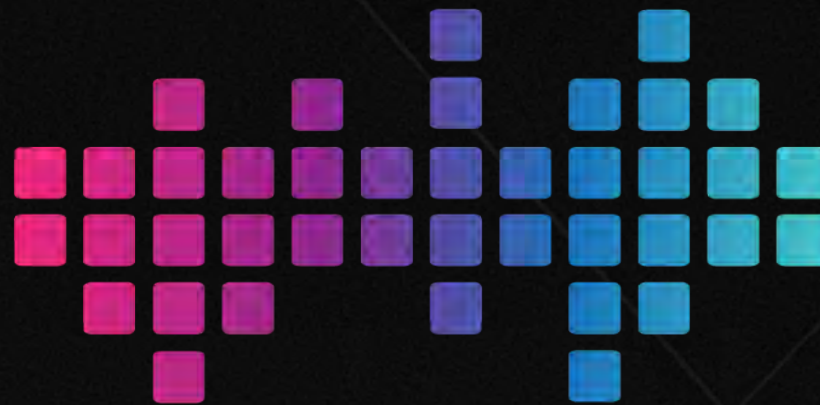




TREND

PR | BRANDING | SOCIAL MEDIA

"One of the most professional, forward-thinking, and creative firms I've had the pleasure of working with."

- Steve Sherr, Marketing Executive, Clover Digital

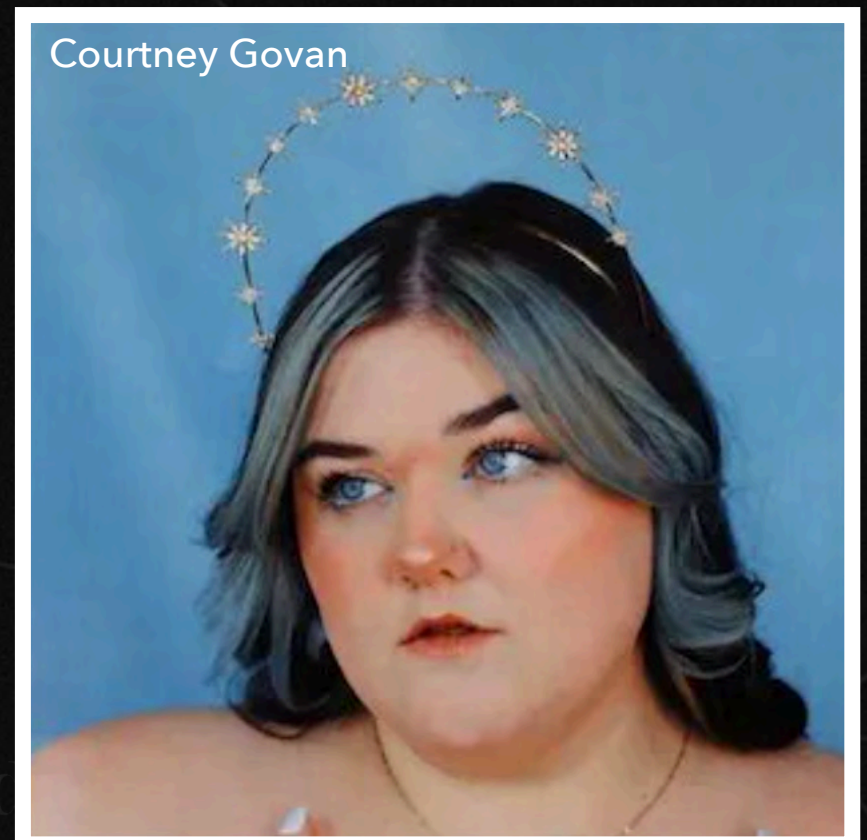
TREND

Specializing in press outreach, Spotify playlisting, and social media management, with a proven track record of 17 years in the industry.

We boast a 94% retention rate and a perfect 5-star Google rating.

We move the needle, leveraging press to grow audiences and increase streaming numbers.

We're technology-forward, with in-house designed and built AI tools to extend our clients' reach.



CELEB
MIX

WEEKLY

NYLON

Billboard

Parade

TREND

Rachel Grae



► **Purely Custom, Fully Focused**

No two campaigns look the same—because no two artists do. Everything we create is built around your unique voice, audience, and goals.

