

ADDICT ME
by
THE LOCAL NYC
on
HBO ORIGINAL SERIES IMAGE CAMPAIGN

It's amazing what can happen when you make your own luck.
When you **Just Show Up...**

HBO was searching for a song for their Original Series Image Campaign. They needed a song that could capture the gravity of their Sunday Night lineup, and resonate with their broad spectrum of viewers. The vocalist for new band **THE LOCAL NYC** gave a senior producer at HBO a copy of their debut CD "**JUST SHOW UP**", featuring the song "**ADDICT ME**". She put it on her iPod Shuffle, and months later, it showed up randomly on one of her playlists. She listened to it, and it matched perfectly with her vision for the new HBO Image Campaign, which was in pre-production.

None of the other HBO executives had ever heard of **The Local NYC**, and they certainly had never heard the song "**ADDICT ME**". But the strength of the music and lyrics matched with the images in the spot were undeniable. As they had done many times in the past, HBO found a song that was brand new, undiscovered, and dynamic enough to reach their entire audience and beyond.

HBO continued their proven track record for breaking new artists to a global audience.

True Blood, Entourage, Big Love, Hung, In Treatment and new series Bored To Death are all represented in the spot. Propelled by the success of the campaign, "**ADDICT ME**" by **THE LOCAL NYC** reached #2 on the Amazon Roots Rock Chart, and remained there for 3 months! iTunes and Napster sales were phenomenal! YouTube Video Tributes followed, and **THE LOCAL NYC** were featured in more than a dozen fan sites worldwide. The spot even aired at the Comic Con Convention!

A coveted song placement on an HBO Image Campaign, a new and far-reaching fan base, and unlimited exposure.

Not bad for an unknown band that was willing to make their own luck...
A band that was willing to **Just Show Up....**