



BETTER THINGS

Service Deck



Fuffifufzich © Jessica Sidenros
Album Campaign 2025
Client: Flirt 99

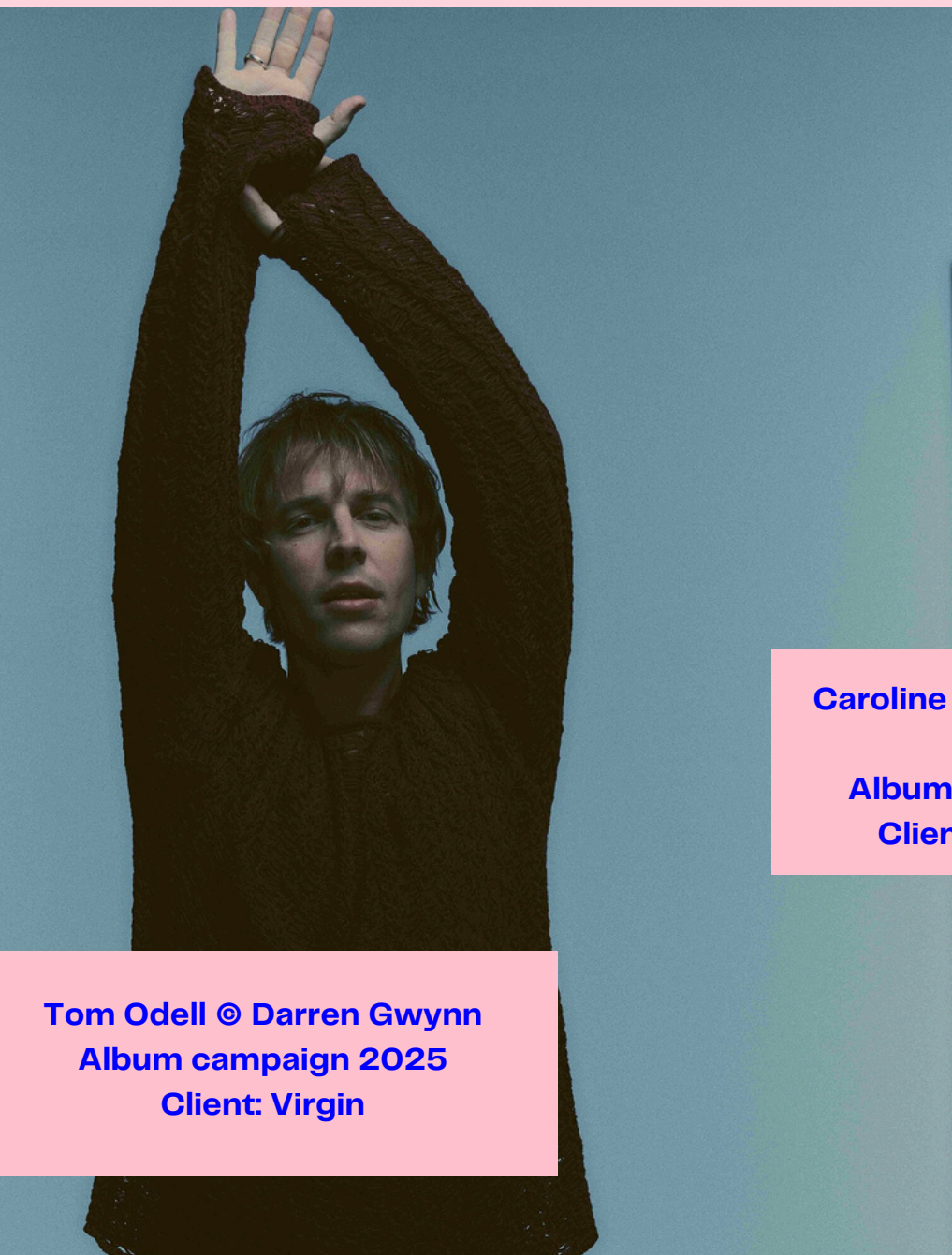
Better Things is a boutique music agency based in the heart of Berlin. Having run successful PR campaigns for international artists such as **Caroline Polachek, Oklou, Rosalía, girl in red, Tom Odell, Alice Phoebe Lou** and many more, we understand how to create a buzz and prepare the ground for a successful music career.

We're **redefining music promotion** by combining traditional media PR, modern influencer relations, sync and fan events – all while building a strong B2B network for lasting impact.

WHO ARE WE?



