



# BETTER THINGS

*Service Deck*

**Better Things** is a boutique music agency based in the heart of Berlin, specialized in Music PR and Digital Marketing.

We offer **360° promotion, marketing & b2b relations** for artists, festivals and brands. By working successful campaigns for all sorts of artists & music projects, we have gained over a decade worth of experience in creating a buzz and setting the grounds for success.

Caroline Polachek © Nedda Asfari  
Album campaign 2023  
Client: The Orchard



# WHO ARE WE?



Additionally we offer **Artist Toolbox services**, including digital check-up, media targets, overview of touring in Germany and more. It's a perfect solution for independent artists who self-release their music.



Biig Piig © RCA Records  
Mixtape Campaign 2023  
Client: Sony Music







Creams



Caroline Rose



Kat Frankie



Caroline Polachek



Agar Agar



Mulay



Moyka



ALMA

ARTISTS



Joeseef



Porij



Miya Follick



LP



M. Byrd

Biig Piig



ARTISTS



**A** Aasma  
AB Syndrom  
Adaline  
ADIAM  
Adna  
Agar Agar  
Alaina Castillo  
ALASKALASKA  
Alela Diane  
Alex St Joan  
Alice Boman  
ALMA  
ALOO  
Amanda Mair  
anaïs  
And The Hurley Sea  
Ann See  
Anna Leone  
ANYA  
Aquila  
Asbjørn  
Audience Killers  
Audio Dope  
AURORA  
AV AV AV  
**B** Babeheaven  
Barbagallo  
Beatrice Eli  
Biig Piig  
Bistro Boy  
Blondage  
Boes Kaelstigen  
Bon Voyage Organisation  
Boy Destroy  
Boy In Space  
Brimheim  
Bulgarian Cartrader  
Buvette

**C** Caroline Polachek  
Caroline Rose  
Charity Children  
CHILDREN  
CHINAH  
Chris Lie  
Christian Cohle  
Ciaran Lavery  
Coach Party  
CREAMS  
CXLOE  
**D** Dadi Freyr  
Dameer  
Dayglow  
Delara  
Delilah Montagu  
DIANA  
Dinner  
Døssi  
**E** East Of My Youth  
EESE  
Einar Indra  
Eivør  
Eliott  
Emma Jensen  
Emmecosta  
Eva & Manu  
Evan Klar  
**F** Fine Times  
Fishbach  
Flavien Berger  
Florence Arman  
Fred Well  
Friedberg  
**G** Glauque  
Glowie

GoldStone  
GRANT  
GRETA  
grentperez  
**H** Halie  
Hanna Järver  
Have You Ever Seen  
The Jane Fonda Aerobic VHS?  
Henri Purnell  
Hey Elbow  
House By The Lake  
**J** Jackie Charles  
Jada  
Jäde  
James Hersey  
Jason Nolan  
JEWLS  
Joesef  
Jona Rain  
Jorja Smith  
JOY.  
JPNSGRLS  
**K** Kaky  
Kapnorth  
Kaskelott  
Kat Frankie  
Kazy Lambist  
Keke  
Kelsey Lu  
Kid Simius  
King Princess  
KOJ  
Konnie Kass  
KUNZITE  
KUOKO  
**L** LAHRA  
L'Imperatrice



**M** Lalume  
Lasse Matthiessen  
LCAW  
LIAS  
Lisa Alma  
Lizzy McAlpine  
Loic Nottet  
Louis Berry  
LP  
LUWTEN  
Lxandra  
M. Byrd  
M-Band  
Madsius Ovanda  
Malik Djoudi  
Mary Anne's Polar Rig  
Matt Maltese  
Matt Ryder  
Mauvais Oeil  
Mei River  
Menke  
Mettesson  
Mia Berg  
Millie Turner  
MINNI  
Mint Simon  
Miya Folick  
MØ  
Moglii  
MOLI  
MorMor  
Mountain Bird  
Moyka  
Mulay  
MUNA  
mxmtoon

**N** Naomi Pilgrim  
Nea  
New Found Land  
NEYKID  
Night Sports  
Nneka  
**O** okaywill  
Omar Apollo  
OSKA  
Oscar Anton  
**P** Pixey  
Phoebe Green  
Polo & Pan  
Pompeii  
Poppy Ajudha  
Porij  
Praa  
Prudence  
Quarry  
**R** Ray Novacane  
REIN  
Reptile Youth  
Requin Chagrin  
Robinson  
Rosalía  
**S** Sabrina Bellaouel  
Samm Henshaw  
Sandra Kolstad  
Satin Jackets  
Sea Change  
Sea Moya  
Seinabo Sey  
Selma Judith  
Sgrow  
SHERPA  
Shout Out Louds

