Crimson Calamity

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BIOGRAPHY

Song sirens Lauren Harding and Mallory Trunnell together , share a talent for firecracker lyrics and glistening harmonies that are irresistible. This badass, harmony laced, Folk/Rock driven, Americana duo is known as Crimson Calamity. The fiery twosome will be releasing their latest EP Wildcard on 2/11/22. This collection of songs showcases the evolution of the pair's artistry that is seasoned and re-energized, while still offering their signature sound.

With inspiration from artists like Brandi Carlile, The Civil Wars and Fleetwood Mac, Crimson Calamity infused their influences into the release of their first two EP's 'All In the Cards' and 'Gypsy Heart.' The music Crimson Calamity is devoted to creating, embodies both sultry rock and traditional country aspects. Fans of both genres will hear these attributes in every song the gals concoct.

PRESS RELEASE

MUSIC - LISTEN NOW

"Wildcard" (Single)
JULY 30, 2021

SOUNDCLOUD

"Sowyn Song" (Single)
OCTOBER 29, 2021

SOUNDCLOUD

Wildcard (EP)
FEBRUARY 11, 2022

SOUNDCLOUD

TARGET DEMOGRAPHIC

RECOMMEND IF YOU LIKE:

Heart, Fleetwood Mac, Brandi Carlile

AGE & GENDER:

Male & Female 25-45 years

PRIMARY LOCATIONS:

Nashville, Los Angeles, New York City, Atlanta

INTERESTS:

Cocktails, Tarot, Fashion, True Crime

REACH AND ENGAGEMENT

BASED ON ADVERTISING AGENDA PER MONTH

ANTICIPATED IMPRESSION	833,300
TARGET ACTIONS TAKEN	12,499
DESIRED CONVERSION RATE	5% - 624

PARTNERSHIP EXPECTATIONS

SHARED PARTNERSHIP:

A shared partnership is the suggested option for brands who have equal social reach and/or existing promotional budget. Under the shared partnership the brands will equally split the expenses incurred by the partnership and all parties will commit to executing the agreed upon promotional strategy.

COVERAGE PARTNERSHIP:

In cases where one partner has a significantly larger reach or existing promotional budget the lesser of the partners will cover a portion of the expenses incurred from the partnership not exceeding the agreed upon amount at the start of the partnership.

MONTHLY STIPEND:

Brands who wish to maintain a constant presence with their partners may structure their partnership with a monthly contribution of funds, goods or services.

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