Oklou © Grace Pickering
Album Campaign 2025
Client: Because Music



Tom Odell © Darren Gwynn
Album campaign 2025
Client: Virgin

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



Additionally we offer a comprehensive **DIY Guide for Musicians**, including an overview of touring and media landscape in Germany. It's a perfect solution for independent artists who self-release their music.





Audrey Hobert



Cat Burns



Caroline Polachek



Agar Agar



girl in red



Fuffifuzich



Tom Odell



HotWax



Alice Phoebe Lou



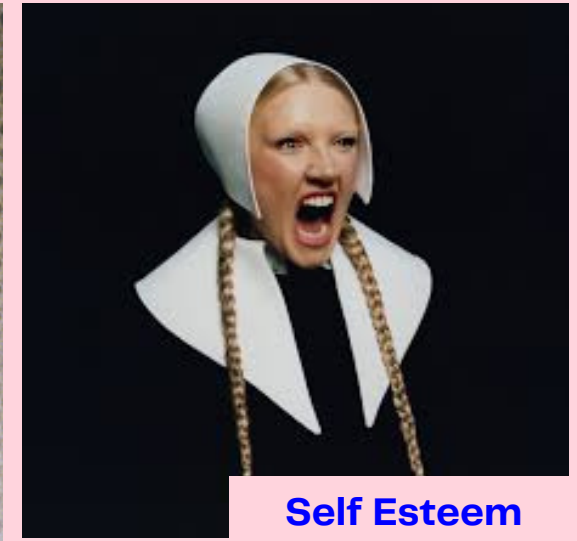
LP



Sofia Isella



Oklou



Self Esteem



Coach Party



Friedberg

Biig Piig



ARTISTS

ARTISTS

Aasma	Barbagallo	Delilah Montagu	hemlocke springs	KUNZITE	Miya Folick	Ray Novacane	Timsters
AB Syndrom	Beatrice Eli	DIANA	Hey Elbow	KUOKO	MØ	REIN	Tom Odell
Abor & Tynna	Bellaroush	Dinner	Hooverphonic	LA FEMME	Moglii	Reptile Youth	Tomi Saario
Adaline	Biig Piig	Dolphin Love	Hope Tala	L'Impératrice	MOLI	Requin Chagrin	Tomorrow We Move To
Adam Ulanicki	Bistro Boy	Dylan	HotWax	Lalume	Morcheeba	Robinson	Hawaii
ADIAM	Blondage	East of My Youth	House by the	Lasse Matthiessen	MorMor	Rosalía	Tove Styrke
Adna	Boeoes Kaelstigen	Eefje de Visser	Lake	LCAW	Mount Jacinto	Roufaida	Trille
AFAR	Bon Jour	EESE	Iris Caltwait	LGoony	Mountain Bird	Sabrina Bellaouel	Tripnaha
Agar Agar	Bon Voyage	Einar Indra	Iskander Moon	LIAS	Moyka	Samm Henshaw	Trunky Juno
Aiko	Organisation	Eivør	Jackie Charles	Lisa Akuah	Mulay	Sandra Kolstad	Tsar B
Alaina Castillo	Boy Destroy	El Perro Del Mar	Jackson Dyer	Lisa Alma	MUNA	Satin Jackets	Tuvaband
ALASKALASKA	Boy In Space	Elliot	Jada	Lizzy McAlpine	mxmtoon	Sea Change	Twin River
Alela Diane	Brimheim	Emma Jensen	Jäde	LLUCID	Naomi Pilgrim	Sea Moya	UTO
Alex St Joan	Bulgarian Cartrader	Emmecosta	James Hersey	Loic Nottet	Nea	Seinabo Sey	Varley
Alfie Templeman	Buvette	ENYA BOBAN	Jason Nolan	Louis Berry	Nectar Woode	Self Esteem	Vendredi sur Mer
Alice Boman	Caroline Polachek	Eva & Manu	JEWLS	LP	NESS	Selma Judith	Victor Solf
Alice Phoebe Lou	Caroline Rose	Evan Klar	Joeseef	Luca Vasta	New Found Land	Sgrow	ViVii
ALMA	Cat Burns	Everything Everything	JOHNOSSI	LUKAS OSCAR	NEYKID	SHERPA	Wallners
ALOO	CA7RIEL & Paco	Fine Times	Jorja Smith	Luke Noa	Night Sports	Shout Out Louds	Wasia Project
Amanda Mair	Amoroso	Fishbach	JOY.	LUWTEN	Nneka	Silly Boy Blue	Yebba
anaïs	CEVIL	Flavien Berger	JPNSGRLS	Lxandra	okaywill	Silver Gore	YEEK
And The Hurley Sea	Charity Children	Flora Falls	Julie Byrne	M.Byrd	Oklou	Sinead O'Brien	Xul Zolar
Andreas Vey	Charly Bliss	Florence Arman	Kaïa Kater	M. Lucky	Omar Apollo	So Soon	
Ann See	CHILDREN	Flower Face	Kaky	M-Band	Ora The Molecule	SOFIA ISELLA	
Anna Leone	CHINAH	Fred Well	Kapnorth	MAIORANO	OSKA	Soft Ride	
ANYA	Chloe Qisha	French Films	Karin Ann	Madsius Ovanda	Oscar Anton	Soleima	
Ant Antic	Chris Lie	Friedberg	Kaskelott	Malik Djoudi	Our Shame	SOMA	
Aõ	Chris James	Fuffifufzich	Kat Frankie	Máni Orrason	Paris Paloma	SPARKS	
Aquilo	Christian Cohle	girl in red	Kate Bollinger	Mary Middlefield	Paul Prier	Sprutbass	
Asbjørn	Ciaran Lavery	Glauque	katya.	Matt Maltese	Philine Sonny	Stefani Kimber	
Audience Killers	Coach Party	Glowie	Kazy Lambist	Matt Ryder	Pixey	Streichelt	
Audio Dope	Cosmo Sheldrake	GoldStone	KeKe	Mauvais Oeil	Phoebe Green	STRØM	
Audrey Hobert	CREAMS	Grace Carter	Kelsey Lu	Max Baby	Polo & Pan	Sunflower Bean	
Augustine	CXLOE	GRANT	Kid Simius	Mei River	Pompeii	Summer Heart	
AURORA	Dadi Freyr	GRETA	Kimmortal	Menke	Poppy Ajudha	Swim	
AV AV AV	Dameer	Güner Künier	King Hannah	Mia Berg	Porij	Sylvie Kreusch	
Aysanabee	Dayglow	Halie	King Princess	Miki Ratsula	Praa	Teddy Failure	
Babeheaven	DAYYANI	Hanna Järver	KOJ	Millie Turner	PRISMA	The Ella Sisters	
	Delara		KOMPROMAT	MINNI	Prudence	The Red Flags	
			Konni Kass	Mint Simon	Quarry	The Zolas	

