**JOEL PETER**

***‘Chase You Down’ single release***

***Online PR Report***

**1st December 2014**

**OVERVIEW**

**The 24 hour video exclusive has been confirmed to hopefully run today with music website Gigwise. The site receives around 3million hits a month and has high social numbers, so it will hopefully give the video a great platform before we send it out to other sites.**

*‘Chase You Down’* is now on Hype Machine here: [http://hypem.com/track/27twy/JOELPETER+-+Chase+You+Down](http://hypem.com/track/27twy/JOELPETER%2B-%2BChase%2BYou%2BDown) so get hearting and tweeting it from this link to help it climb the Hypem charts.

The guest list for 13th December so far is:

Natalie Clapham +1 (Young Gold Teeth)

Theo Andrew +1 (Yack Magazine)

**CAMPAIGN TIMELINE:**

**Week 1 – w/c 3rd November** – Prep week (getting press release and contact lists together for the campaign)

**Week 2 – w/c 10th November** – Start seeding the SoundCloud of the single/free download out to taste maker blogs. Start inviting journalists down to the live show on 13th Dec. Upload the track to Amazing Tunes to try and gain Amazing Radio plays.

**Week 3 – w/c 17th November** – Continue to chase for SoundCloud embeds.

**Week 4 – w/c 24th November** – Start placing the video for embeds. We can try and place this an exclusive on a larger outlet (we can discuss this further when we’ve seen what it looks like)

**Week 5 – w/c 1st December** – Continue to chase for video embeds. Contact the weekly singles columns with the single for reviews week of release.

**Week 6 – w/c 8th December** – Single released. Look to place a Christmas cover or a piece of extra content (a cover/a live video etc). Gig on 13th at Sebright Arms.

**PRESS RUN**

**MELODY LOVES INDIE – SoundCloud – 29th November 2014**

[**http://www.melodylovesindie.com/2014/11/joelpeter-chase-you-down.html**](http://www.melodylovesindie.com/2014/11/joelpeter-chase-you-down.html)

**INDIE OBSESSIVE – SoundCloud – 28th November 2014**

[**http://indieobsessive.blogspot.mx/2014/11/three-for-free-legal-and-recommended-fl\_28.html**](http://indieobsessive.blogspot.mx/2014/11/three-for-free-legal-and-recommended-fl_28.html)

**HEARTY VIBES – SoundCloud - 25th November 2014**

[**http://www.hearty-vibes.com/2014/11/joel-peter-no-2666.html**](http://www.hearty-vibes.com/2014/11/joel-peter-no-2666.html)

I HEART MOOSIQ – SoundCloud – 21st November 2014

<http://iheartmoosiq.tumblr.com/post/103162108934/if-youre-a-fan-of-bombay-bicyle-club-theres-no>

SPINDLE MAGAZINE – Introducing Piece – 21st November 2014

<http://spindlemagazine.com/2014/11/introducing-joel-peter/>

BURN FM – Radio Play and Interview – 19th November 2014

MUSIC AND MANXIES – Single Review – 17th November 2014

<http://musicandmanxies.weebly.com/music-and-manxies/music-review-joel-peters>

AMAZING RADIO – Play on Audition – 17th November 2014

<http://amazingradio.com/shows/audition>

WE ARE GOING SOLO – SoundCloud – 15th November 2014

<http://www.wearegoingsolo.com/tracks/going-inbox-22/>

SHOUT4MUSIC – Single Review - 14th November 2014

<http://www.shout4music.com/features/new-music-weekly-55>

AMAZING TUNES – Tunes We Love – 12th November 2014

<http://amazingtunes.com/featured_tunes>

SECRET SCOUT – SoundCloud – 12th November 2014

<http://secret-scout.com/listen-joel-peter-chase-you-down/>

SLAVES TO RHYTHM – Press Release – 10th November 2014

<http://slavestotherhythm.wordpress.com/2014/11/10/joel-peter-chase-you-down/>

TOP40 CHARTS – Press Release – 10th November 2014

<http://top40-charts.com/news/Pop-Rock/Start-Your-Week-In-A-Good-Mood-With-This-Wonderfully-Upbeat-Free-Download-Of-Chase-You-Down-By-Joel-Peter/105076.html>

