

# Iloe Recordings – artist promotions

Under the umbrella of his own Iloe Recordings label, talented electronic music producer Ewan Lawson was aiming to release a number of EPs. With the first of these completed, he required an impactful and professional artist biography and press release to get the attention of management contacts, booking agents, producers, reviewers and A&R representatives.

Ewan is both an absolute music natural and an utter perfectionist. He's also incredibly modest, and hides his light under a bushel. I can relate to how difficult it can be to promote something so precious to you. But promoting someone else's wares is so much easier, so I was keen to help him out when he asked.

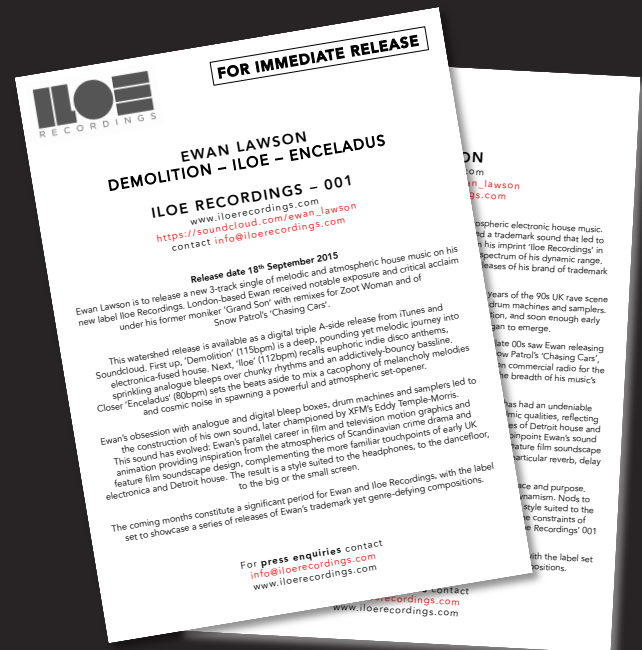
Formally known as Grand Son, Ewan had remixed tracks for Zoot Woman, and his version of Snow Patrol's 'Chasing Cars' had been championed by the likes of XFM's Eddy Temple-Morris. He'd also had work featured on natural world documentaries, and takes inspiration from film as much as electronic dance music.

Appreciating the fickle and overcrowded nature of the music industry, I recognised the importance of producing punchy promotions that adhered to industry standards and expectations. The press release focused on the 3-track EP and activity planned for the immediate future, whereas the biography provided a record of career highlights, supporting background information, and a link back to the current release. Both pieces ensured contact details and links to further information were clearly and consistently displayed.

I look forward to penning future press releases and biography updates for Ewan, and forming a degree of specialism in promoting artists within the music industry.

## Music industry promo – conform to inform

As a writer and recording artist myself, I had a degree of familiarity with methods of music promotion. However, really understanding the desired format of promotional literature within the music industry was key. As I heard time and again, if the length, layout and order of information wasn't perfect, the information wouldn't even be read. The music industry might be a place for creativity and experimentation, but the formats for its written promotions are pretty much set in stone.



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