

BALIYHOO!

x BAD SUMMER x

2026 ALBUM MARKETING PLAN • PR • RADIO • CONTENT • ADVERTISING • SOCIAL

STREET DATE: AUGUST 28TH

UPC: 824296983447

CATALOG: RCR00042



TRACK LISTING

SIXTEEN FOREVER
BAD SUMMER
BLOOD MONEY
THUNDERSTORMS
HAPPY
THE ALCHEMIST
CALI GIRL II
I GUESS I'LL GO FUCK MYSELF
SLOWLY DYING
LONG WEEKEND
MANDATORY
RUBY DRIVE

TOUR DATES

EUROPEAN TOUR (HEADLINER & FESTIVAL DATES)

- JULY - AUGUST 2026

SUPPORTING

- SEPTEMBER 18 - 27 w/ BOWLING FOR SOUP
- NOVEMBER 5 - 20 w/ BOWLING FOR SOUP
- MARCH 2027 w/ 311

HEADLINE DATES

- SEPTEMBER - NOVEMBER 2026
- FEBRUARY - MARCH 2027

RELEASE TIMELINE

3 SINGLES RELEASED TO DATE:

"Bad Summer" • "I Guess I'll Go Fuck Myself" • "Cali Girl II"

"Thunderstorms" single - 7/31

"Slowly Dying" single - 8/14

"Bad Summer" music video - 8/24

"Bad Summer" album - 8/28

"I Guess I'll Go Fuck Myself" music video - tentative 9/21

PR & MEDIA CAMPAIGN - EARSHOT MEDIA

Mid-July through end of September - album build-up, release week & post-release push.

- Press, interviews, podcasts, reviews & playlist placement
- Push into mainstream, alt-rock & lifestyle outlets
- Continued support from longtime core press partners
- Key angles: John Feldmann production, touring history, sonic evolution

RADIO PROMOTION - PIRATE! PROMOTION

- Mid-July through end of September
- Pirate! + PlayMPE blasts throughout the campaign
- Focused on college, campus, indie, satellite & specialty stations
- Follow-up rebroadcasts building toward album

ADVERTISING / CONTENT

- Meta
- YouTube / Spotify ads
- Extensive organic push across all social platforms
- Behind-the-scenes footage from both video shoots
- YouTube Q&A livestreams hosted the night before each single release
- Professionally filmed short-form content series supporting each single and the album release

MERCHANDISE

Album-themed product line launched 6/26, featuring premium items:

- Four vinyl variations
- Cassette tapes
- Full-print album art tank top, hats, towels and flags
- Promo items at key shows: beach balls, frisbees & koozies
- More merch items to be released

SOCIAL REACH

Spotify Monthly Listeners - 343,289

Instagram - 92.1K followers

YouTube - 36.6K subscribers / 32.8M views

Facebook - 96k followers

CONTACTS

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PR - EARSHOT MEDIA

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RADIO - PIRATE! PROMOTION

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SYMPHONIC

12/12