MUSIC PROMOTION

ALL THE ARTISTS WE
HAVE WORKED WITH
SO FAR <3



CLIENTS

MUSIC LABELS & BOOKING AGENCIES, BRANDS & PUBLIC ORGANISATIONS

AWAL

believe.

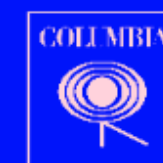
BECAUSE
MUSIC

BMG

CHESS
CLUB

CIMA
CAMBODIAN INDEPENDENT MUSIC ASSOCIATION

City
SOUNDS



THE
BOMBER
HERZEN

FF

FOUR
MUSIC



GOOD
LUCK
KID

goodlive

GRONLAND

Humming
BIRDS

IDOI

infiné

Italia
Music
Export

KABUL FIRE
RECORDS

K

majestic

M
PARTNER AGENCY



MXD
MUSIC EXPORT DENMARK

N
NETTWERK

Pan European
Recording

RCA

SON
Estrella Galicia



The
Orchard

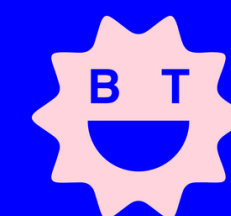
UNIVERSAL
UNIVERSAL MUSIC



Virgin
MUSIC
of the World

WAGRAM
MUSIC

WARNER
MUSIC
GROUP



OUR SERVICES



ONLINE, PRESS, RADIO & TV

We offer 360° promotion for artists, festivals, and projects across all media: online, print, radio, and TV. Based on your strategy and budget, we create a custom promotion plan that ensures visibility across the GSA region.

360° MUSIC PR & MARKETING

SYNC



We collaborate closely with creators and influencers on Instagram and TikTok to invite them to shows or feature your new release or merch in their content. To ensure authentic, long-term partnerships, we focus on organic collaborations rather than paid placements.

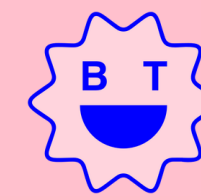
INFLUENCER RELATIONS

BETTER SOCKS



With over a decade in the music industry, we've built a strong network across booking, labels, distribution, and publishing. Beyond promoting your release, we connect you with the right people to grow your career in Germany. Our network powers regular matchmakings and networking events for major companies and export offices. Clients include CIMA, MMF Canada, ANIM Canada, KOCCA, TAICCA, MXD, and more.

