

Planetary

Radio Promotion

A Case Study.



What We Do

Pushing Records Since '96

Since 1996, Planetary Group has specialized in helping bands and musicians get radio airplay around the country. Depending on your goals, we develop tailored radio campaigns with either national or regional focus, targeting the most appropriate outlets for your release. We solicit these stations for airplay and feedback in addition to setting up radio interviews in your touring markets wherever possible.



PLANETARY



What Actually Goes Into A Radio Campaign?

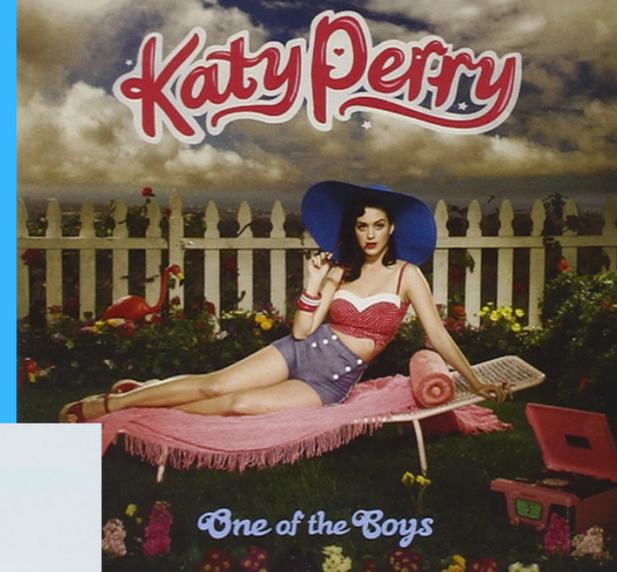
- We track 300+ stations across North America.
- Our 5-person radio team tracks with these stations weekly to gather airplay information and feedback.
- Every week, we send you an in-depth report that shows exactly where you are getting airplay and any comments we've received from stations about your music.
- Our reputation precedes the records we send out, legitimizing the music before it has even been listened to.



Breaking Ground

Planetary has introduced quite a few artists to the U.S.

- Katy Perry:
1st Radio Campaign
(One Of The Boys)
- BTS:
1st U.S. Radio Campaign
(You Never Walk Alone)
- Ray LaMontagne:
1st Radio Campaign
(Till The Sun Turns Black)
- Flight Facilities:
1st U.S. Radio Campaign
(Singles Compilation)



Planetary

GROUP

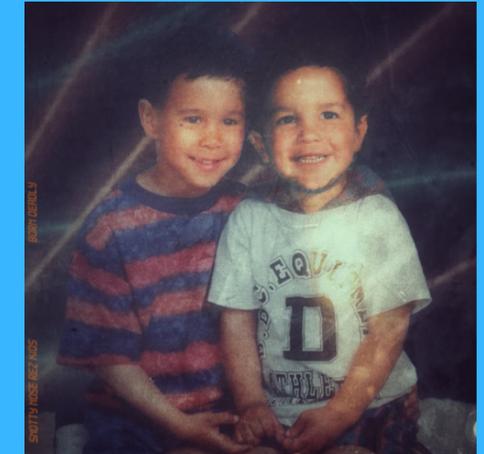




Snotty Nose Rez Kids:

Born Deadly
(Self-Released)

#1 Most Added Hip Hop
25 Top-30 Chart and Hip-Hop Chart
Placements



Songhoj Blues:

Optimisme
(Fat Possum)

#39 Top 200 / #1 NACC World
#10 NACC Non-Comm
#20 Spintron / #21 NACC R&B
#28 NACC Next / #11 Most Added
#3 Most Added World



Kennedy One:

Metropolis
(Self-Released)