Silly Boy Blue  
Sinead O'Brien  
Soft Ride  
Soleima  
SOMA  
Sprutbass  
Stefani Kimber  
STRØM  
Summer Heart  
SWIM  
**T** Teddy Failure  
The Ella Sisters  
The Zolas  
Timsters  
Tomi Saario  
Tomorrow We Move To Hawaii  
Tove Styrke  
Trille  
Tripnaha  
Trunky Juno  
Tuvaband  
Twin River  
Varley  
**V** Vendredi Sur Mer  
Victor Solf  
ViVii  
Wallners  
**W** Yebba  
**Y** YEEK  
**X** Xul Zolar



# CLIENTS





# OUR SERVICES



We connect international music professionals and artists with the German music industry.

## B2B PROJECT MANAGEMENT



### Music Promotion

We offer 360° promotion packages for artists, festivals and music brands, covering online & print press, TV



### Radio Plugging

We do radio plugging in Germany, Austria and Switzerland for your single or album.



### Influencer Relations

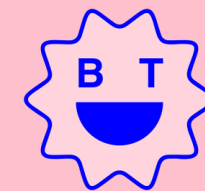
We connect with influencers to spread your artist name or promote your festival. We also invite our network of fashion and lifestyle influencers to your event, concert or festival.



### Playlist Pitching

We service your single to the relevant third-party playlists curated by editors, magazines and radio stations.

## 360° MUSIC PR & MARKETING



Our co-founder Steffi is available for workshops / keynotes / panels and consulting to talk about Marketing & PR, artist branding & artist development with the focus on the German market

