OVERVIEW

- YOUTUBE: TASTEMAKERS WITH 45M+ SUBS IN TOTAL UPLOADED THE TRACK!

SPOTIFY: THE MOST SUCCESSFUL START TO THEFATRAT RELEASE SO FAR!

APPLE MUSIC, ITUNES, DEEZER: CHART ENTRIES IN 17 COUNTRIES!

500,000 STREAMS ON SPOTIFY IN A WEEK

1,000,000 STREAMS ON SPOTIFY IN LESS THAN A MONTH

TEAM BDS FULL TWITTER SUPPORT FROM THEIR RAINBOW SIX, FORTNITE AND CALL OF DUTY TEAM DURING THE SIX INVITATIONALS + PLAYED THE SONG AS THEY WALKED OUT
OUR STRATEGY

OUR AIM WAS TO BOOST THE SINGLE IN THE GAMING SCENE, AS HE IS ONE TODAY'S LARGEST ARTISTS IN THE GAMING SCENE AND IS THE GO TO FOR ALL ESPORTS EVENTS!

WORKING ALONGSIDE TASTE-MAKERS, GAMERS, CURATORS, DANCERS, WRITERS AND MANY MORE. WE FORMULATED A PLAN THAT BROUGHT THIS TRACK TO LIFE.

TheFatRat

THE STORM
WITH MAISY KAY
YOU TUBE

YOU TUBE WAS A STRONG FOCUS FOR US AS WELL WITH A LOT OF TRAFFIC BEING SOURCED FROM TASTE-MAKERS

WE RECEIVED SUPPORT FROM MANY PRESTIGIOUS CHANNELS LIKE:

- TRAP NATION (28M SUBS)
- XKITO (2.4M SUBS)
- SYREX (1.1M SUBS)
- 7CLOUDS (2.7M SUBS)
- MONSTAFLUFF (394K SUBS)
- AIRWAVES MUSIC (2.4M)
- CLOUDX MUSIC (784K SUBS)
- ADI-G (134K SUBS)

ON THE GAMING SIDE OF YOUTUBE WE PARTNERED WITH BLACK PLASMA STUDIO WHO FOCUS ON MINECRAFT ANIMATONS. WITH THEIR HIGH ENGAGING 3M SUBSCRIBER THE SONG SOARED UP TO 1.6M VIEWS IN A WEEK!

🔗 TheFatRat & Maisy Kay - The Storm (Minecraft Animation) [Music Video]
Black Plasma Studios  1.6M views • 1 week ago
A Minecraft Music Video of TheFatRat's latest track: The Storm! We're excited to be collaborating with TheFatRat on this track ...
WE COORDINATED WITH MANY PRESS OUTLETS FOR THIS RELEASE, AIMING TO GET THE STORY OUT THAT THEFATRAT HAS RELEASED HIS FIRST EVER MUSIC VIDEO! HERE ARE SOME OF THE EXAMPLES BELOW:
SOCIAL MEDIA

AS THEFATRAT HAS A STRONG PRESENCE ON SOCIAL MEDIA, RACKING IN 100K ON TWITTER, 47K ON INSTAGRAM, 200K ON FACEBOOK. SO WE FOCUSED ON CREATING SOME HYYPE AROUND THE RELEASE.

WE TEAMED INFAMOUS TEAM BDS, FOR THIS CAMPAIGN. WE COORDINATED WITH THEIR SOCIAL MEDIA TEAM TO PLAN POSTS FROM THEIR MAIN PAGE, THEIR FORTNITE, RAINBOW SIX AND CALL OF DUTY TEAM AS WELL.
THE TRACK MANAGED TO SECURE MANY SPOTIFY EDITORIAL INCLUDING WEEKEND HANGOUTS, WEEKEND HYGGE AND 6 NMF