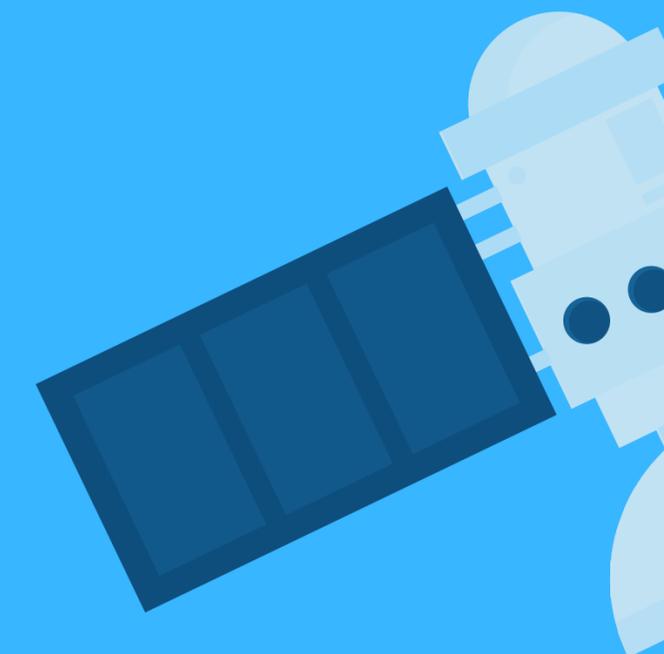
#14 NACC Electronic
#3 Most Added Electronic



Art d'Ecco:

In Standard Definition
(Paper Bag Records)

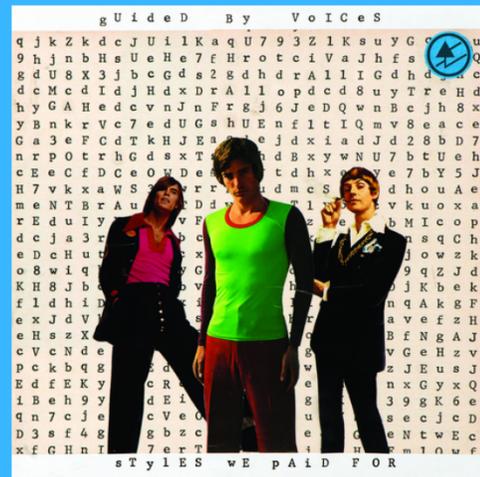
#11 NACC Top 200 / #12 NACC Next
#7 Most Added / #13 Spintron
#7 !earshot



We Break Records Across
Genres

Keeping Legacy. Artists Current

Planetary Helps Famed Artists
Maintain Relevancy With Younger
Generations



Juliana Hatfield:

Blood

(American Laundromat)

#5 NAAC Top 200

#11 NACC NEXT

#13 NACC Non-Comm

#15 Spinitron Top 50

#1 Most Added

Guided By Voices:

Styles We Paid For

(GBV Inc.)

#5 NACC Top 200

#1 Most Added

They Might Be Giants:

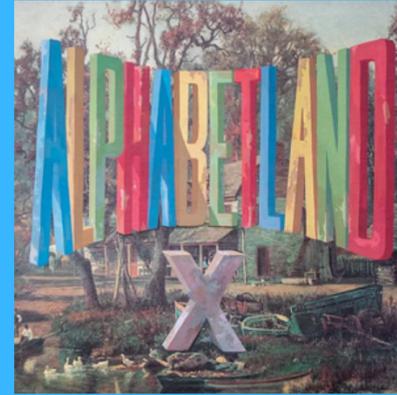
Book

(Idlewild)

#1 SubModern Tracks Chart

#1 SubModern Albums Chart

More Legacy. Act Highlights



X: Alphetland (Fat Possum Records)

#4 NACC Top 200
#12 NACC Next Chart / #5 Most Added
#31 Spinitron



The Psychedelic Furs:

Made of Rain (Cooking Vinyl)

#4 NACC Top 200 / #3 Most Added
#3 NACC Next / #13 NACC Non-Comm
#18 Spinitron / #80 NACC Top 200
#3 NACC Singles / #1 Most Added Single
#23 Most Added



Toots & The Maytals:

Got To Be Tough (Trojan Jamaica/BMG)

#3 NACC Top 200 / #1 NACC World
#1 NACC Non-Comm / #5 NACC R&B
#7 NACC Canada / #9 !earshot National Top 50
#2 !earshot International / #7 Most Added
#1 Most Added World

Current Highlights

Arlo Parks:

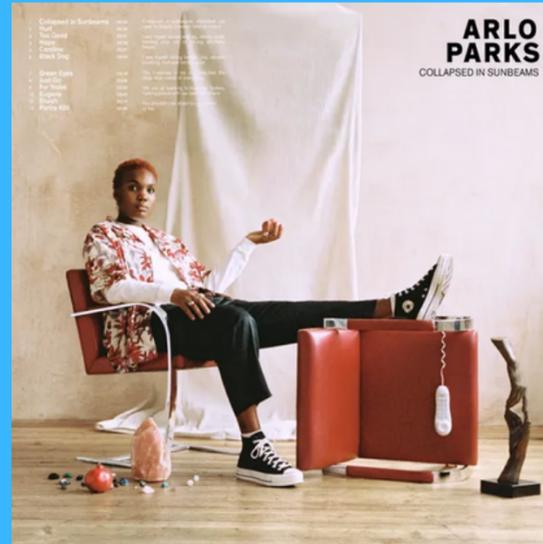
Collapsed In Sunbeams (Transgressive/PIAS)