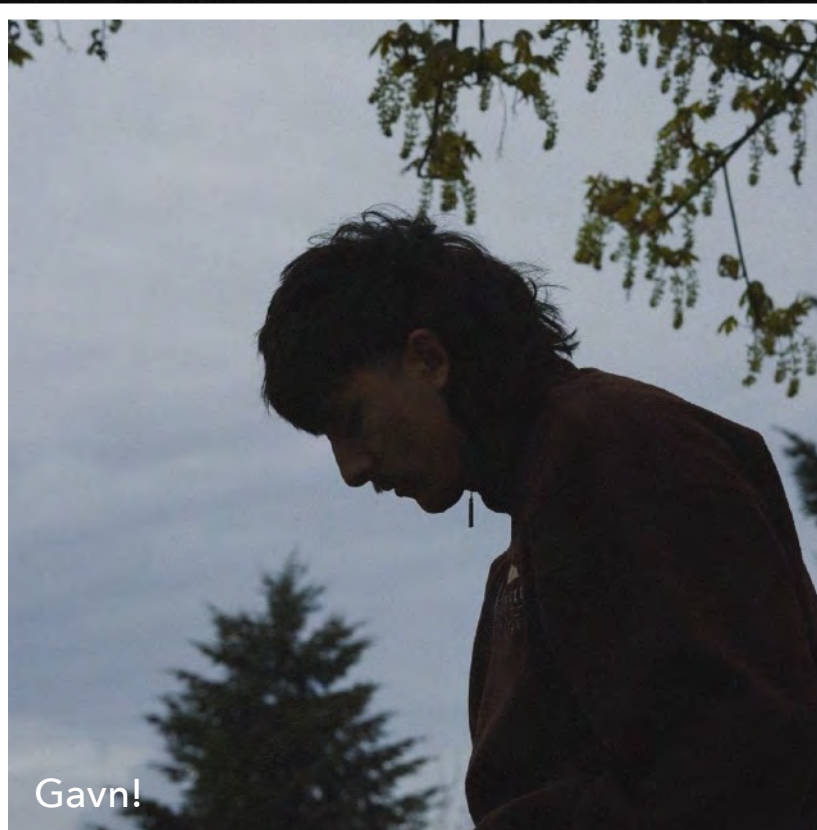
► **Professional Team With A Family Feel**

Our incredible client-to-staff ratio ensures you get priority access, rapid turnarounds, and strategic partners who know your vision inside and out.

► **100% Goal-Oriented**

Delivering clear timelines and honest promises with your specific objectives in mind — lifestyle media, national coverage, Spotify growth, or local tour press. We got your back.

Gavn!



ON

Billboard

Parade

POP DUST

MUSIC
CONNECTION

TREND

PUBLICITY

National Coverage



Leveraging personalized pitches—not wire services—to maximize results and grab impressions.

Lifestyle Features



Crafting out-of-the-box storytelling to connect your brand with fashion, health, travel, gender, and beyond.

Tour Press



Securing TV appearances, radio features, and on-the-ground show coverage to amplify every performance.

CELEB
MIX

WEEKLY

NYLON

Billboard

Parade

POP DUST

MUSIC
CONNECTION

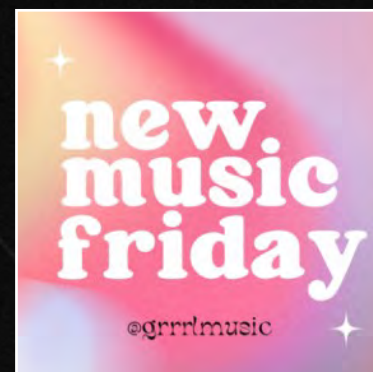
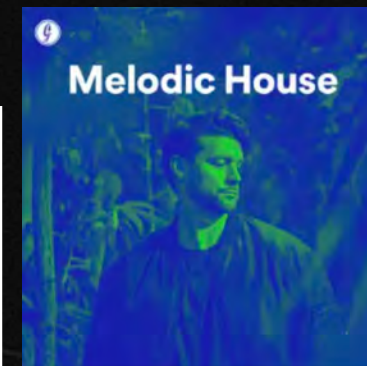
TREND

PLAYLISTING

Carefully vetted curators showcase your music to the right listeners, boosting visibility and growing a real fan base.

