

MARAUDER

WRAP-UP REPORT

DATE: December 5, 2017

CLIENT: Iceland Airwaves

PROJECT: Iceland Airwaves 2017

"Iceland Airwaves has become a must-see musical event."—[NYLON](#)

"Iceland Airwaves teaches you that...there is a beautiful new world beyond."—
[Consequence of Sound](#)

"a great chance to dig deeper into the Icelandic music scene."—[Stereogum](#)

"The thing that Iceland Airwaves has done is essentially put Iceland on the musical map."—[The Current](#)

This report details our media efforts and results around Iceland Airwaves 2017. We began conversations about this year's festival as soon as the Akureyri expansion was announced in late 2016. Our 2016 media attendees were the most responsive to this news; bringing in further media support from publications such as **SPIN** and **Fodor's Travel** began with the Fleet Foxes news earlier this year. We secured lineup announcements from the beginning of the year through September with many of our invited guests, including **Consequence of Sound**, **The Current**, and **Under the Radar**; we also received coverage in **FLOOD Magazine**, which attended last year, and **Pitchfork's** festival guide.

Much of the first half of 2017 was spent strategizing who we could invite this year. We recruited **Fodor's Travel**, Minneapolis radio station **The Current**, and **The Creative Independent** via **Meredith Graves**, as invited guests. With this year's repeated guests—freelancer **Laura Studarus**, **Stereogum**, and **Consequence of Sound**—we successfully pushed for more in-depth, Iceland-focused coverage. Laura covered the Akureyri expansion in **Forbes**, one of the world's biggest money and business publications; Stereogum focused exclusively on Icelandic acts for its usual festival recap; and Consequence of Sound presented a stage as part of an Iceland Airwaves media partnership including exclusive video content with Fleet Foxes. The festival ultimately declined the ambitious, but stressful and logistically heavy, **PressureDrop.tv** coverage we had been arranging. We had also been in final planning stages with freelancer **Maria Sherman** about attending before she stopped responding.

Even more of our work this year involved sorting logistics for technically demanding operations, such as Consequence of Sound's Fleet Foxes video and The Current's live broadcast from Akureyri. Throughout the months leading up to the festival, we proactively liaised between these parties and Iceland Airwaves to sort matters including venues, equipment, and personnel. Even for those whose requirements weren't as technically demanding, we worked closely with our invited guests to ensure the most thorough, Iceland-focused coverage possible, with a strong focus on Akureyri (though much of the key Akureyri coverage we secured will run within the next month and isn't yet posted). In addition to the work done with those in attendance, this year saw an increased amount of strategic conversations with outlets interested, yet ultimately not invited, to attend Iceland Airwaves.

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We've already begun work on Iceland Airwaves 2018. We sent a press release alerting media to next year's four-day edition, 20th year celebrations, and all the corresponding news. Our 2017 guests were universally excited by this news, and we're already planning a conversation with The Current about what more can be done between them and Iceland Airwaves in 2018. The festival continues to be well-received in North America, attracting leading media in music, travel, and broadcasting; we feel confident that our work these past many years to grow the festival's profile can be used to focus strongly on the 20-year anniversary and bring out even more high-profile players to next year's event.

We're already excited for Iceland Airwaves 2018. We'll be ready to go the moment any lineup announcements and/or news about the 20th anniversary show needs to be delivered to media. Thanks for continuing to work with us.

MEDIA OUTREACH

In this section, we list all media that covered the festival or whom we reached out to about Iceland Airwaves 2017. Outlets indicated in **red** were invited guests of Iceland Airwaves this year, and many were vital to its branding in the US over the course of the 2017.

CONFIRMED

The Bay Bridged

Travel diary with daily recaps and pictures

<http://thebaybridged.com/2017/11/14/beyond-bay-5-days-iceland-airwaves/>

Consequence of Sound

Festival listing

<https://consequenceofsound.net/festival/iceland-airwaves-2017/>

Full lineup announcement

<https://consequenceofsound.net/2017/09/iceland-airwaves-2017-reveals-full-lineup/>

CoS stage announcement

<https://consequenceofsound.net/2017/10/consequence-of-sound-to-present-stage-at-iceland-airwaves-2017/>

Event preview

<https://consequenceofsound.net/2017/10/five-reasons-were-excited-about-iceland-airwaves-2017/>

15 best Airwaves sets

<https://consequenceofsound.net/2017/11/the-15-most-exciting-acts-of-iceland-airwaves-2017/>

Fleet Foxes and Icelandic choir video forthcoming

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The Creative Independent

Interactive travel diary expected by end of 2017

The Current

Several October previews

<https://www.thecurrent.org/feature/2017/10/29/join-the-current-live-from-the-iceland-airwaves-music-festival>

