

Artist:		Title:	
bent		best of	
Release Date:	Style:	Country:	Label:
2009-09-04	Electronica	EUR	godlike and electric
Format:	Catalogue #:	Barcode:	Price Code:
CD GAS	gae007	5060150974717	N29

Tracklisting: 22 tracks

- CD01 01. Bent - Swollen
- CD01 02. Bent - Magic Love
- CD01 03. Bent - Beautiful
- CD01 04. Bent - To Be Loved
- CD01 05. Bent - As You Fall
- CD01 06. Bent - Private Rd
- CD01 07. Bent - Hand Brake
- CD01 08. Bent - I Love My Man
- CD01 09. Bent - Coming Back
- CD01 10. Bent - Bewitched
- CD01 11. Bent - Invisible
- CD01 12. Bent - I Cant Believe
- CD01 13. Bent - Leaving Me
- CD01 14. Bent - Always
- CD02 01. Bent - Kisses
- CD02 02. Bent - Non Perrie
- CD02 03. Bent - Terry
- CD02 04. Bent - Exerciuse
- CD02 05. Bent - Far Behind
- CD02 06. Bent - Star Of Lonliness
- CD02 07. Bent - Harlequin Bitch
- CD02 08. Bent - Bone Idle



[CLICK TO LISTEN / ORDER](#)



Info: part 1

http://www.novamd.de/htdocs/c3view.php?c3p=33&src__freetext=gae007

OVERVIEW:

Bent's downbeat, emotional electronica is irresistible. In 1999 they released their debut album "Program For Love" on MOS/EMI and since then Bent have gone on to produce a further three albums, Everlasting Blink, Ariels and Intercept selling over 350,000 copies.

Their music has appeared on adverts for Vodafone, Carleberg, Volkswagen, Nissan, Absolute and ahem, the Inland Revenue. They also have celebraty fans as diverse as Elton John, Michael Caine and Nicole Kidman.

Bent are 10, and this is their Best Of, a collection of their greatest tracks, sort of. There's also a 2nd CD with BRAND NEW Bent tracks. This is a celebration of 10 years and reminder to every one of what Bent has achieved and how they helped shape the electronic 00's.

Bent have a huge fanbase including a huge affection over the years from the press, we're expecting an excellent plot to develop for the album with re releases of classic Bent remixes from the likes of Ashley Beedle, Francois K, Soulchild, Toby Tobia, Danny Howells, Nightmoves, Serge Santiago, Reverso 68,... PLUS (said with an excited very high pitched uncool voice) there is a surprise package of NEW remixes of some of the Bent classics to be unveiled in July 2009.

Work on the new album begins in January 2010, but before that we'll see Bent on the road with a string of live dates, the first of which is an Album Launch party in July to coincide with the release on 20th July 2009.

PRESS RELEASE/BIOGRAPHY ATTACHED

MARKETING:

Promotion has begun with focus on press hitting week of release and some the week prior with full marketing and promotion to continue throughout July and August 2009. Please find below an overview of the plan surrounding the album, weekly updates to follow with full details of activity below.

- National and Regional press campaign reviews, features, interviews with key targets including IDJ, CLASH, FACT, Q, DJ, M8, PLAN B, MIX



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Info: part 2

MAG, ELECTRONIC BEATS, BEAT HAPPENING, AU, FHM, THE FLY, ART ROCKER, NME, MUSIC WEEK, TIMEOUT, UNCUT, THE WORD, THE STOOL PIGEON, PIX, OMM, THE BIG ISSUE, THE WIRE, THE GUARDIAN, THE IND ON SUN, THE OBSERVER, METRO, THE SUN, LONDON PAPER, THE TELEGRAPH.

- Online Press campaign, key targets including FACTONLINE, MUSIC NEWS, SUBBA CULTCHA, BBC 6 MUSIC (NEMONE), EQ MAGAZINE, BODYTONIC MUSIC, HATTIECOLLINSBLOGSPOT, INHALE, DIE SHELLSUIT DIE, RIVMIX DATA TRANSMISSION, BRITISH HIP HOP, THE INDEPENDENT, 40RTHRECORD, BRITISH HIP HOP, BEAT SURRENDER, CULTUREDELUXE, LOVE THAT TUNE ALT SOUNDS, THE FAT CLUB, 4OR THE RECORD, RIVMIX, ILIKEMUSIC, ILIKEMUSIC VIRGINBITES, MY CHEMICAL TILLET, NME.COM, MSN MUSIC, DAYLIFE, IS THIS MUSIC, NOTION, HYPONIC, NOTION, FRIEDMYLITTLEBRAIN, RCRD LBL, DISCOBELLE, GRAVEYARD, CAUGHT IN THE CROSSIFRE, DMC UPDATE, DMC UPDATE, THE LIPSTER, GEEKPIEBLOG, TEXTURA, THURROCK GAZZETTE

- Bespoke Blog and Forum Campaign with key targets including 20 Jazz Funk Greats, Headphone Sex, Slutty Fringe, Check the Availability, Big Stereo, What Became of the Likely Broads, Stereogum, Pinglewood, Large Hearted Boy, Fluxblog, Music for Robots, Nothing But Green Lights, Hipster Runoff, Bbabidi, Yeti Don't Dance, Sixeyes, Rock Sellout, Illegal Tender, Off the Record, We Were Rockstars, Fluokids, The Rich Girls are Weeping, Coast is Clear, The Rawking Refuses to Stop, Skatterbrain, Chromewaves, Cause-Time, Disco Not Disco, I Guess I'm Floating,

- National Club promotion campaign on new remixes with tastemaker chart targets including Buzz, Zzub and Coolcuts

- Double CD celo-wrapped with insert and sticker showing key quotes.

- Media Buying plan to be announced for online and offline adverts, banner placements in mid June 2009.

- E-card mailouts via key online networks including Digital Dance, IHOUSEU, Datatransmission, Resident Advisor, Ibiza Voice and 4Clubbers. Co-ops/mailling list with promoters/retail. Full details to be confirmed leading up to release date.

- National Poster and Flyer campaign in key City's and club nights throughout the UK.

- Social Networking sites push on twitter, iLike, Myspace, facebook, last.fm and forums.

- Re release of classic Bent remixes over the last 10 years to introduce the "Best of" album

- New remixes of Bent single's prior to release of album.

- Online response with giveaways (free tracks/radio edits/wallpapers) TBC

- Online (Search n Disply) - Google etc/search engine optimisation and click throughs TBC

- Competitions to run in physical press, online press and though co-ops with promoters.

- Remix competition with DSP partner and media partner.

- Live Dates to be announced

- ALBUM LAUNCH PARTY to coincide with release of the album in July 2009.

- Merchandise available tied into album artwork.

- EPK for online promotion, key target You Tube.