## WORKSHOP & KEYNOTES

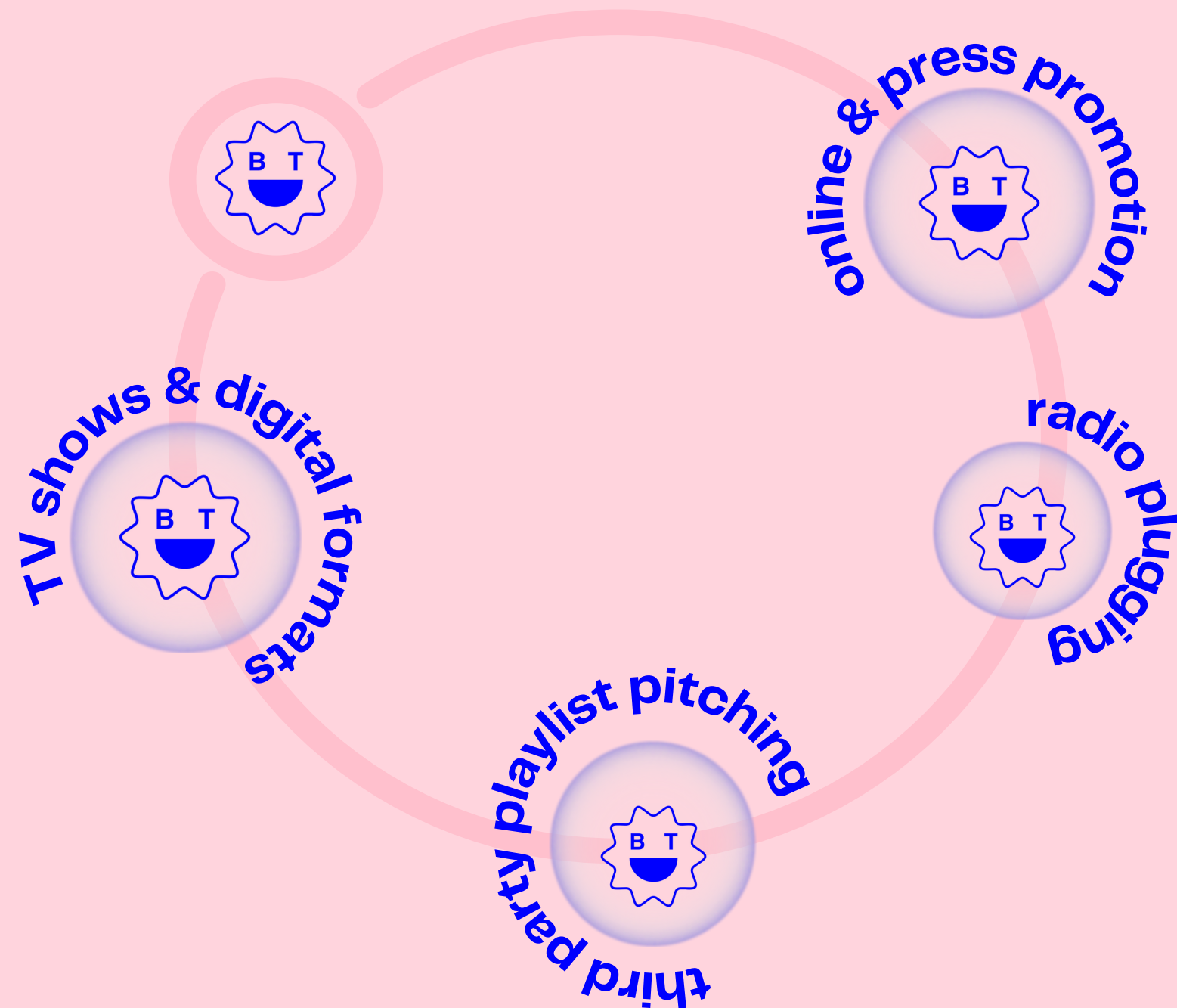


Digital Check-Up  
Digital Release Strategy  
Touring packages  
tailor-made for independent artists

## ARTIST TOOLBOX



# 360° PROMOTION



**We offer 360° promotion packages for artists, festivals and music brands.**

Ahead of each release, we are developing a tailor-made PR campaign according to your timeline, strategy and the available budget.

As the music, strategy and expectations can vary a lot, we prepare an individual PR plan with targets, strategy and fee including **online & press promotion (blogs, magazines, newspapers), radio plugging, third-party playlists, TV and digital formats such as podcasts, sessions & videos.**





# PR – BEST PRACTICES



**JOESEF**

**Client: AWAL**

**Campaign: Album "Permanent Damage" 22/23**

**PR: Online, Print**

We started introducing Joesef to the German media with his debut EP "Play Me Something Nice" (2019). Early on we secured an extensive newcomer feature in the print edition of Musikexpress. Building upon that support, we focused on the key music, lifestyle and LGBTQ+ tastemakers, expanding Joesef's profile in Germany. His first Berlin show was attended by influential journalists from **ZDF, N-TV & Musikexpress**. By the time of the release of his debut album "Permanent Damage" (2023), Joesef has been recognized as one of the most exciting artists to watch, with high-profile online & print coverage including **Musikexpress, DIFFUS, Siegessäule, MYP Magazine, Annabelle, Tagesspiegel** and **Friends of Friends**.



**CAROLINE  
POLACHEK**

**Client: The Orchard**

**Campaign: Album**

**PR: Online, Print, Radio**

We started establishing Caroline's profile in Germany with her hit single "Bunny Is A Rider" (2021) leading towards the release of her sophomore album "Desire, I Want To Turn Into You" (2023). Over the course of the campaign, we saw an immense growth in Caroline's popularity and achieved extensive coverage and airplay. Notable features include **VOGUE Germany, Musikexpress, Spiegel ONLINE, ZEIT Online, taz**, as well as interviews with **Süddeutsche Zeitung, Tagesspiegel, Stylebook, FluxFM, 1LIVE, Deutschlandfunk Kultur, FM4** and **SRF 3**.



**ROSALÍA**

**Client: Sony Music**

**Campaign: Album**

**PR: Online, Print**

We have introduced Rosalía to the German market with her stunning sophomore album "El Mal Querer" (2018), immediately targeting high-profile newspapers and magazines and creating a long-lasting media buzz around her. We landed an extensive portrait in the print issue of **DIE ZEIT**, album reviews on **Spiegel Online, Musikexpress, Tagesspiegel**, and features on **Fräulein Magazin, INDIE Mag, KALTBLUT Magazine, Highsnobiety** and **FAZ Blog**.