VENTS MAGAZINE – Press Release – 10th November 2014

<http://ventsmagazine.com/introducing-joel-peter-and-their-new-single-chase-you-down/>

**PRESS OFFERED**

**GIGWISE – Video Exclusive**

YACK MAGAZINE – Live Review

YOUNG GOLD TEETH – Live Review

TEQUILA & DENIM – Single Review

TEQUILA & DENIM – Q&A

WARMER CLIMES – Playlist

**NOTABLE PRESS REACTIONS**

**GIGWISE – Andrew Trendell - Sorry for delay - mental week. This looks great, when would you be looking to run it?  Would they and the label be able to share across social? \*\*\* Shall we go for Monday morning to give it a little more exposure?**

**THE LINE OF BEST FIT – Charlotte Krol - So sorry for the delay again. It's that time of year, eh? Thanks for this but I'm afraid I'm just not hugely into it.**

**WE ARE RAW MEAT – Finn D’Albert - What's up next for these guys?**

**Q THE MUSIC – Paul Stokes - Thank you, but it's a pass from us, sorry**

CLASH – Robin Murray - I've got a lot on this week, so I think we'll pass!

YACK MAGAZINE – Robb - We would like to take you up on your invite. Would it be possible to have a plus one for our writer Theo Andrew?

RADSOUND/BURN FM – Josh Hannen - Just letting you know that Chase You Down has been playlisted for tonights  @radsoundblog show on BURN FM (8-9pm) - available via [www.burnfm.com](http://www.burnfm.com) Would be great if you could plug on band social media.

MATT YAU (FREELANCE - GOLD FLAKE PAINT/SQ MAGAZINE)- SQ is actually no longer running as of this week. Thanks for sending this over though, it’s much appreciated even though I get round to reviewing so few of them.

YOUNG GOLD TEETH – Matt Langham - I'd like to send Natalie Clapham, one of our team at Young Gold Teeth, down to write a piece on this. Would you be able to put her on the list with a +1?

TEQUILA & DENIM – Wendy - Omy yes, definitely dig this. Can we do an interview and single review? \*\*\* I'm sorry I am just now writing these questions out for JP. I was hoping I'd be able to get something up before tomorrow but I definitely think we can get a Q&A up before the single drops on the 8th to promote that and the show on the 13th. Before I send these over, do you think that it will just be Joel answering or will it be the whole group? Just wanted to double-check!

POPPED MUSIC – Elena Jimenez - Hmmmm well it's a great song - really good song but I'm just not sure I'm sold on the vocals at the moment :( not sure what to do with it.... might give it a re-listen. Interested in hearing more of their stuff though. Guitar hooks on this are so good!

AMAZING RADIO – Charlie Ashcroft – Thanks for the shout about Joel Peter - looking good for a play on Monday!

YACK MAGAZINE – Robb - Sorry for the delayed response. At the moment we are trying to reduce the backlog of reviews we have been sent, rest assured we will get around to this one.

MUSIC AND MANXIES - Becky Lawrence – Absolutely loving Joel Peter!

SPINDLE MAGAZINE – Eliza Frost - I really like them! I’ll speak to Rue if there are any gaps in her Introducing schedule to slot them in before the 24th is up. \*\*\* Spoke to Rue and she’s got the whole month pretty booked up being very organised with things. But if there’s room next month I’ll pass them onto her.

POPPED MUSIC – Elena Jimenez - I'll be sure to give this a listen and come back to you if I post anything :)

INDIE BANDS BLOG - Tim - Whilst I did Feature Bombay Bicycle Club a few years ago – and it always surprises me when bands I wrote about before they were known are now reference points - this isn't for me, sorry.

HIT THE SCENE – Katie – Not really a good fit for us, sorry.

FEMALE FIRST – Daniel Falconer - Not been able to get anything together as of yet unfortunately, but if we do run anything I will let you know and fire over a link.

YOUNG GOLD TEETH – Emily - Sorry for the hiatus - I've been relaunching the site and have been super busy. Our new music editor Matt is taking a look at this to see if it’s his thing.

RENOWNED FOR SOUND – Brendon Veevers - We currently don't have plans to cover this one sorry. We cover very few single releases on the site due to demand being for album releases. Thanks for the offer though.