B2B RELATIONS

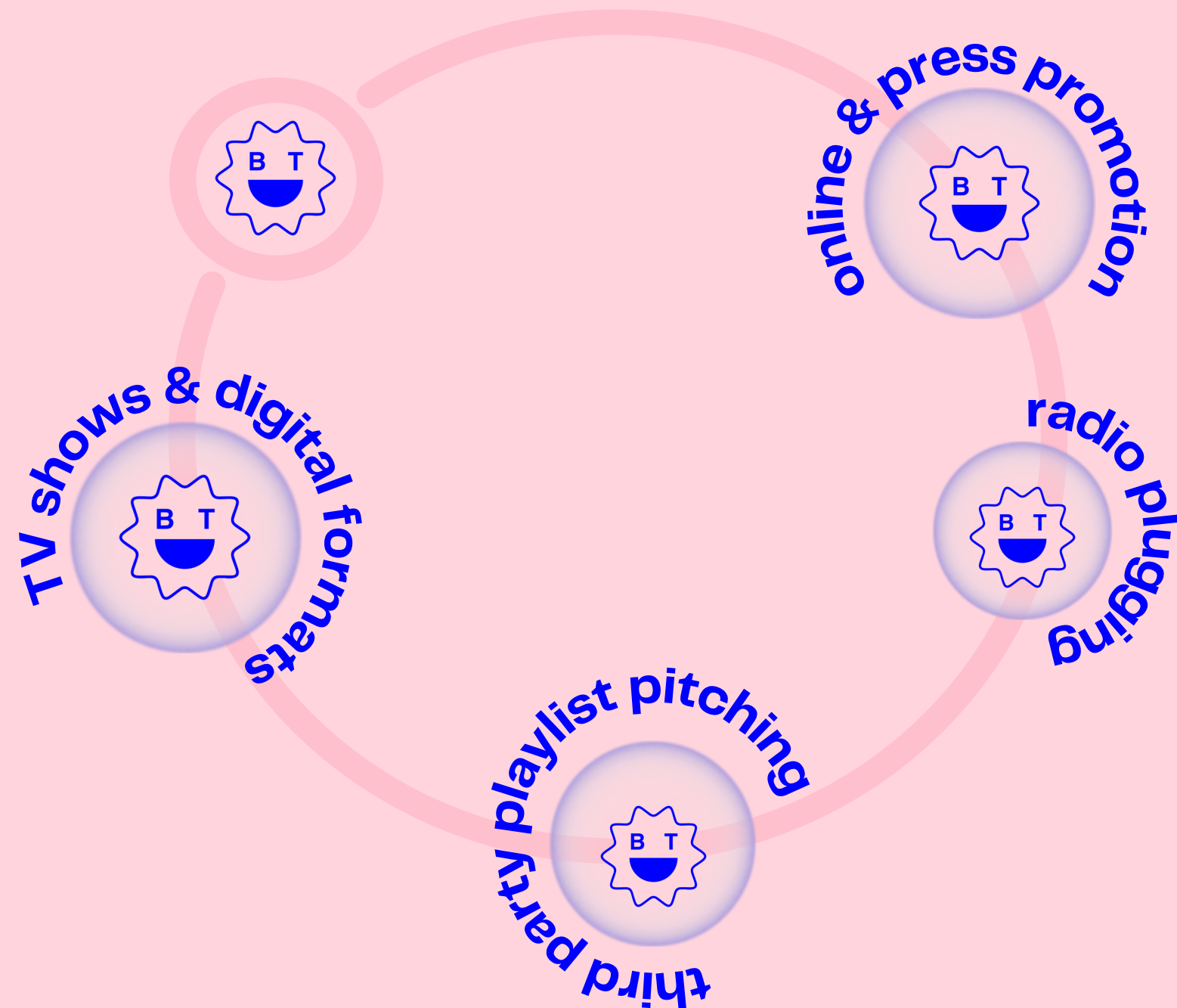


Fan events are key to creating buzz and building community. To celebrate your release, engage your local audience and create viral moments, we organize listening sessions (e.g. [@Dussmann](#)), in-store events, and bespoke fan experiences in Berlin.

FAN EVENTS

DIY GUIDE FOR ARTISTS

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 HIGHLIGHTS

DIE ZEIT

Sanzit pochende Synthesizer und säuselndes Falsett: Oklou Musik fühlt sich an, als könnte sie sich jederzeit in Luft auflösen. © Grace Pickering

"Choke enough" von Oklou

In der Traumdisco

Die Französin Oklou ist neuer Lieblingspopstar unserer Liebingspopveter. Ihr grandioses Debütalbum entwickelt einen Sound voller Paradoxien: Tanzmusik für Schüchterne.