<https://www.thecurrent.org/feature/2017/10/31/get-ready-for-iceland-airwaves-with-mark-wheat>

Artist preview—Asgeir’s “Afterglow” was ‘DJ Pick of the Week’ leading into Airwaves

<https://www.thecurrent.org/feature/2017/10/30/dj-pick-of-the-week-asgeir-afterglow>

Lineup news

<https://www.thecurrent.org/feature/2017/08/31/alf-clausen-simpsons-fired>

Broadcasted live from Iceland Airwaves

<https://www.thecurrent.org/feature/2017/11/03/listen-to-mark-wheat-broadcasting-live-from-iceland-airwaves>

Simon Raymonde interview

<https://www.thecurrent.org/feature/2017/11/09/simon-raymonde-of-cocteau-twins-and-bella-union-records-talks-with-mark-wheat-at-iceland->

Post-event features

<https://www.thecurrent.org/feature/2017/11/14/the-chart-show-basking-in-the-afterglow-of-iceland>

<https://www.thecurrent.org/feature/2017/11/09/jim-mcguinn-sums-up-team-current-iceland-airwaves-experience>

Daily Times

Akureyri expansion

<http://www.delcotimes.com/article/DC/20170206/NEWS/170209773>

Shared Airwaves rock playlist

<http://www.delcotimes.com/article/DC/20171116/NEWS/171119737>

DAZED

Feature on women in Iceland’s rap scene

<http://www.dazeddigital.com/music/article/38012/1/iceland-women-rap-scene>

Fodor’s Travel

Video and editorial coverage expected by the end of 2017

FLOOD Magazine

News story about initial lineup

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<http://floodmagazine.com/42808/airwaves-2017-lineup/>

Forbes

Featured Airwaves on summer best festivals list

<https://www.forbes.com/sites/isisbriones/2017/07/31/international-music-festivals-to-attend-asap/#6080aaf6532f>

Akureyri expansion

<https://www.forbes.com/sites/laurastudarus/2017/11/03/iceland-airwaves-expands-to-akureyri-with-two-days-of-performances/#21586e7b6479>

William Doyle's Airwaves talk

<https://www.forbes.com/sites/laurastudarus/2017/11/09/why-its-crucial-that-record-labels-pay-musicians-mental-health-care/#2679ba1d6d0f>

NYLON

Icelandic artists to watch features and interviews

<https://nylon.com/articles/icelandic-artists-to-watch>

Pitchfork

Included in Festival Guide until festival's end

<https://pitchfork.com/festivals/>

Rolling Stone

Recap

<https://www.rollingstone.com/music/live-reviews/david-fricke-on-iceland-airwaves-2017-w511587>

SPIN

Fleet Foxes lineup announcement

<https://www.spin.com/2017/02/fleet-foxes-icelandic-airwaves-festival/>

Stereogum

Highlighted favorite Icelandic artists that played Airwaves

<https://www.stereogum.com/1970577/8-memorable-icelandic-acts-at-iceland-airwaves-2017/concert/>

Interviewed Airwaves artist Simon Raymonde

<https://www.stereogum.com/1970815/qa-simon-raymonde-on-lost-horizons-20-years-of-bella-union-and-why-cocteau-twins-will-never-reunite/franchises/interview/>

Interviewed Mammút

<https://www.stereogum.com/1971236/qa-mammut-on-the-changes-in-icelands-music-scene-and-singing-in-english-for-kinder-versions/franchises/interview/>

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Fleet Foxes cover story, with many Iceland and Iceland Airwaves mentions

<https://www.stereogum.com/featured/restlessness-blues-robin-pecknold-and-the-rewriting-of-fleet-foxes/>

Under the Radar

Consistently ran news stories as the lineup was updated

<http://www.undertheradarmag.com/news/iceland-airwaves-announces-first-wave-of-artists/>

<http://www.undertheradarmag.com/news/fleet-foxes-to-play-iceland-airwaves-2017/>

<http://www.undertheradarmag.com/news/iceland-airwaves-announces-another-round-of-high-quality-musicians/>

<http://www.undertheradarmag.com/news/sigrid-torres-and-more-to-play-iceland-airwaves-2017/>

<http://www.undertheradarmag.com/news/more-names-added-to-iceland-airwaves-sure-why-not>

Posted 14 mixtapes made by Airwaves artists as event warmup, including Soley's "Ua" video premiere

<http://www.undertheradarmag.com/news/premiere-una-stefs-iceland-airwaves-mixtape/>

<http://www.undertheradarmag.com/news/premiere-einarindras-iceland-airwaves-mixtape/>

<http://www.undertheradarmag.com/news/premiere-lost-horizons-iceland-airwaves-mixtape/>

<http://www.undertheradarmag.com/news/premiere-hildurs-iceland-airwaves-mixtape/>