AI Tools designed and built by us ensure we identify the precise playlists for your music, delivering strategic, high-intent exposure.

Spotify for Artists monitoring flags issues early and surfaces new opportunities to amplify your reach.



TREND focuses on high-quality playlists with majority of listeners in the US and UK

TREND

BRAND MANAGEMENT & SOCIAL MEDIA

Analysis & Strategy

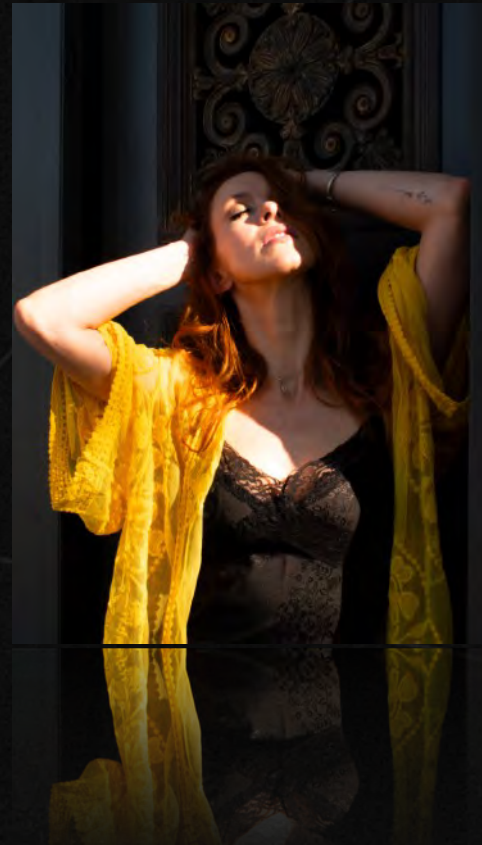
Monthly audits & KPI reporting
plus fan-avatar deep dives

Engagement & Growth

Hands-on social media
management and fan-first
activations

Creative & Forecasting

Brand identity workshops, trend-
forecasted TikTok ideas, and
content creation



A TREND creative portfolio is available upon request

TREND

KARD CASE STUDY



400M Streams



3.5M Followers



3.75M Subscribers



CONTEXT

MTV Europe Music Award-nominated K-Pop quartet with 400M+ Spotify streams, launching a North American tour



CHALLENGE

Break into a new U.S. market and sell out 11x 3,000-seat venues beyond their SXSW debut



APPROACH

Rolled out a multi-tiered PR blitz—targeted TV & radio bookings, exclusive in-person interviews, and bespoke tour-day press



RESULTS

Coverage in Rolling Stone, Billboard, Teen Vogue, USA Today, Good Day New York, and Great Day Houston

TREND



COURTNEY GOVAN CASE STUDY



700 K Followers



3.5 M Streams



350K Followers



CONTEXT

Independent queer pop singer whose TikTok-viral "Serotonin" landed her on Spotify's Fresh Finds Pop and helped amass 1.5M streams



CHALLENGE

Expand media reach beyond music channels to lifestyle and empowerment outlets to deepen her brand story



APPROACH

Craft bespoke pitches highlighting Courtney's introspective songwriting, spotlighting features in LGBTQ+ outlets



RESULTS

Sustained brand growth including over 50 press hits and 30 playlist placements across two single releases

TREND



KINA CASE STUDY



4.5M Monthly Listeners



160K Followers



350K Followers



CONTEXT

25-year-old Italian producer behind the first Italian single to surpass 1B Spotify streams, propelled by TikTok and SoundCloud virality



CHALLENGE

Extend the single's viral momentum into sustained press coverage and playlist support beyond its initial label-backed release



APPROACH

Executed a campaign of personalized press outreach—targeting top music blogs and high-profile editors



RESULTS

Successful campaigns including "I Just Want You" with Trevor Daniel and "Best of Me" with clide, gaining praise from national outlets

TREND

SOFIE DOSSI CASE STUDY



11.8 M Followers



10M Debut Streams

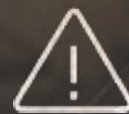


4.5M Followers



CONTEXT

AGT finalist with a 6.5 M YouTube channel (1.6 B+ views) and 11 M+ TikTok followers launching her debut single "Bunny"



CHALLENGE

Reframe Sofie as a musician-first entertainer—not just a lifestyle creator—and land credible music media coverage