#1 NACC Top 200 For 11 Consecutive Weeks

#1 NACC Next / #1 Most Added

#1 NACC Non-Comm / #1 NACC Canadian Chart

#1 Spintron Top 50 / #1 !earshot National Top 50



Eels:

Earth To Dora (E Works/PIAS)

#2 NACC Top 200

#2 NACC Next / #1 Most Added / #10 Spintron

#11 NACC Non-Comm / #17 NACC Singles



The Weather Station:

Ignorance

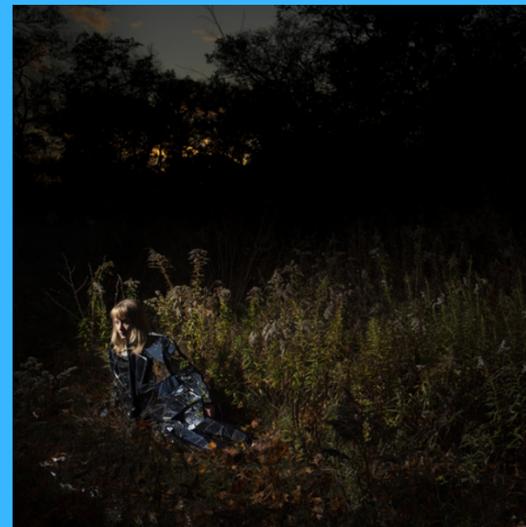
(Fat Possum Records)

#3 NACC Top 200

#5 NACC Next / #1 NACC Canadian Chart

#5 Spintron #1 !earshot / #4 NACC Non-Comm

#17 NACC Folk



Soccer Mommy:

color theory

(Loma Vista/Concord)

#1 NACC Top 200

#1 NACC Next / #3 NACC Non-Comm

#4 NACC Canadian Chart / #1 Spintron Top 50

#7 !earshot National Top 50

#1 Most Added / #1 Singles Chart ("lucy")



Yard Act

- We debuted Yard Act at College, Non-Commercial, and Specialty radio with their own debut, *The Overload!*
- The album was the most-added project at NACC in its first week at radio and recorded the highest chart climb in NACC history, jumping from #196 to its peak at #6 on the NACC Top 200 Chart in one week!
- With over 2800 total spins of the album at radio, the record peaked at #5 on NACC Next, #16 at NACC Canada, #35 on the JBE Non-Comm chart, and #7 at Spintron!



- We also booked a wide swath of session opportunities for the band, both in-person and remote at KEXP, KTBG, WNXP, and more!



Courtney Barnett

- We introduced the Melbourne wonder to the U.S. with her first North American radio campaign.
- The Aussie has tapped Planetary to work a total of 3 of her records.
- Her latest studio album, *Tell Me How You Really Feel*, was #1 at college radio for seven weeks!



Portugal. The Man

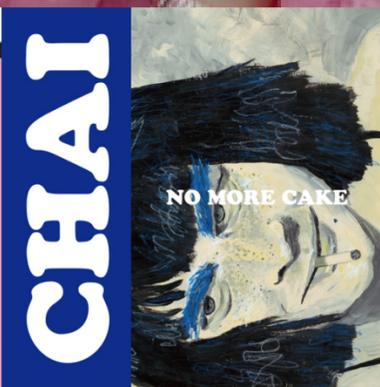
- We've worked their entire discography to college radio!
- Prior to going #1 three times on the NACC Top 200 Chart (*In the Mountain in the Cloud*, *Evil Friends*, *Woodstock*), the group had been consistently building upon their success with college radio campaigns for every single one of their releases.
- Despite commercial success, Portugal. The Man understands the importance of college radio and have continued to promote each new release on the format.





CHAI

- The U.S. was blessed with CHAI's sonics for the first time when we worked their debut record, *PINK*.
- Their second album, *PUNK*, was the most-added record across North America in its first week at radio before peaking at #4 overall on the NACC Top 200 Chart!
- CHAI went from a group hardly known outside of their home country of Japan to an act with almost half a million Spotify monthly listeners (the majority of which coming from outside of Japan).



