

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.

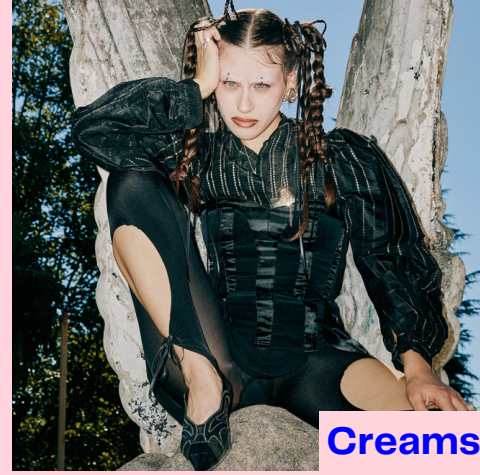


Biig Piig © RCA Records
Mixtape Campaign 2023
Client: Sony Music





Coach Party



Creams



Caroline Polachek



Agar Agar



Mulay



Caroline Rose



Kat Frankie



Joesef



LP



M. Byrd



ARTISTS



Moyka



ALMA

ARTISTS



Porij



Miya Follick

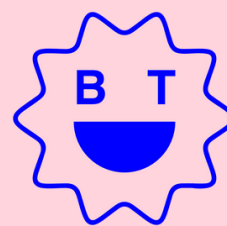
Biig Piig



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
Joeseif
Jona Rain
Jorja Smith
JOY.
JPNSGRRLS
K Kaky
Kapnorth
Kaskelott
Kat Frankie
Kazy Lambist
Keke
Kelsey Lu
Kid Simius
King Princess
KOJ
Konnie Kass
KUNZITE
KUOKO
L LAHRA
L'Imperatrice

