

SLEEPING LION

CYBER 
C A S E S T U D Y

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

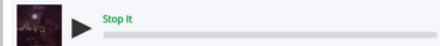


Sleeping Lion - Rug

THE LINE OF **BEST FIT**
Sleeping Lion's "Generous" is lurid
bedroom pop perfection



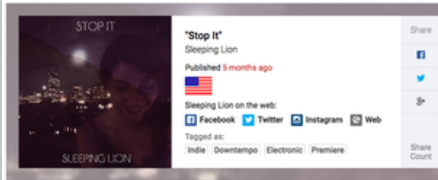
going solo
Sleeping Lion - Stop It



BEAUTIFUL BUZZZ
SOMEWHERE BETWEEN A CRISIS & A PRETTY GOOD TIME
a true music blog...
SLEEPING LION - STOP IT



hillydilly.com



EARMILK

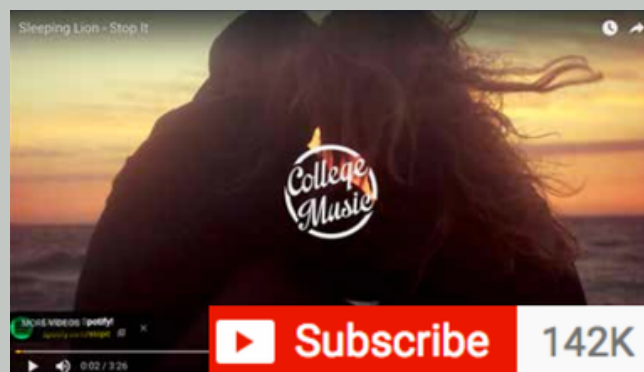
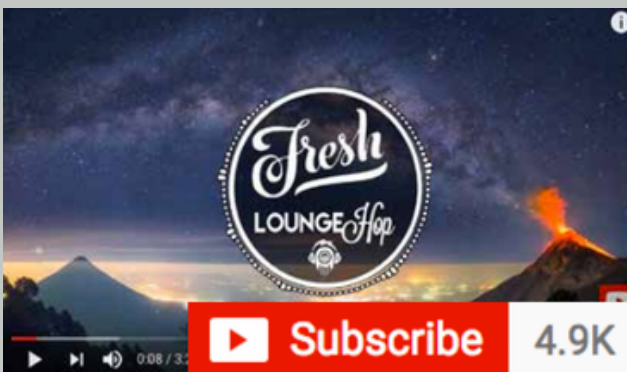
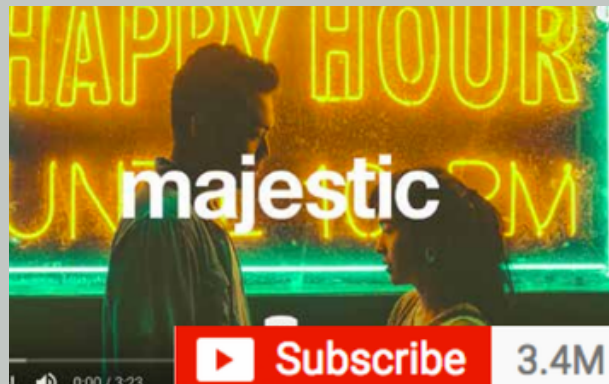
Sleeping Lion drop a savory remix
of "YDU" by Opia [Premiere]

Groundsounds
Music. Art. Culture.

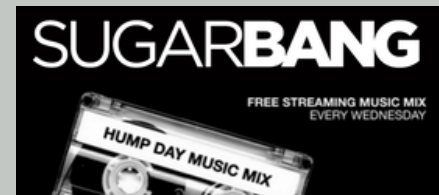
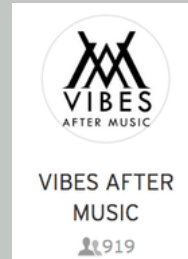
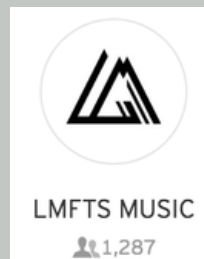
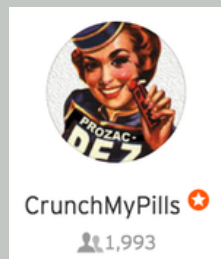
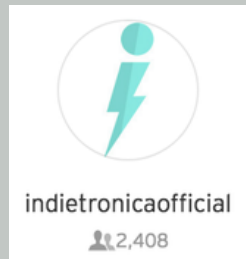
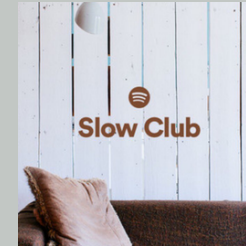
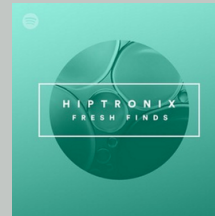
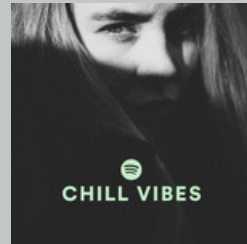
Boston alt-electro duo Sleeping Lion ready
for debut EP 'Patient Creature'



YOUTUBE PLAYLIST ADDS



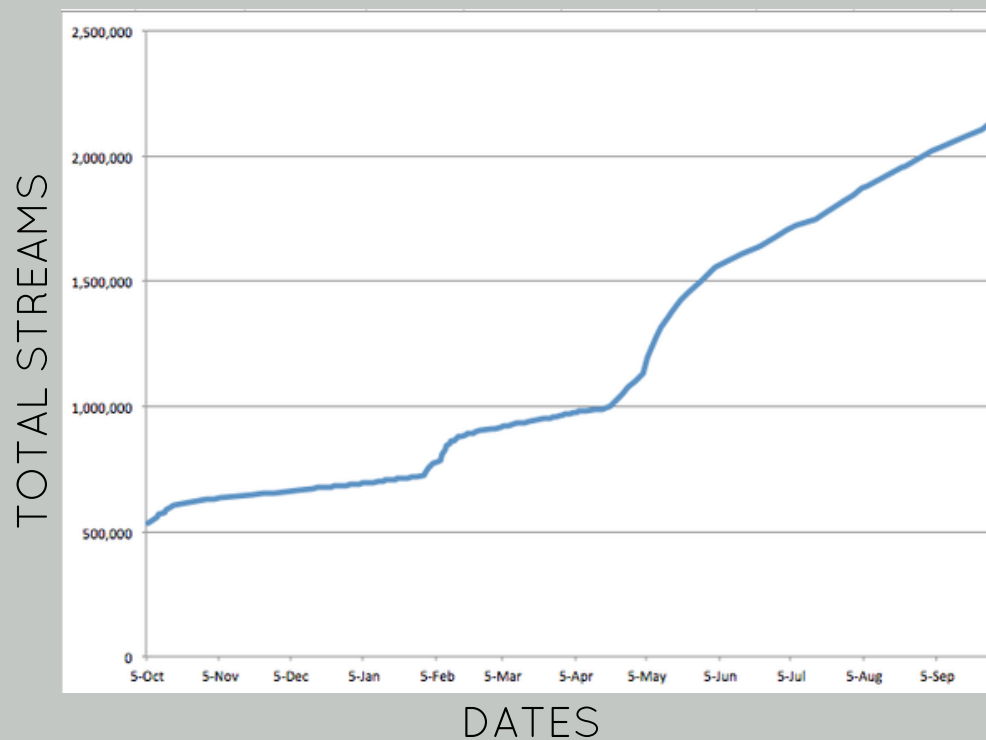
SOUNDCLOUD & SPOTIFY PLAYLISTS



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.

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



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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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