

WARNER MUSIC GROUP :  
ARTIST RELEASES



# OBJECTIVES

Create standout amongst specific genre music fans for key releases

# TAILORED MUSIC ENVIRONMENTS

 **Pitchfork**

 **THE 405**

DROWNED  IN SOUND

**SPIN**



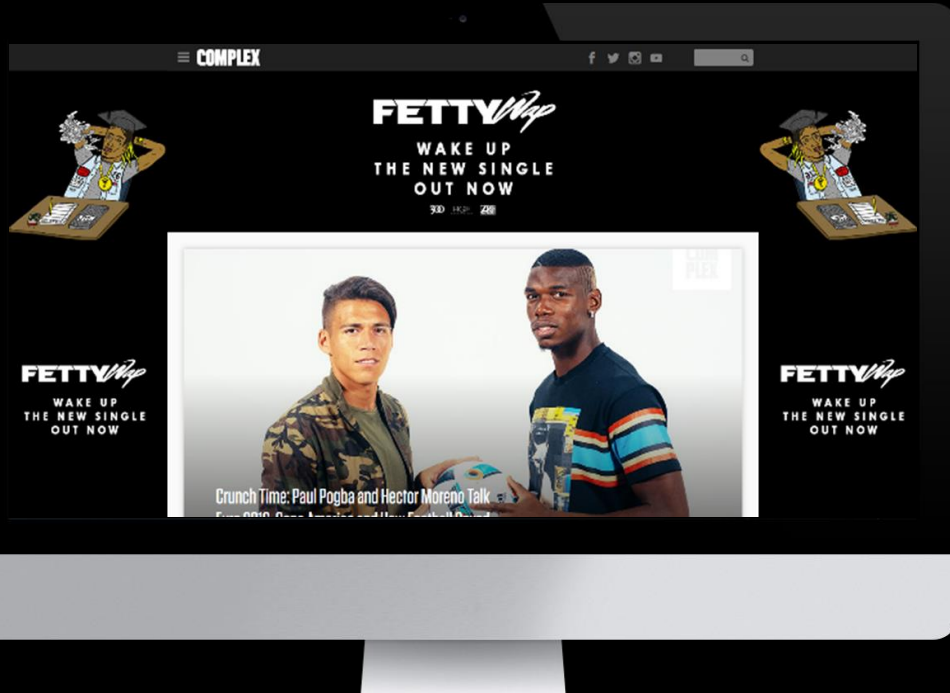
**HIPHOP DX**

 **mixcloud**

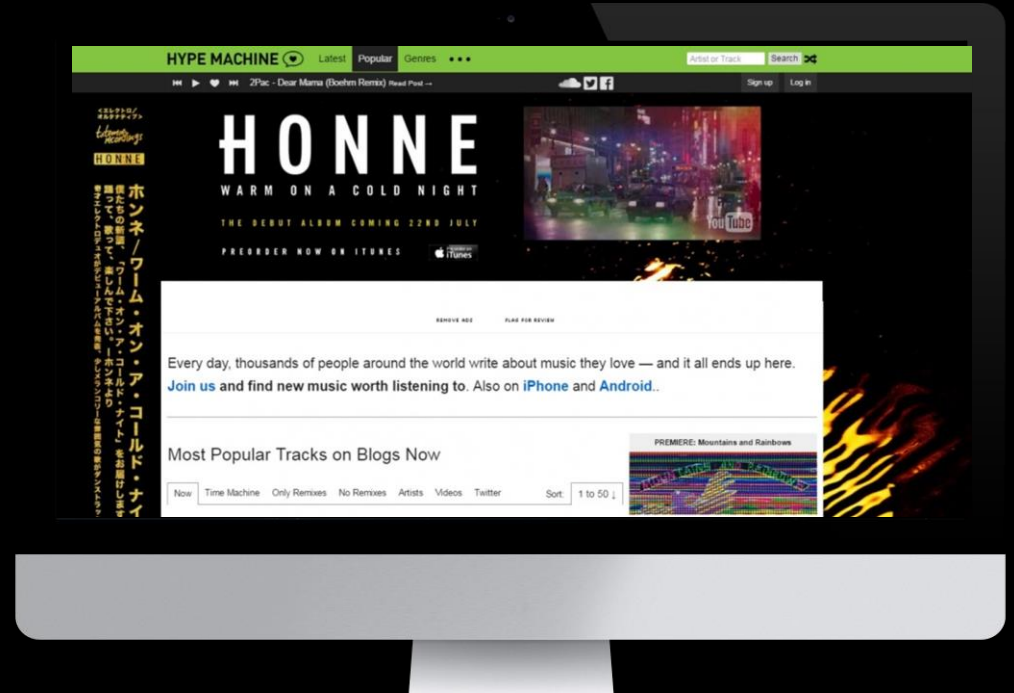