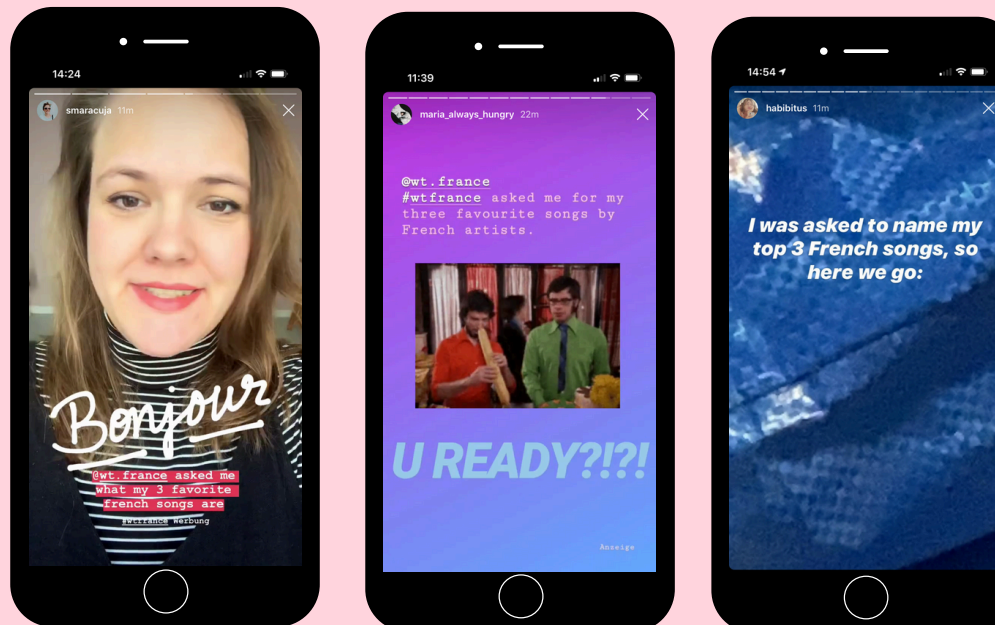


# INFLUENCER RELATIONS & ONLINE MARKETING



PR campaign for "Mallorca Live Festival 2022"  
Influencer: @hollywoodtramp

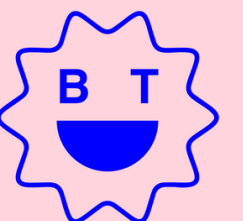
We have a good network of creators and curators based in GSA who love music and feature it in their posts and playlists. Depending on your vision and strategy, we compile a portfolio of suitable creators, look for collaborations and invite them to your show.



PR, Strategy & Influencer relations for "What The France" (a brand by Le Bureau Export)  
Influencer:  
@smaracuja  
@maria\_always\_hungry  
@habibitus



Berlin Midsommar Festival





# B2B PROJECT MANAGEMENT & EVENTS



We have a strong and steadily growing network of booking agents, promoters, labels, publishing companies, PR agencies and managements who we regularly invite to our events. Over the past 10 years one of our core activities has been project management for governmental and non governmental institutions. We are currently working on new strategies for Music tech companies and artist development.

Examples of our work:

- Reception management at Reeperbahnfestival for **Italian Music Export** (2019–2022) and **South Korea** (2020)
- B2B Match-Makings and managing **Canada House for CIMA** at Reeperbahnfestival 2023
- B2B Boat Trip / Pre-Reeperbahn Networking in Berlin for **Canadian Embassy**
- Project Management, Production, PR & Marketing, B2B relations for **Die Neuen Schweden**, a project by Sensus and Better Things





# WORKSHOPS / KEYNOTES / PANELS & CONSULTING



© Carolin Weinkopf

Our co-founder Steffi von Kannemann ist regularly invited to international conferences as a panelist and keynote speaker. Her core topics are the **German music market, artist development, release strategy and Parenthood in music**. Steffi already appeared at conferences in Germany, Switzerland, Austria, Sweden, Italy and Canada and she is looking for more opportunities to come.



## HOW TO GET A FOOT INTO THE GERMAN MARKET?

All things you need to know about entering the 4th biggest music market in the world regarding PR, Live and fan building.



## RELEASE STRATEGY AND ONLINE MARKETING FOR INDEPENDENT ARTISTS

Steffi and her colleague Marit Posch (General Manager, IDOL GSA), explain how to run a successful release strategy in the German music market, from DSPs, Social Media over to the diverse media landscape.



## PARENTHOOD IN MUSIC

Steffi and her colleague Marit speak about how to overcome inequalities for parents in the music industry.

