

Spotify playlist pitch *example*

Example only: every artist, song, producer, publication and link here is fictional.

FOUR FINISHED PITCHES, EACH UNDER THE 500-CHARACTER LIMIT

Mara Vale, "Low Water" (indie folk-pop, Leeds)

Low Water is about the night the sea wall flooded in the North Yorkshire town I grew up in, and the neighbours who turned up with buckets. Recorded live with my three-piece band at Chapel Row Studio: nylon-string guitar, brushed drums, a cello that comes in on the last chorus. Second single from my debut album (spring 2027). Official video out on release day, UK support tour in March, and a feature in Northside Sounds planned for release week.

447 / 500 characters

Night Arcade, "Static Hearts" (synth-pop duo, Glasgow)

Static Hearts is a three-minute synth-pop song about falling for someone over a bad phone line. We built it on a second-hand Juno synth and a drum machine in our flat, then finished it with producer Ash Kerr. Bright, 118 BPM, with a chorus made for a night drive. Our last single reached 40,000 streams with no playlist support. We have a video, a Glasgow launch show on release night and a radio session booked for the same week.

430 / 500 characters

Saffi Leone, "Slow Burn" (R&B, Birmingham)

Slow Burn is a late-night R&B song about choosing to stay in a relationship after a hard year. Warm Rhodes chords, live bass and close-stacked harmonies I sang in one evening. I wrote it with my cousin, who produces under the name Kairo. It is the title track of my first EP, out in April. We are releasing a live session video, playing three Midlands shows and running YouTube ads for the video in release week.

412 / 500 characters

Low Orchard, "Fieldwork" (alt-country band, Cork)

Fieldwork is a slow alt-country song about our grandfather's last harvest on the family farm outside Cork. Pedal steel, fiddle and three-part harmonies, recorded in a barn over one weekend. It opens our second album. In Ireland our first album was played on national radio and we sold out a 300-capacity venue in Dublin. Irish and UK dates follow in May, and the video was filmed on the farm itself.

399 / 500 characters

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