<http://www.undertheradarmag.com/news/premiere-good-moon-deers-iceland-airwaves-mixtape/>

<http://www.undertheradarmag.com/news/premiere-pale-honeys-iceland-airwaves-mixtape/>

<http://www.undertheradarmag.com/news/premiere-tonik-ensembles-iceland-airwaves-mixtape/>

<http://www.undertheradarmag.com/news/premiere-jo-goes-huntings-iceland-airwaves-mixtape/>

<http://www.undertheradarmag.com/news/premiere-asgeirs-iceland-airwaves-mixtape/>

<http://www.undertheradarmag.com/news/premiere-pink-street-boys-iceland-airwaves-mixtape/>

<http://www.undertheradarmag.com/news/premiere-ceasetones-iceland-airwaves-mixtape/>

<http://www.undertheradarmag.com/news/premiere-gyda-valtysdottirs-iceland-airwaves-mixtape/>

<http://www.undertheradarmag.com/news/premiere-lido-pimientas-iceland-airwaves-mixtape/>

<http://www.undertheradarmag.com/news/premiere-sigruns-iceland-airwaves-mixtape/>

<http://www.undertheradarmag.com/news/premiere-soley-ua-video/>

Photo album

<http://www.undertheradarmag.com/news/check-out-photos-from-iceland-airwaves-2017/>

WERS

Mammut interview

<http://www.wers.org/mammut/>

WFUV

Travel diary

<http://www.wfuv.org/content/ukny-november-11-broken-wings-and-birds>

Episode of specialty show "The Whole Wide World"

<http://www.wfuv.org/content/whole-wide-world-december-1>

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PENDING

Alt Press

Pitched Pinegrove announcement news post

Billboard

Pitched Mumford news post

BrooklynVegan

Pitched Fleet Foxes news post

CLRVYNT

Pitched news post about HAM song to preview Airwaves

Consequence of Sound

Pitched news post re: Fleet Foxes, Billy Bragg

Pitched Mumford news post

Escape Here

Pitched for Festival Best of List

FLOOD Magazine

Pitched Fleet Foxes news post

Fodor's Travel

Pitched Airwaves inclusion on future lists of best international festivals, etc.

Freelancer Maria Sherman (30+ outlets, big on social media)

Pitched attendance/coverage. Was initially interested and even did a 20-minute phone call with us, but later became unreachable

Jambands

Pitched Mumford news post

Metal Insider

Pitched HAM news post to preview Airwaves

Paste Magazine

Pitched Pinegrove announcement news post

Pitchfork

Pitched final lineup news announcement

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PunkNews.org

Pitched Pinegrove announcement news post

Relix

Pitched inclusion in any upcoming "best festivals" lists being planned

Rolling Stone

Pitched Mumford news post

SPIN

Pitched Pinegrove announcement news post

Pitched Mumford news post

The Key

Pitched Pinegrove announcement news post

Tripping

Pitched for Festival Best Of list

UPROXX

Pitched Pinegrove announcement news post

Variety

Pitched Mumford news post

PASSED

MTV News

Passed on MTV News tweet about final lineup and ultimately coverage

Pitchfork

Passed on Mumford news post

Passed on Pinegrove news post: "Skipping a news post, but we can make sure this is reflected in our Fest Guide" (Aug 9)

DECLINED

PressureDrop.tv

Invited to Iceland Airwaves, but festival ultimately declined their attendance; remains in consideration for 2018

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PRESS RELEASES

- i. [February 1, 2017](#): We sent a press release about the first lineup announcement and the Akureyri expansion to our expanded media list (VIP recipients and small blogs), combined 1,075 unique recipients, among whom 272 (25.49%) opened the email.
- ii. [February 23, 2017](#): We sent a press release about the second lineup announcement including Fleet Foxes to our expanded media list (VIP recipients and small blogs), combined 1,075 unique recipients, among whom 252 (23.51%) opened the email. Three of these 252 people (1.19%) clicked links within the email.
- iii. [June 6, 2017](#): We sent a press release about the June lineup announcement to our expanded media list (VIP recipients and small blogs), combined 1,075 unique recipients, among whom 183 (17.73%) opened the email. Three of these 183 people (1.64%) clicked on links within the email.
- iv. [July 20, 2017](#): We sent a press release about Mumford & Sons being added to the lineup to 1,025 recipients, among whom 198 (19.45%) opened the email. Three of these people (1.52%) clicked on links within the email.
- v. [August 10, 2017](#): We sent out a press release about the August lineup update to 1019 recipients. Out of these, 132 people (13.04%) opened the email. One person (0.76%) clicked on a link in the email.
- vi. [September 1, 2017](#): We sent out our final press release with the last 73 lineup announcements. This email was sent to 1,013 recipients and opened by 180 people (17.87%). Out of these, three people (1.67%) clicked on links in the emails.