WORKSHOPS  
KEYNOTES  
PANELS



## CONSULTING

Steffi is offering private sessions (60 minutes per session) via Zoom to talk about your release plans and artist vision. From getting started as an artist, rebranding your profile to releasing your next album, EP or single and planning a tour, Steffi will use her experience and knowledge to give you inspiration and guidance to take your music career to the next level.

[Find Steffi on LinkedIn](#)

[book your session here](#)





# ARTIST TOOLBOX

**WE WANT TO EMPOWER YOU to be DIY!**

**You want to release your next album or EP and you need professional help?**

You tell us your plans and we come up with an affordable tailor-made strategy depending on your needs – all individually conceived for you. We can help you optimize your digital presence and work out a release strategy. If you are specifically interested in the GSA market, we can help you define suitable promo targets and give you touring advice.

## SERVICES



### Digital Check-Up

Personalized analysis made for artists who need a professional view of their digital profiles, including social media channels and DSPs.



### Digital Release Strategy & Media Targets

We put together a tailor-made release strategy for your next release, based on your needs and budget.



### Touring Overview Germany & PR Strategy

We compile a customized list of venues, festivals and events that might be interested in you.



### DIY Guide

A comprehensive handbook for artists who self-release their music.

**[Get in touch with us!](#)**



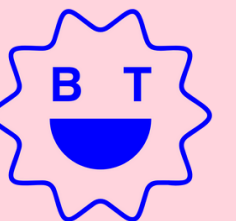


# TESTIMONIALS

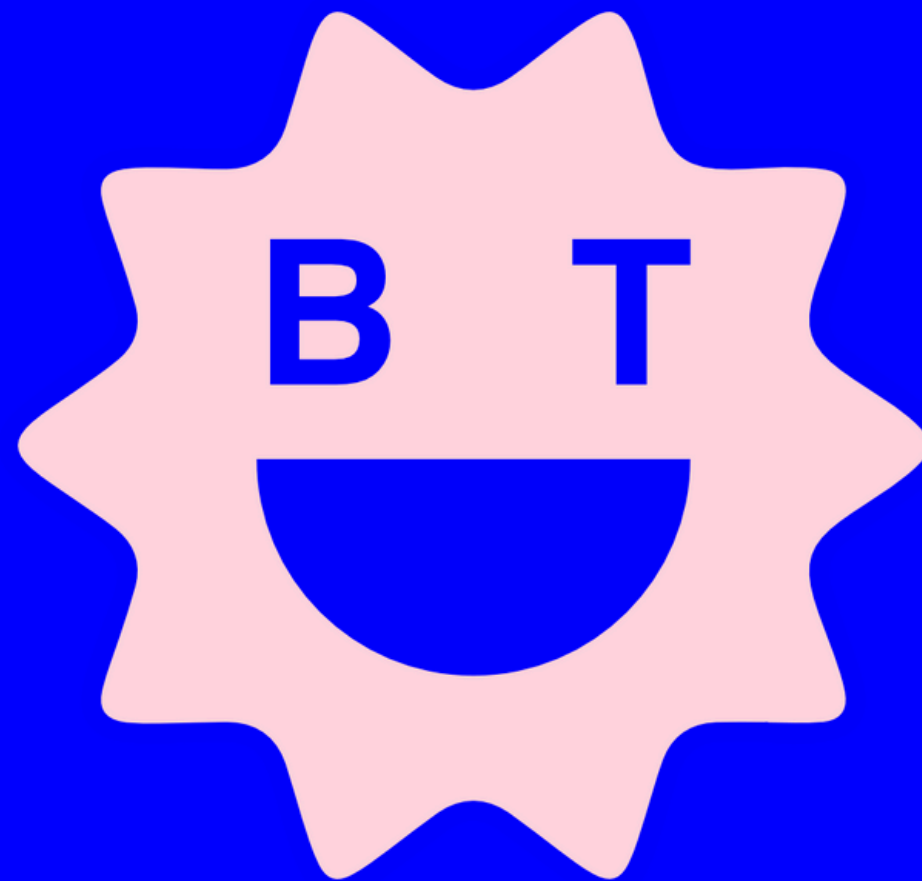
"Reliable, passionate, and they have a very good feeling  
for placing our artists." – **Grönland Records**

"Music sounds better with them, believe me!" – **Sony Music France**

"It's always a pleasure to work with the Better Things team who have  
become a reliable and trusted partner over the years we've worked  
together!" – **AWAL**







## CONTACT US

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steffi@better-things.berlin

