
BBGuns: Togetherness

The next full length LP from Pittsburgh's
favorite indie group, out September 4, 2020

John Bedortha

Who are BBGuns?

One of Pittsburgh's beloved indie groups
combining the styles of pop rock and hip hop

2400 likes on FB page/750 Twitter followers

Popular in the 18-28 hipster crowd

Similar acts: Flower Crown, the Gorillaz



Togetherness

→ **Follow Up**

Capitalizing on the successful releases of two previous albums, "Help Yourself" (2019) and "Thirst" (2018)

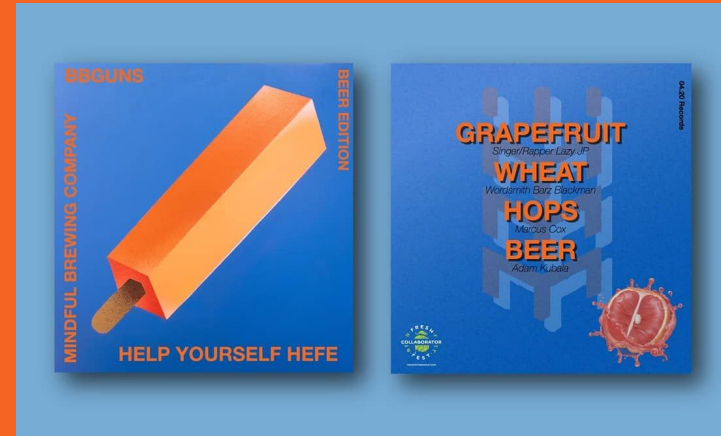
→ **Connection**

Bringing folks together, physically or virtually, after forced separation

→ **Simplicity**

Returning to indie mainstays of limited physical sales and guerilla promo

Innovating album promotions, the band will collab on **a custom beer and label** from our partners at Mindful Brewing



Promotion

With a limited social media following, promotion will follow many guerilla tactics

→ **Stickers**

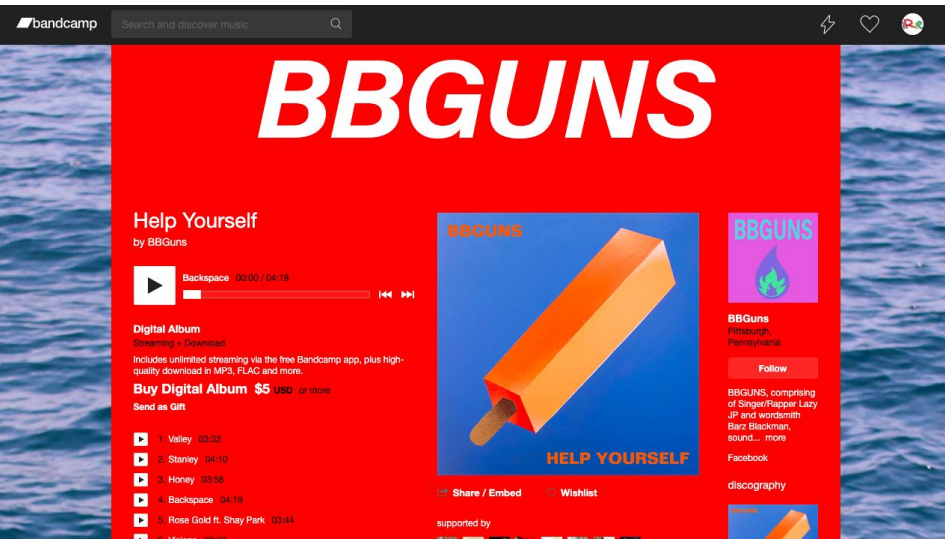
Sets of 500 stickers will be printed with help from our partners at Flower City Print Shop to be put up around the city

→ **Wall Scrawls**

Writing the release information with social media handles in bar bathrooms and buses

→ **Wheat Paste**

Difficult to remove posters on brick and concrete buildings featuring release date and album art



Distribution and Sales

Digital: bandcamp, iTunes, Spotify

Physical: limited CD and vinyl pressings at release party and future tour shows

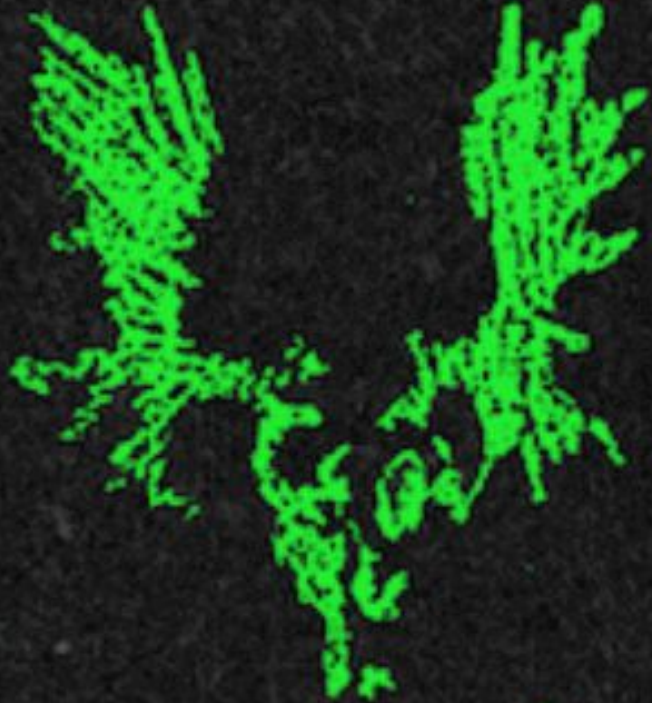
Spirit Lodge

September 4 @ 8PM

Free (with RSVP) release party pending lockdown orders

Supporting guests: LiveFromTheCity, Flower Crown, MoeMaw Naedon, and Charlie Scott (all Pittsburgh artists)

195-person capacity, likely to fill 80%



Questions?