Eine Rezension von **Mathis Raabe**
31. Oktober 2025, 14:49 Uhr

Oklou @ DIE ZEIT

COLORS
STUDIOS

Sunflower Bean @ COLORS Session

ZEIT MAGAZIN

WIE CAROLINE POLACHEK DIE POPMUSIK REVOLUTIONIERT
EIN MOD3-EFT

Caroline Polachek @ ZEITmagazin

WDR 1 LIVE

MUSIK ON AIR PODCAST COMEDY VIDEOS EVENTS

1LIVE Heimatkult
WIEDER AM RING: THE RED FLAGS

Stand: 03.06.2025, 09:00 Uhr

The Red Flags @ 1LIVE

VOGUE GERMANY

MODE SHOPPING BEAUTY LIFESTYLE KULTUR BUSINESS

Mulay @ VOGUE Germany

DIFFUS Friedberg über „Hardcore Workout Queen“, Cowbells und Reisen | DI...

Friedberg

INTERVIEW

Friedberg @ DIFFUS Magazin

TAGESPIEGEL

Fuffufzich und ihr neues Album
Wenn die Gefühle dich einholen

Auf ihrem zweiten Album „Feel zu spät“ erzählt die Berliner Popmusikerin Fuffufzich von verpassten Chancen und Zeitlosigkeit – persönlicher und experimenteller als zuvor.

Von Selin Amil
Stand: 22.01.2025, 07:30 Uhr

Fuffufzich @ Tagesspiegel

BERLINER ZEITUNG am WOCHENDIEN, 18./19. Oktober 2025

MUSIK 17

„Wir müssen dem Zynismus Einhalt gebieten“

„Another Love“ von Tom Odell ist einer der erfolgreichsten Songs der Geschichte. Doch wer ist der Pianoboy hinter dem Wahnsinnslied?

STEFAN HOGESBAND

Wie war die Tour mit Billie Eilish? Ein Traum in dem keinen weckt, seinen letzten Lächeln sich ständig über den Mund breitet. Er hat sich in großen Maßstab eingekauft. Billie Eilish ist phänomenal. Da was gibt es nur richtig gute Generationen. Ich habe mit ihrer Show zusammen 12 mal angekommen.

Daher für diese beiden ist immer wieder wichtig, dass sie sich gegenseitig in der Musik unterstützen. Ich habe mich in großen Maßstab eingekauft. Billie Eilish ist phänomenal. Da was gibt es nur richtig gute Generationen. Ich habe mit ihrer Show zusammen 12 mal angekommen.

„Das Kraftvollste, das wir als Fremde tun können: da zu sein. Das Leid zu teilen, ohne direkt alles reparieren zu können.“

„Lied besser“ heißt es an einer Stelle in ihrem Lied „Lied“ das erinnert an „Lied“ von Frank Ocean.

„Oh, schiefes Drama habe ich mich gar nicht gefühlt. Aber ich bin die größte Fan von Billie Eilish. Ein Song, den ich und die Fans lieben.“

Glücklich hat sie vorher die gesamte Front der Party gesehen. Das war eine tolle Party für sie.

Tom Odell @ Berliner Zeitung (Online & Print)

Numéro Berlin

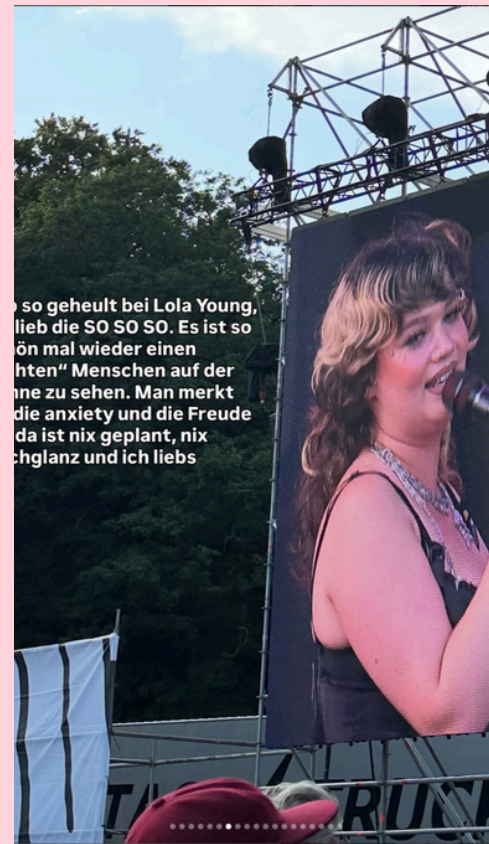
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OFF ONE'S ROCKER PUBLISHING LTD.

