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Gnarls Barkley Case Study

Challenge

To authenticate Gnarls Barkley – a collaboration between superstar producer Danger Mouse and R&B vocal star Cee Lo Green – among early adopters months before release date.

Solution

Giant Step played an early role in Gnarls Barkley's platinum plus success by being the first to introduce the duo to a worldwide community of DJs and tastemakers.

- Three months prior to album release, we serviced our international DJ community with their first taste of Gnarls Barkley, on 12".
- Two months prior to album release, Giant Step saturated the early adopters at the Winter Music Conference / M3 Summit in South Beach, Miami with CD Samplers, flyers & mini-posters and handed off 12" samplers to key DJs.
- At Gnarls Barkley's performance at Coachella, the Giant Step street team secured exclusive in-venue distribution of hundreds of mini-posters to their clamoring fans in addition to hand-to-hand distribution at exit of over 20,000 5"x7" flyers.
- Our 3rd party online promotion team furthered the buzz on Gnarls Barkley on genre & music fan sites, posting the latest news about the collaboration as well as links & exclusive downloads.