APPROACH

Secured targeted features in People, TheThings, Girls' Life, and Sweetie High via personalized press pitches



RESULTS

YouTube subs climbed past 7 M, "Bunny" hit 100K views in first hour, TikTok videos averaged 1 M+ views each

TREND

FROM OUR CLIENTS



As a manager, it is hard to find people that believe in your artists as much as you do. The whole TREND team is exactly that. They only work with artists they absolutely believe in & **they put their heart & soul into their work.**

Jordan Smith, S+ Management



Working with TREND has been such a grounding and encouraging experience. They've uplifted my music in a way that feels true to me, and I've always felt genuinely cared for. TREND is a company that deeply understands PR and good press through and through and through.

- Natalie Del Carmen



I have never found a group of people who respect my artistry, and more importantly, my humanity as much as TREND has. They welcome boundary pushing and embrace the unhinged! **With TREND, anything is possible!**

- Courtney Govan

TREND

FROM THE INDUSTRY

*"I've known and worked with Hunter and his incredible team for years and have been hiring them to promote The Gathering Music Festival annually. **Their experience, press relationships, and industry knowledge are second to none.**"*

AMPLIFY™

Tracy Brown,
Amplify Entertainment
Group & The Gathering
Music Festival

"TREND is one of the most professional PR agencies I've ever run into - they know exactly what we look for, understand our timelines at the magazine, and are very personable to work with. I'm constantly impressed with the clients' quality of music we receive for review."

MUSIC
CONNECTION

Hillorie McLarty, Music
Connection Magazine

*"TREND is my go-to boutique firm for creative PR and social media. **They're a forward-thinking, results-driven team of professionals** who you can count on to get the job done. When Hunter Scott and his team take on a project, I know they **will provide the results, care & service** I need."*

MAKE GOOD
MARKETING
& MANAGEMENT

Paul Orescan, Make Good
Marketing & Management

*"TREND is **an exceptional company to work with.** The amount of love and passion they exhibit for each artist is so evident in working with them on a daily basis. They are a high-touch PR firm that **truly understands how to present artists to the world.**"*

© BIG
DEAL
MUSIC

Nik Hughes, Big Deal Music

TREND



HUNTER SCOTT
PRESIDENT

Forward-thinking marketing expert who, as head of the firm, leverages nearly 20 years of music-industry experience and AI-driven innovation.



AMANDA BLIDE
EXEC. DIRECTOR OF
PUBLICITY

Vast music knowledge and industry experience that stimulates her perspective for presenting each client to the media.



RACHEL ROSSEN
DIRECTOR OF
PUBLICITY

Navigates the vast music industry terrain armed with knowledge and determination to create innovative campaigns for her clients.



TAYLOR FUNARI
ASSOCIATE DIRECTOR
OF PUBLICITY

Aids in creating innovative campaigns for clients with her love of the music industry while implementing current trends.



BEN O'LOUGHLIN
OPERATIONS MANAGER

Uses his passion and knowledge of the music industry to aid in crafting strategies for each client.



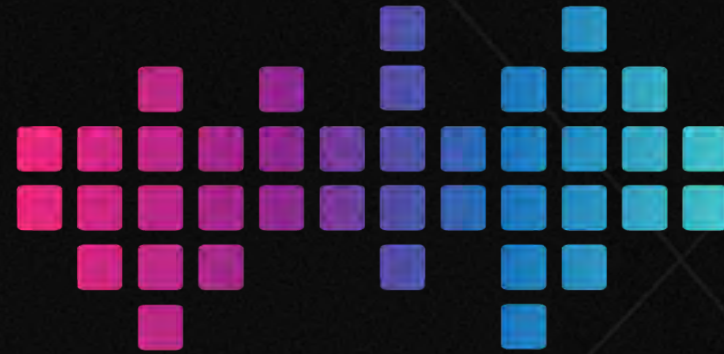
ASH DACANAY
BRAND MANAGER

Combines pop culture and strategy to redefine your presence for an online fanbase.



DREW SEIBEL
MARKETING COORDINATOR

Innovative and contemplative with an enthusiasm for finding new ways to spotlight the clients



T R E N D

PR | BRANDING | SOCIAL MEDIA

Hello@TrendPR.com | 323 668 9383 | www.TrendPR.com



**SOCIAL
MISSION**

