

SLEEPING LION

CYBER  PR

CASE STUDY

SLEEPING LION'S PR STORY



Sleeping Lion is an Boston/LA-based indie electronic duo that began working with Molly, now the PR director at Cyber PR in November of 2015. Under Molly's supervision, these hard working artists honed their branding, sound and story to create a campaign that has resulted in over **75 blog placements, 500K Soundcloud plays and over 2 million Spotify streams.**

Their EP *Patient Creature* saw the release of singles "Rug" which premiered on Indie Shuffle, and "Generous" which premiered on The Line of Best Fit. The press picked up on the fact that the EP was written, recorded and produced completely through countless summer Skype calls while Nate Flaks was living in Boston and Noah Longworth McGuire was living in Rome.

CONTINUED...

Additionally, Molly targeted media outlets who had covered artists Sleeping Lion was influenced by, (Lido, Jack Garratt, The Japanese House and The 1975) which resulted in multiple placements and inclusion on **Spotify playlists**, as well as invitations to open for notable acts on tour. Sleeping Lion followed up Patient Creature with their peppy indie-pop single "Handful."

An incredibly collaborative pair by nature, and excellent networkers, Sleeping Lion soon linked up with duo Opia. They released a remix of Opia's hit "YDU" which premiered on **EARMILK**.

In the summer of 2017, they released their long-anticipated return to the chilled-out sounds that made them with the single, "Stop It." Premiered on **HillyDilly** via Majestic Casual Records, "Stop It" was branded as "a rippling kaleidoscope of a breakup in real time." Molly collaborated with the band, label and management with the single getting over **40 placements**.



EDITORIAL PLACEMENTS

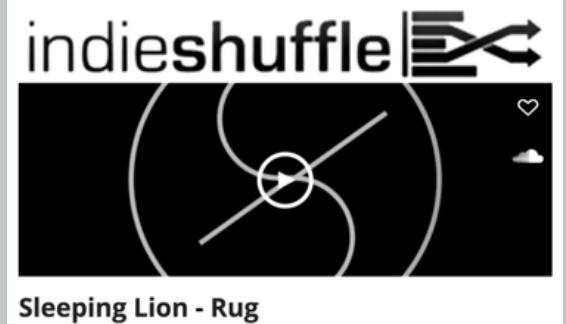
PURPLE MELON



Chatterbox: Sleeping Lion

THE LINE OF **BEST FIT**

Sleeping Lion's "Generous" is lurid bedroom pop perfection



Sleeping Lion - Rug

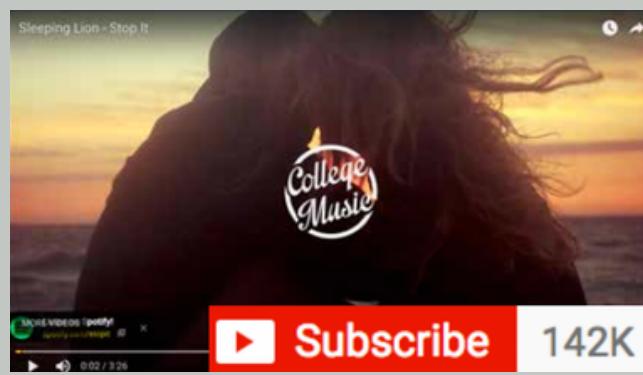
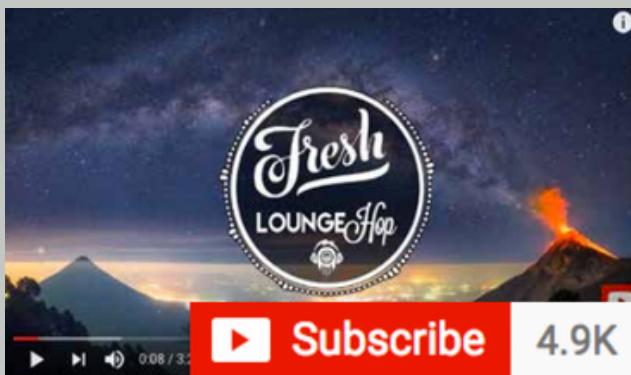
THE LINE OF **BEST FIT**