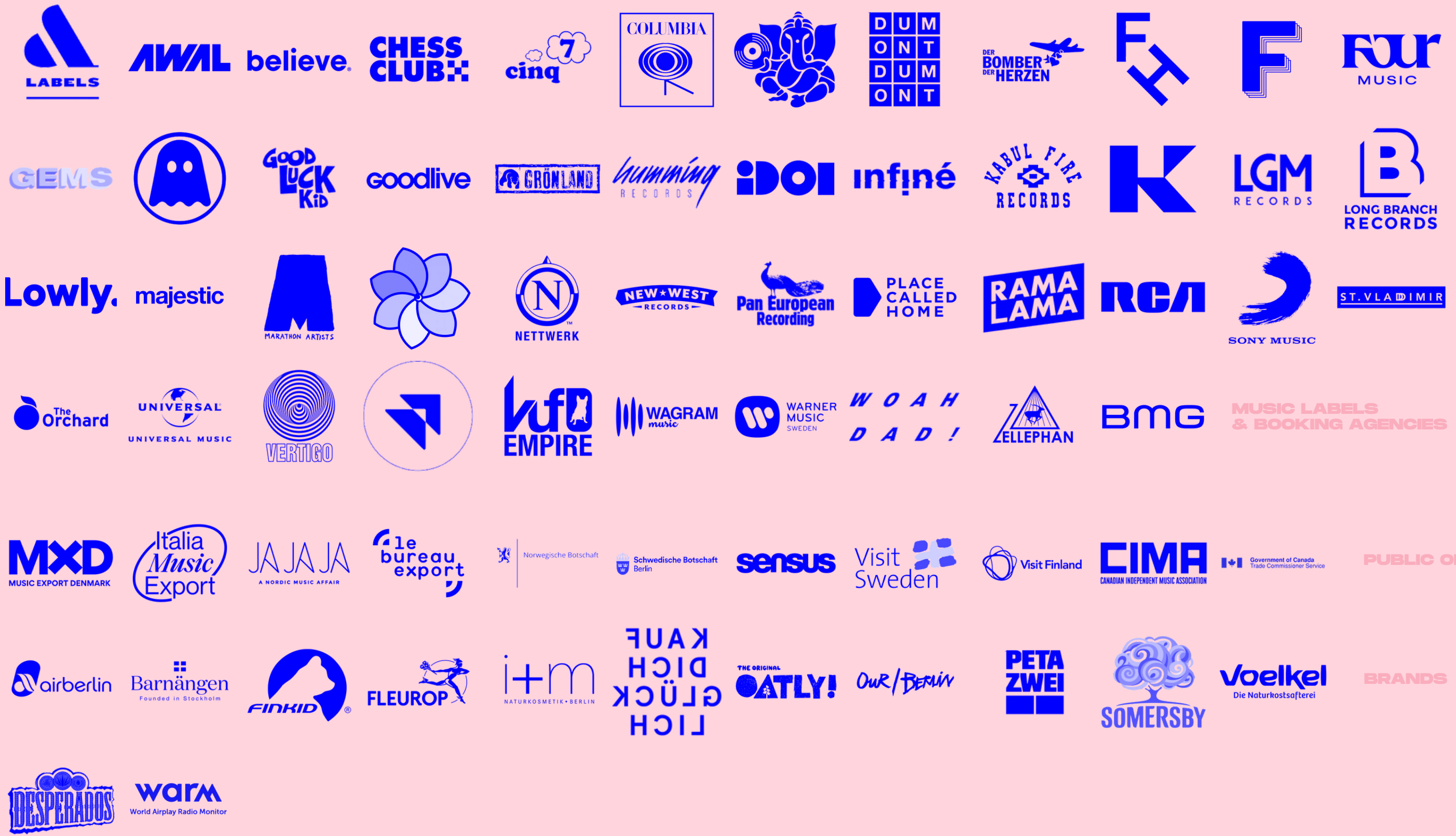


Lalume
Lasse Matthiessen
LCAW
LIAS
Lisa Alma
Lizzy McAlpine
Loic Nottet
Louis Berry
LP
LUWTEN
Lxandra
M M. Byrd
M-Band
Madsius Ovanda
Malik Djoudi
Mary Anne's Polar Rig
Matt Maltese
Matt Ryder
Mauvais Oeil
Mei River
Menke
Mettesson
Mia Berg
Millie Turner
MINNI
Mint Simon
Miya Folick
MØ
Moglii
MOLI
MorMor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

CLIENTS



OUR SERVICES



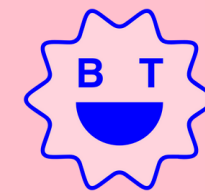
We connect international music professionals and artists with the German music industry.

