

VERA BLOOM

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*Hera Bloom*



# VERA BLOOM BIOGRAPHY

Hailing from the Pacific Northwest, Vera Bloom echoes west coast influences in her music. The powerhouse rocker is both sweet and blunt, a personality trait that holds true in her music. She brings Seattle grunge to Nashville with lyrically moving music that lands somewhere between Courtney Love, Veruca Salt, and Bully. The name, Vera Bloom, is derived from the latin word "vera", meaning "truth", and "bloom" referring to the blossoming of something profound and new. It is singer/songwriter AnneMarie Kelbon's way of discovering her voice and delivering an art that's real. As she forges ahead with this new, captivating identity, she faces limitless possibilities and emboldened truth.

## VERA BLOOM RELEASES - LISTEN NOW



**"Breathe" First Single**  
October 23, 2020

[SOUNDCLOUD](#)

[PRESS RELEASE](#)



**"Love Like Knives" Second Single**  
December 4, 2020

[SOUNDCLOUD](#)

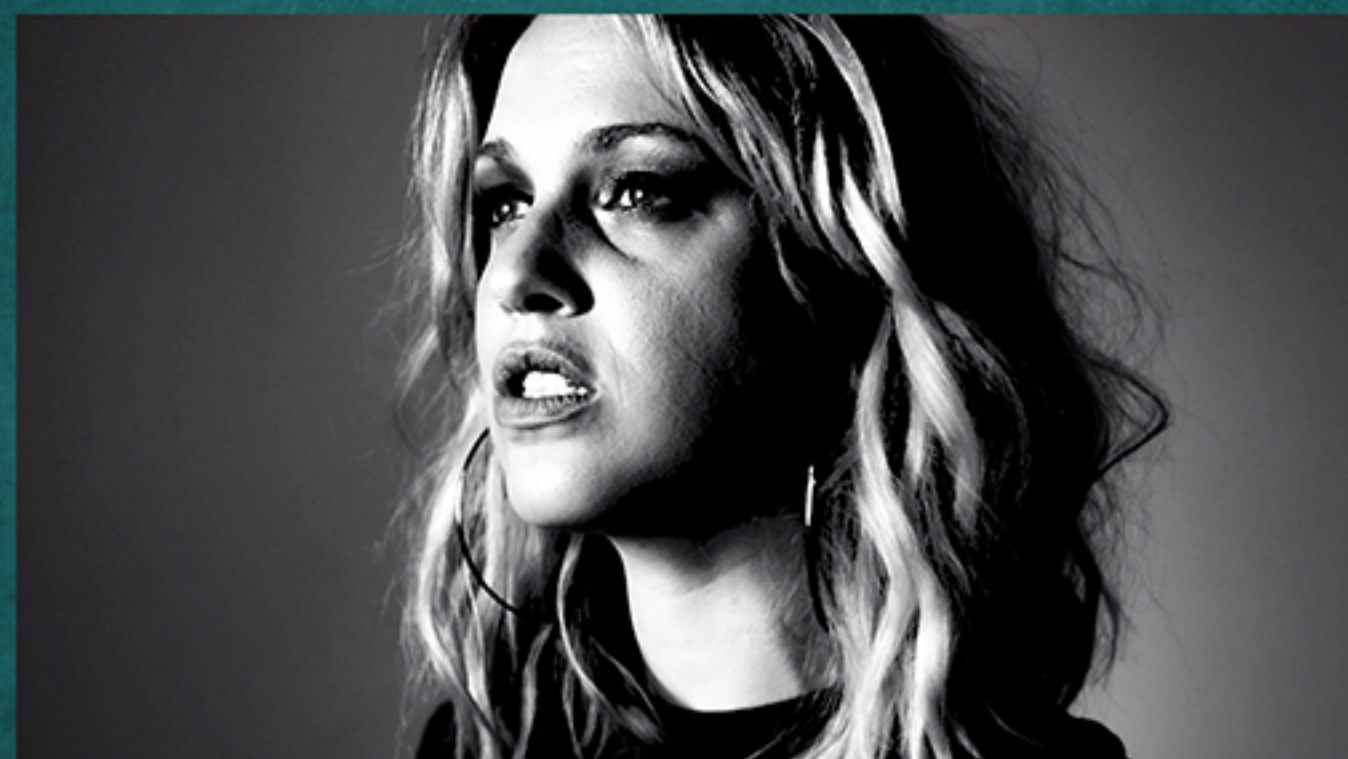
[PRESS RELEASE](#)



**Vera Bloom EP**  
January 22, 2021

[SOUNDCLOUD](#)

[PRESS RELEASE](#)



**"Breathe" Official Music Video**  
November 12, 2020

[YOUTUBE](#)

[PRESS RELEASE](#)

### PRESS LINKS

(COMING SOON)

### SHOW DATES

(COMING SOON)



[WEBSITE](#)



[FACEBOOK](#)



[INSTAGRAM](#)



[YOUTUBE](#)







# TARGET DEMOGRAPHIC CURATED BY:

**Recommend If You Like:** Bully, Veruca Salt, PJ Harvey

**Genre:** Alternative/Rock

**Age & Gender:** 25-36 Female

**Primary Locations:** Seattle, Chicago, Nashville, Washington, DC.

**Interest:** Painting, Motorcycles, Fashion/Shopping

# REACH AND ENGAGEMENT - BASED ON ADVERTISING AGENDA PER MONTH:

**Anticipated Impression:** 833,300

**Target Actions Taken:** 12,499

**Age & Gender:** 25-36 Female

**Desired Conversion Rate 5%:** 624



# BRAND PITCH DECK

## CROSS PROMOTIONAL PARTNER:

A cross promotional partnership is the suggested option for brands who have equal social reach and/or existing promotional budget. Under the cross partnership, the brand and artist agree to equally cross promote each other through shoutouts, takeovers, cross-posting, etc. to executing the agreed upon promotional strategy.

## PRODUCT PARTNER:

In cases where a partner has a physical product that aligns with the artist's aesthetic, the product partner can have their product featured in a promotional giveaway (either physical or digital,) promoted during an event, and/or exchange product with the artist to execute the agreed upon promotional strategy.

## ARTIST SPONSOR/ MARKETING PARTNER:

When a brand becomes an artist sponsor, they will endorse the artist's full release campaign. They are included on all content & events and contribute financial assets towards the marketing agenda for the campaign.





POWERED BY:

