

COLUMBIA RECORDS

'First Aid Kit - Ruins'

Background

- Following a worldwide platinum selling debut album, First Aid Kit were returning with their second album Ruins. Having built up a cult fanbase and a strong live presence the aim was to break the album comfortably into the UK's Top 10.
- As a folk band, First Aid Kit fans tend to be ABC1 25+ with a penchant for indie consumption across their whole culture repertoire, not just music. Serendipity dictated that the release of Ruins coincided with cinema's Awards Season.
- Using cinema in the mix (alongside a podcast campaign with Acast) by targeting arthouse cinemas would help the band connect with a discerning, affluent audience who had gone to see critically-acclaimed awards contenders including *Lady Bird*, *Three Billboards Outside Ebbing, Missouri* & *The Shape of Water*.
- Having established themselves as a live act the campaign needed to encapsulate this and what makes the band special – their unrivalled harmonies – to connect with potential fans. To ensure that their harmonies were captured in full, Zylia was used – a state of the art microphone that allows you to record entire 'sound scenes' with only one microphone.
- The 360 degree creative featured the two sisters singing an acoustic version of their song "Fireworks", whilst walking around the Zylia microphone. The sister's motion was captured simultaneously: visually by the camera and audibly by the microphone.

Results

- The release of Ruins was a success with the album debuting well within the Top 10 target at #3 – making it highest charting folk album of 2018. The album's first week sales were also up 70% from the band's debut album release.



Campaign Details

Sector	Entertainment & Leisure
Target Audience	ABC1 Adults
Package	Film packs
Media Agency	the7stars
Copy Length	30"