**GRM DAILY**

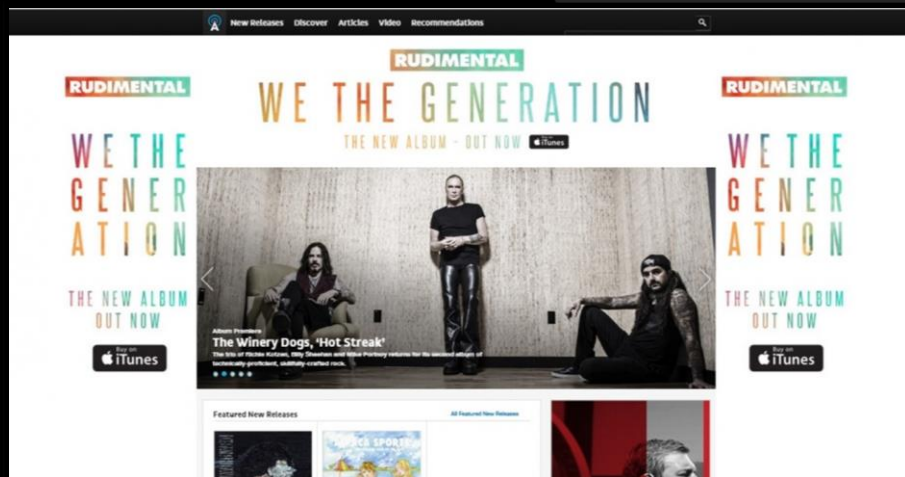
Our wealth of music environments have allowed Warner Music Group to target core music fanatics, whatever genre they are into



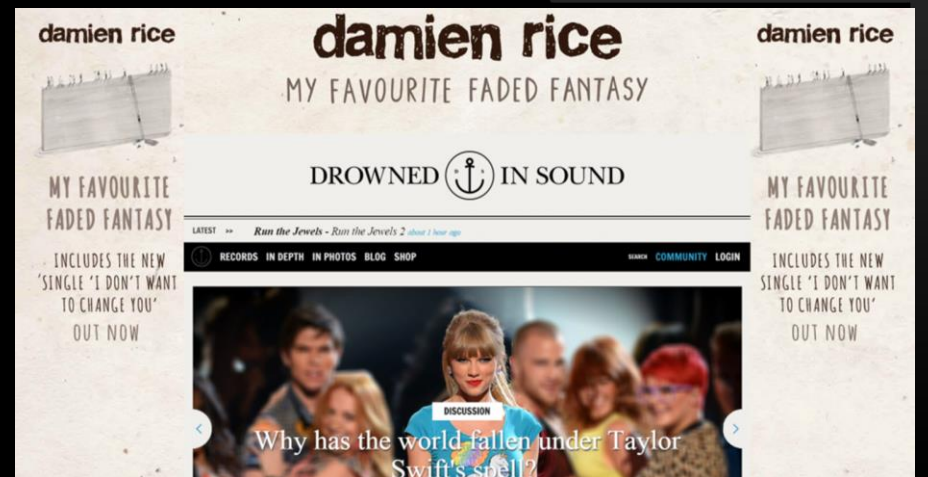
1.84x CTR vs. benchmark



2.88x CTR vs. benchmark



1.77x CTR vs. benchmark



1.32x CTR vs. benchmark

**WOOT!**  
MEDIA