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

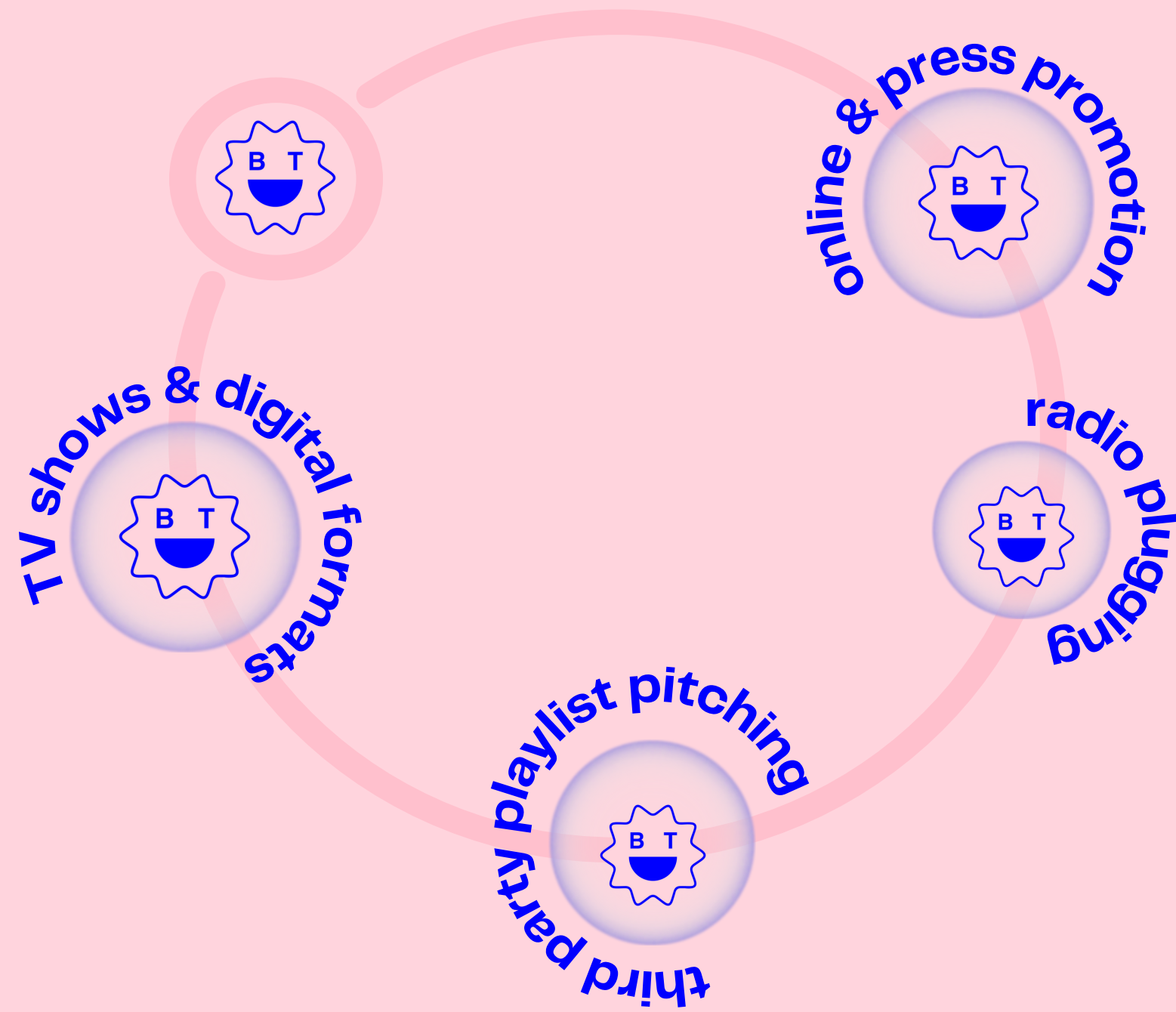
WORKSHOP & KEYNOTES



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 Joeesef 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 LGTBO+ tastemakers, expanding Joeesef'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), Joeesef 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**.



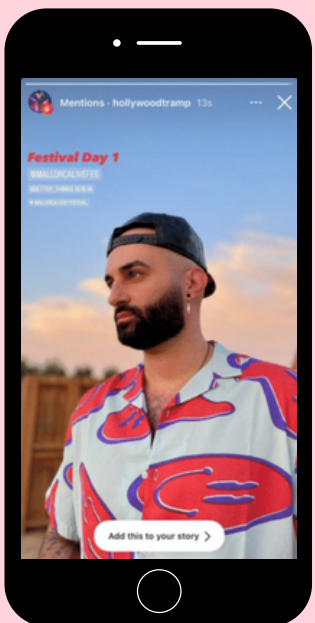
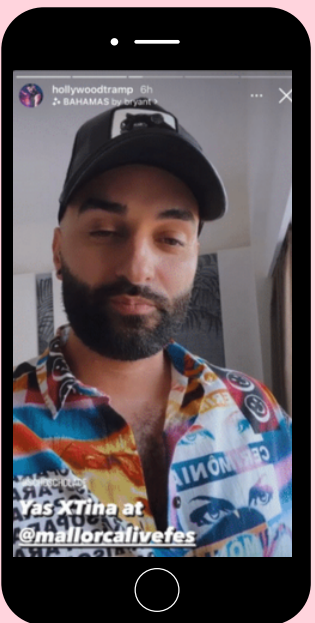
ROSALÍA

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**.

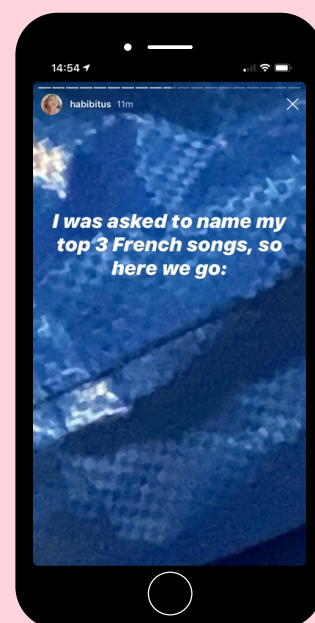
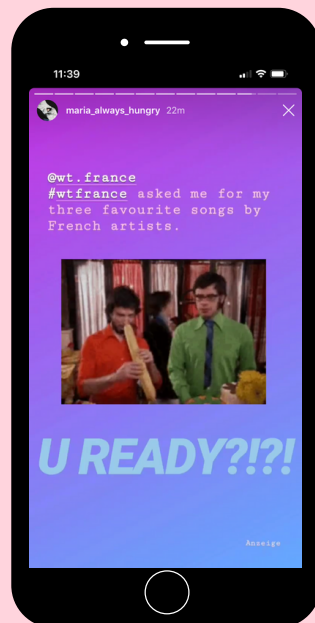