\$uicideboy\$

- In 2020, we worked *Stop Staring at the Shadows* to college radio!
- In the record's first week, it was the 2nd most-added Hip Hop project and the #22 most-added project overall at NACC.
- \$uicideboy\$ broke the mold of college radio and made a splash on the charts while doing it!



Zoon

- Daniel Monkman and his revolving cast of band members were virtually unknown before their first full-length record, *Bleached Wavves*.
- Our radio campaign for *Bleached Wavves* put the Anishinaabe musician on the map as a budding shoegaze force.
- The album peaked at #22 on the NACC Top 200 Chart, #1 on NACC's Canada Chart, and #1 on !Earshot's National Top 50 Chart!



Cate Le Bon

- We've worked three records for Cate, including her upcoming full-length, *Pompeii*.
- In the second week of our radio campaign, Cate's 2019 album *Reward* tied as the highest debut EVER at the time on the NACC Top 200 Chart at #6!
- *Reward* hit the coveted #1 spot on the NACC Top 200 Chart by week five of its campaign!



Twenty One Pilots

- *Blurryface* made the Top-30 airplay charts for over 100 stations!
- The record put Twenty One Pilots in the upper echelon of both college and commercial radio, a rare feat.
- A great example of success at non-commercial radio leading to mainstream adoption and support from major labels.



Report: July 23rd, 2012 College Project: Example Band 2012c

state	city	station	format	tw	lw	peak	comments
NY	Brooklyn	M3 Radio	WEB	15	12	12	7/24 doing great here 7/17 up 6 spots! 7/10 same as last week, 18! 7/3 moving up! 6/26 Debut at #27 6/19 Late Official CMJ Add
LA	Baton Rouge	KLSU	CORE	#?	29	8	7/24 slipped off this week 7/17 hanging there 7/10 top 20! 7/3 still doing well 6/2 down 3 spots, four straight weeks on the station's chart 6/19 up two spots 6/12 doing really well 6/5 CMJ Add
LA	Ruston	KLPI	COL	M	L	M	7/23 giving it a push 7/17 getting lighter spins 6/5 getting started
CO	Denver	KRCX	COL	M	A	M	7/17 it's in medium 6/5 in rotation here
CA	Los Angeles	KXSC	COL	M	M	M	7/10 doing great 7/3 moderate play 6/25 just a few spins this week 6/25 just a few spins this week
LA	Thibodaux	KNSU	COL	M	L	M	7/24 medium rotation 7/10 looking at light 6/25 still in light 6/25 still in light 6/5 tryin this out in light
AZ	Tucson	KAMP	COL	M	L	M	7/17 medium here 6/19 light spins again this week 6/12 got some action this week 6/5 in the library here
CA	Turlock	KCSS	COL	M	M	M	7/17 been doing okay 7/10 medium here 6/26 light here 6/26 light here 6/4 some light spins
ID	Moscow	KUOI	COL	M	L	M	7/24 mostly medium now 7/3 this is light 6/5 out for play
IA	Ames	KURE	COL	M	M	M	7/17 doing pretty well here 6/18 doing pretty well this week 6/11 it's in light rotation 6/5 put this out there

Sample Radio Report

More Recent Highlights

Psychedelic Porn Crumpets

SHYGA! The Sunlight Mound
(What Reality? Records/Marathon)
#14 NACC Top 200 / #17 NACC NEXT
#28 Spintron Top 50 / #5 Most Added



Purple Mountains

Purple Mountains
(Drag City)
#1 NACC Top 200 (2 Weeks)
#5 NACC NEXT / #4 Most Added
#3 Iearshot National / #2 Non-Comm
#1 Spintron



Tops

I Feel Alive
(Musique Tops)
#5 NACC Top 200 / #1 NACC Canada
#1 Iearshot National / #6 NACC Next
#3 Most Added



Pom Poko

Cheater
(Bella Union/PIAS)
#9 NACC Top 200 / #14 NACC NEXT
#18 Spintron Top 50 / #3 Most Added



Iceage

Seek Shelter
(Mexican Summer)
#12 NACC Top 200 / #7 NACC Canada
#16 NACC NEXT / #10 Iearshot National Top 50
#36 Spintron Top 50 / #2 Most Added



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Want to build an audience?

