th, 2021

September 24th, 2021

PRESS RELEASE



TARGET DEMOGRAPHIC **CURATED BY:**

RIYL: Father John Misty, Cake, Violent Femmes

GENRE: Millennial

AGE & GENDER: 18-30 Males/Females

PRIMARY LOCATIONS: Nashville, South Florida

INTEREST: Hiking, Reading, Parenting, Gaming

REACH & ENGAGEMENT

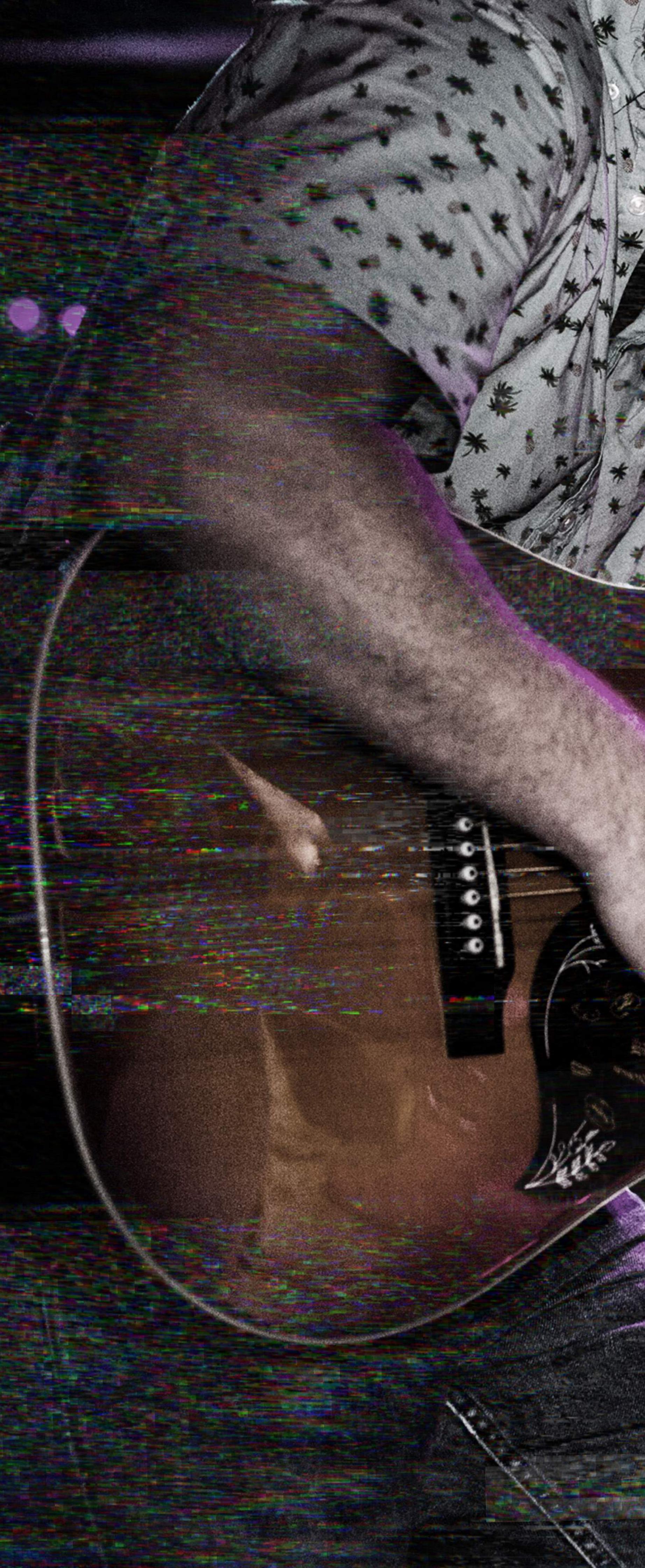
ANTICIPATED IMPRESSION - 833,300

TARGET ACTIONS TAKEN - 12,499

DESIRED CONVERSION RATE 5% - 624

BASED ON ADVERTISING AGENDA PER MONTH:





BRAND PTGH DEGK

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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by