Audrey Hobert @ Numéro Berlin



INFLUENCER RELATIONS

We have a strong network of content creators and tastemakers 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 shows and events.

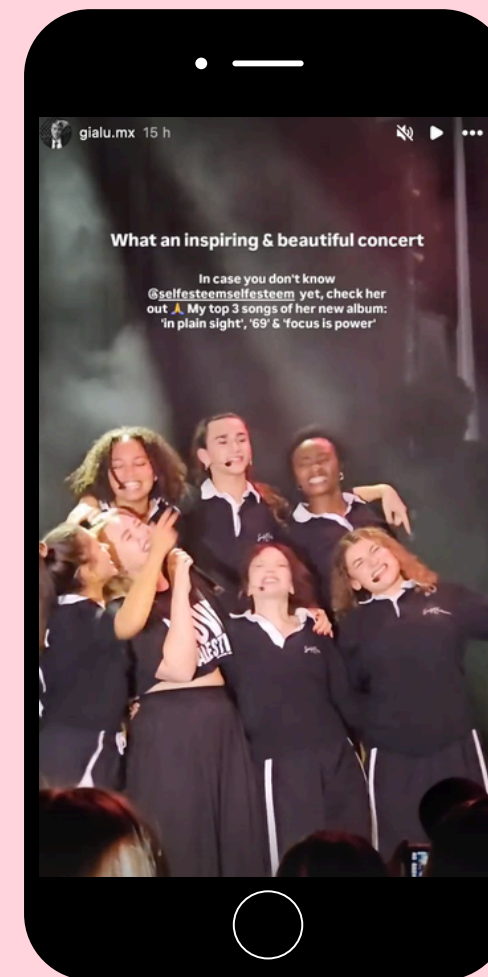
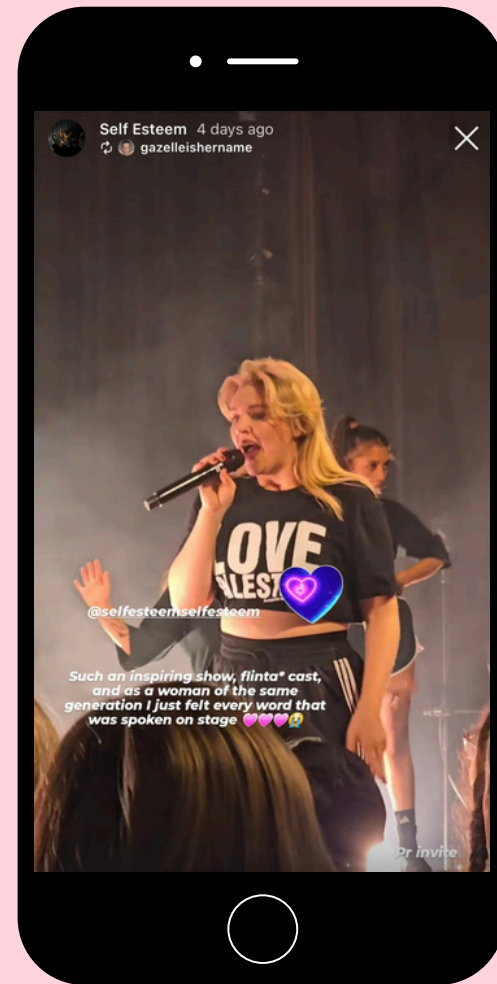


PR campaign for Way Out West Festival 2025

Influencers / creators:

@herrlich.dining (220k followers)

@salwahoumsi (81k followers)



PR campaigns for Self Esteem & Tom Odell

Influencers / creators:

@gazelleishername

(273k followers)

@sophia_sofire (64k followers)

@gialu.mx (175k followers)



EVENT PR & MARKETING

We support festivals, conferences and cultural events with strategic PR & Marketing targeting the GSA region. Our services range from **campaign development to media partnerships, press accreditation, press trips, influencer invites and full guest list management.**

We've worked with festivals like **Mallorca Live, Way Out West, and SON Estrella Galicia**, combining media outreach with creator engagement, delivering targeted visibility and strong media presence across GSA.



Charli xcx @ Way Out West Festival 2025



SON Estrella Galicia micro festivals in Berlin, all sold-out





FAN EVENTS

Fan events are key to creating buzz and building community. To celebrate a new release, engage the local audience and create viral moments, we organize listening sessions (@ Dussmann), in-store events, and bespoke fan experiences in Berlin. These can be arranged with or without the artist present, in different formats and settings. We help you come up with the most suitable concept and bring it to life.