Sleeping Lion's "Generous" is lurid bedroom pop perfection



Boston alt-electro duo Sleeping Lion ready for debut EP 'Patient Creature'

YOUTUBE PLAYLIST ADDS



SOUNDCLOUD & SPOTIFY PLAYLISTS



THEMUSICNINJA
[MP3 Playlist] Indie Dojo
▶ 'Sleeping Lions – Stop It'

Due to a combination of networking, press hits, and outreach from **Molly's SoundCloud playlist database**, Sleeping Lion is featured on multiple Spotify and SoundCloud playlists.

indietronicaofficial
2,408

CrunchMyPills ★
1,993

LMFTS MUSIC
1,287

VIBES AFTER MUSIC
919

INDIE POP_UPS
2,236

WonkySensitive
PROUDLY SUPPORTS
HeForShe

What's In Our Inbox? #71

5. Sleeping Lion - "Handful"

Sleeping Lion - Handful

SOUNDCLOUD

Share

Cookie policy

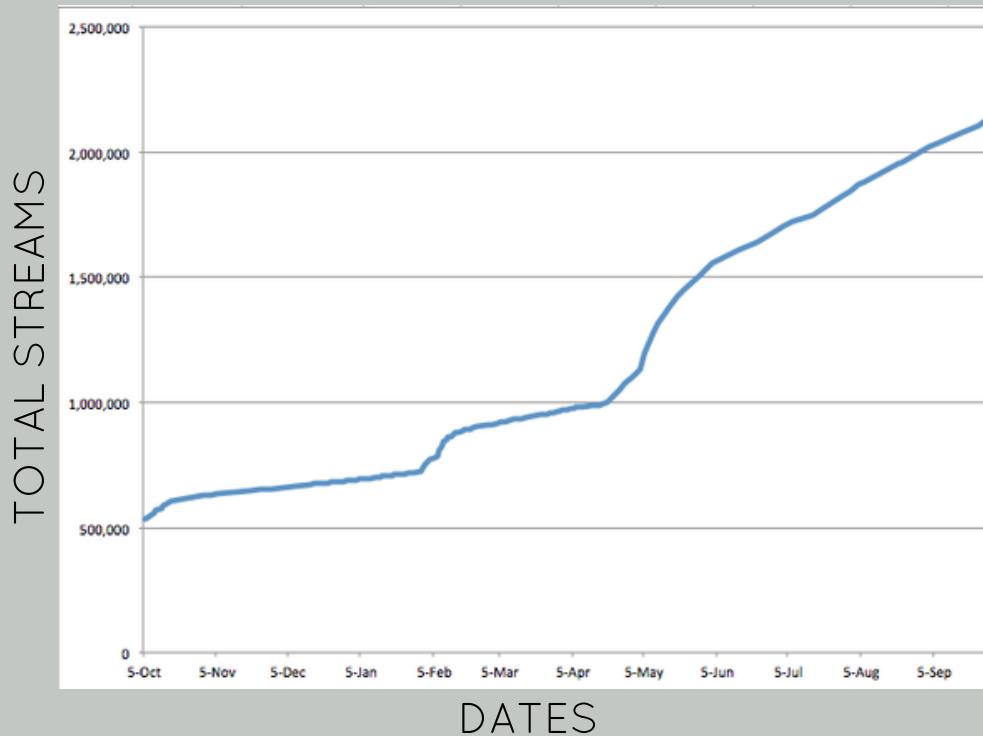
▶ 7.5K

SUGARBANG
FREE STREAMING MUSIC MIX
EVERY WEDNESDAY

HUMP DAY MUSIC MIX

GROWTH

Thanks to a combination of social media coaching, targeted ads, follow/unfollows and press buzz, Sleeping Lion's following on social networks has **quadrupled**, and their **overall streams continue to climb**.



TESTIMONIAL



"In a constantly changing industry that relies on building an audience, artists need a publicist they can trust to be in their corner, capture their message, and fight to get them heard. The progress we made with Molly's passionate and thorough ongoing campaign went well beyond our expectations.

We are grateful to have someone we can always count on!"



bit.ly/sleepinglionspotify



sleepinglionmusic



slionmusic

WANT TO SET UP A CALL?

We would love to be a part of your PR team.
Visit our site to schedule a call.



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