INFLUENCER RELATIONS & ONLINE MARKETING



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

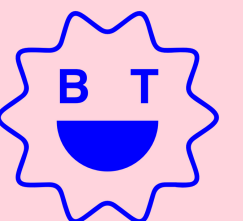


CONSULTING

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 conceptualized 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

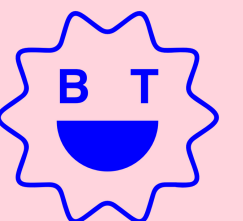
We compile a customized list of venues, festivals and events that might be interested in you.



DIY Guide

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

[Get in touch with us!](#)

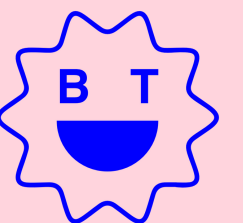


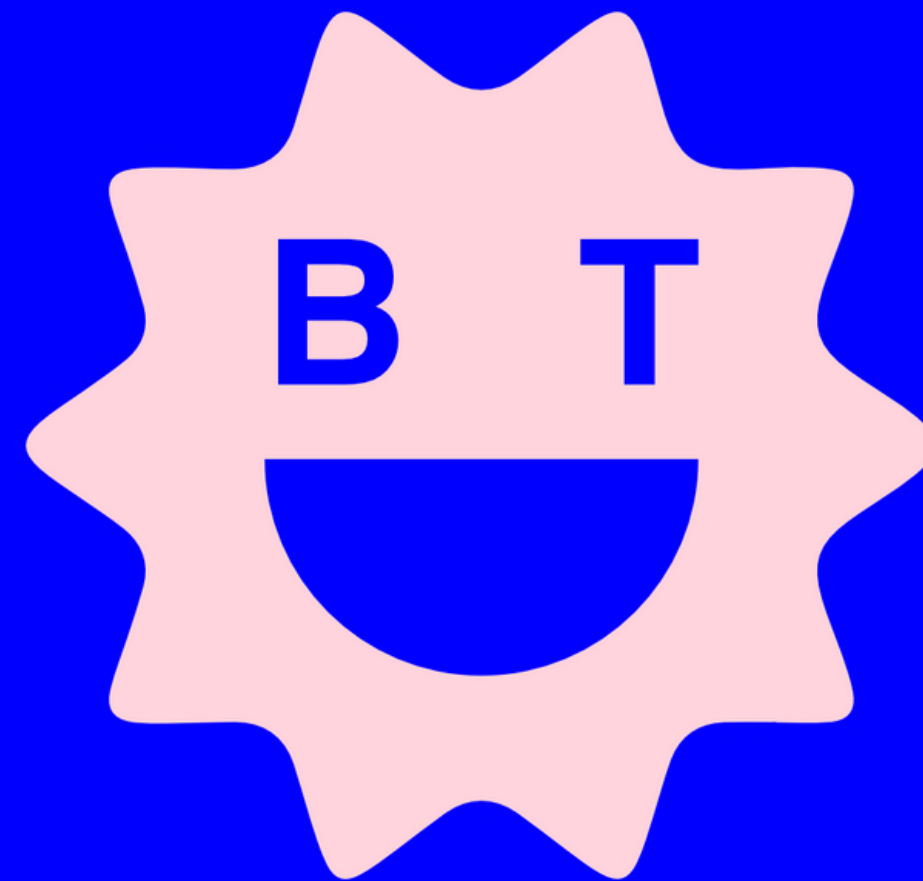
TESTIMONIALS

"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

Steffi von Kannemann
steffi@better-things.berlin