- Listening Sessions**
- Release Concert**
- Merch launch**
- Boat parties**

Listening Sessions @ Dussmann **– das KulturKaufhaus**

In 2024, we started curating and organising exclusive album listening sessions at the legendary Dussmann store in Berlin. Our aim? To bring music lovers closer to their favourite artists, in a unique and intimate setting. Fans get the chance to hear new albums on vinyl, chat with the artists, and dive into the creation process during a live Q&A.



B2B PROJECT MANAGEMENT & EVENTS



Boat trip through Berlin, connecting the Canadian delegation with the German music industry (2023)

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 15 years, one of our core activities has been project management for governmental and non-governmental institutions.

Examples of our work:

- Industry consultant for **Canada House for CIMA & MMF Canada** at Reeperbahn Festival and Canadian embassy, since 2023
- Project management for **Reeperbahn Festival**, since 2024
- Reception management at Reeperbahn Festival for **Italian Music Export** (2019–2022) and **South Korea** (2020 & 2025)
- Inviting live agents to **Vagabond Festival and Fire Fest** in Taiwan for **TAICCA** (2025)
- B2B consultant for German export office **Initiative Music**, from 2025



Roundtable at Canadian embassy (left) & networking lunch with ANIM before Reeperbahn Festival 2025 (right)




Featured tracks

	Me Da Igual L'Impératrice: Pulsar	Midtempo, Atmospheri...		03:27	⋮
	Peur des filles L'Impératrice	Atmospheric, Catchy, ...		03:28	⋮
	false gold Karin Ann: through the telescope	Midtempo, Catchy, Co...		02:54	⋮
	she Karin Ann: through the telescope	Midtempo, Atmospheri...		03:04	⋮
	Older People Yurni: Colorized	Uptempo, Bright, Conf...		04:05	⋮
	Mocharocka Yurni: Colorized	Midtempo, Anthem...		03:36	⋮
	La Di Frickin Da Hedda Mae: Channel Mae	Female vocal, Indie, Po...		03:03	⋮
	Big Heart Hedda Mae: Channel Mae	Female vocal, Indie, Po...		03:17	⋮
	Moon Mia Berg	Midtempo, Atmospheri...			
	New Moon, Same Old Me Asbjørn, Brinheim: The Secret Our Bodies ...	Midtempo, Cool, Drea...			
	Sound of Heartache Asbjørn: The Secret Our Bodies Hold	Slow, Cinematic, Dram...			
	OLIVER! CEVIL, Vilma Crow	Midtempo, Confident, ...			
	BREATHING LIKE I'M RUNNING CEVIL	Uptempo, Catchy, Con...			

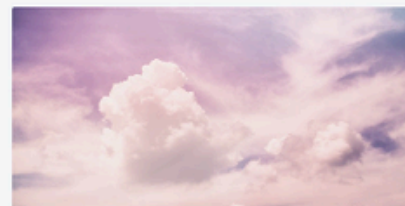
Tags

indie pop Female vocal Indie Cool Electronic Atmospheric Funk Dance Pop

Featured playlists




Warm Feel-Good Alt-Pop
7 tracks, 22 mins




Dreamy Emotional Indie
5 tracks, 18 mins


Featured albums




Asbjørn - The Secret Our Bodies Hold
November 1, 2024



Hedda Mae - Channel Mae (Album)
October 18, 2024

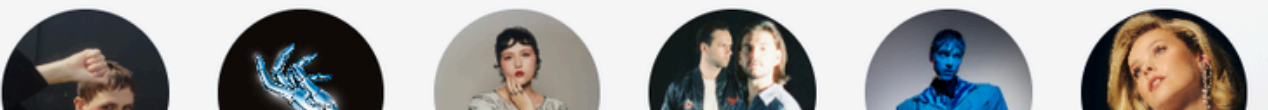


L'Impératrice - Pulsar
June 7, 2024



L'Impératrice - Tako Tsubo (Album)
March 26, 2021

Featured artists



SYNC

We represent a curated selection of our roster for synchronisation opportunities across film, TV, an advertising, offering a transparent, reliable, and artist-focused service. We are also hosting sync panels and pitching sessions for artists to supervisors.



