

SMIRNOFF EQUALISING MUSIC

CASE STUDY: SEM & ANNIE MAC

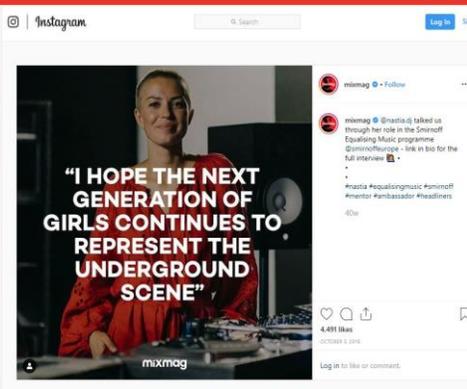
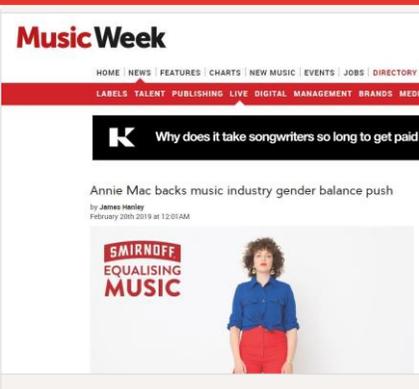
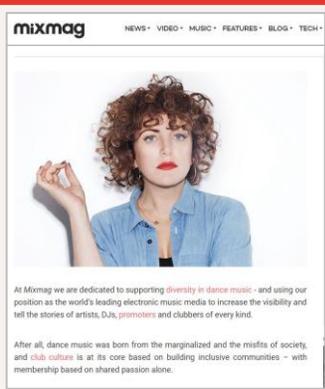
Smirnoff Equalising Music is a 3 year initiative that launched in 2017 to drive more gender balance across music industry.

Coda worked closely with Smirnoff in 2019 to introduce Annie Mac as the programme ambassador, launching the Equalising Music Pledge, endorsed by PRS Keychange.

Annie has a career as broadcaster, TV presenter, tastemaker, talent-finder and international touring DJ so she is perfectly placed to authentically lead this initiative.

Gender equality is an evocative subject in music. The programme is raising debate and importantly, affecting change via the pledge to "do one thing" to create gender balance.

Annie presented at the Brits in Feb and this marked the campaign launch. To date there has been 800 individual pledges, including Rudimental, BTRaits, Bastille, Ella Eyre, Black Madonna, Will Young, Marina, Hospital Records, Mixmag, Lovebox Festival and many more!



PLEDGE UPDATES

- Rudimental have followed through with their pledge to sign a new female artist to their label, Morgan Connie Smith has signed and already appeared with them at the Royal Albert Hall.
- Frank Carter will be introducing "Safe Gigs for Women" on stage during his performance at Reading festival and has appeared on the BBC discussing the issue.
- Kate Nash is teaming up with Sound Girls to work with a fully female studio team on her next record.
- Marina has just announced her tour where she'll have a 50/50 team.
- Lady Leshurr is working with Rinse FM to find a new director for her next music video.
- The Black Madonna will announce her next We Still Believe shows soon which will all be gender balanced.

REACH UPDATES

- Almost **300 individual pledges** which will make a huge difference to the future of the industry.
- **Press coverage 100+ publications** including the likes of Metro, Stylist, Music Week, Billboard etc
- ... and the campaign reached over **42million people** on social media

