

CASE STUDY

DUFFY

In February 2008, Mercury Records came to Giant Step to launch **Duffy** stateside. The 23-year old Welsh singer had taken her homeland by storm, and the Island Def Jam Music Group turned to Giant Step to help her do the same here.

Giant Step designed and executed a grassroots marketing campaign, including front-end **tastemaker seeding** and **DJ promotion**, followed by activation of our **national street teams** and culminating in her **sold-out US debut** at the legendary Apollo Theater in Harlem, NY.

Duffy's **Rockferry** became the first and only "new" album (under two months old) in Billboard's Top 30 to be certified RIAA gold for U.S. sales in excess of 500,000. It won her a Grammy Award for Best Pop Vocal Album, in addition to two Grammy nominations in other categories.