French speaking party vibes with L'Impératrice



Scandinavian vibes with Mia Berg



Hosting this Sync Pitching Sessions during Reeperbahn Festival 2025 with guests: Justine von Winterfeldt (Format Entertainment), Regina Reis (UFA Fiction GmbH), Everton Lewis, Jr (Wracket Music / GMSC), Sophie Urquhart, Music Supervisor (Tin Drum Music)

MAKE IT CANADA

CANADIAN SYNC BREAKFAST & RECEPTION AT CANADA HOUSE

PRESENTED BY:
CIMA50 CANADA Alliance nationale de l'industrie musicale

Date: Friday, September 19, 2025
Time: 11:00AM-1:00PM
Location: UWE (Spielbudenpl. 21, 20359 Hamburg)

SOCAN STINORAY Canada ONTARIO CREATES FACTOR Canada

WORKSHOPS / MASTERCLASSES / PANELS & CONSULTING



© Carolin Weinkopf

Our co-founder Steffi von Kannemann is regularly invited to international conferences as a panelist and workshop host. Her core topics are the **German music market, release strategy, building a fan community and the role of PR in times of AI**. Steffi already appeared at conferences such as **Reeperbahn Festival, Co/ Pop, Pop Montreal, Eurosonic Noorderslag, Linecheck Festival, Waves Vienna** and is looking for more opportunities to come. [View Steffi's intro sheet](#)



HOW TO SUCCESSFULLY ENTER 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.



HOW TO BUILD A SUSTAINABLE FAN BASE

How to grow as an artist? Steffi is offering masterclasses and workshops focused on Marketing and PR strategy.



THE ROLE OF MUSIC PR IN TIMES OF AI

Music PR in times of AI looks 100% different than 20 years ago. Publicists & PR agents have become a content curator and are here connecting the dots and shaping the artists image.

WORKSHOPS
KEYNOTES
PANELS



CONSULTING ON YOUR EXPORTSTRATEGY TO EUROPE

Steffi and her colleague Marit Posch (Ex-General Manager IDOL GSA) consult you on entering the European music market, offering strategic marketing entry, on the ground support at conferences, knowledge and 360° networking.

[MORE HERE](#)

[Find Steffi on LinkedIn](#)

Contact Steffi [HERE](#)



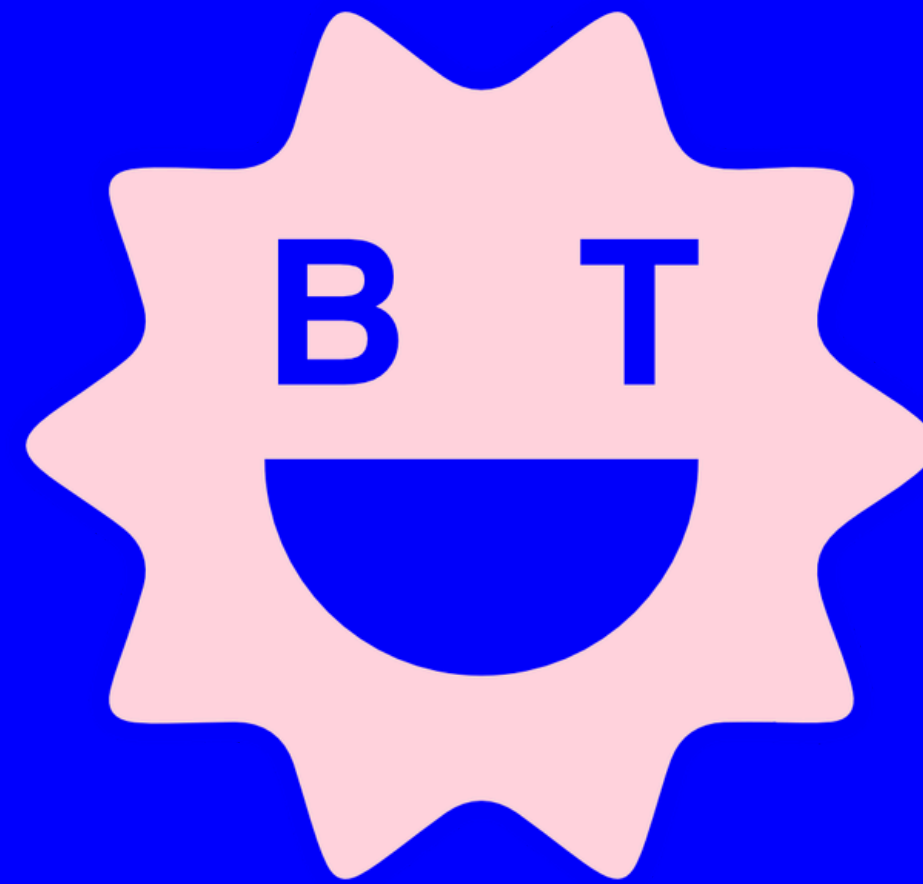
TESTIMONIALS

"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

