What followed was a meticulously executed, data-driven campaign by their long-standing record label partner, Sony Music, that catapulted these unique rock stars onto a global stage, bringing Italian rock music to fans all over the world.

Sony Music signed Måneskin in 2017, following a standout X Factor performance where they recognised huge artistic and musical potential in the young band. In March 2021, Måneskin won the prestigious Festival della canzone italiana di Sanremo and the opportunity to compete in Eurovision.

For many, a rock group winning a traditionally pop-dominated competition was a shock, but Sony Music championed Måneskin all the way. Elodie Bensoussan, Vice President International Marketing, Continental Europe and Africa, Sony Music Entertainment explains: “We didn’t care what the musical trends were. We decided to go for it because we believed the band were really strong and appealing.”

In the run up to Eurovision, Bensoussan could feel a buzz growing around the band and engaged the label’s global network, “We had a strong feeling that they would win. I started reaching out to the Sony Music teams in all the key markets in Europe just to make sure we had the right labels, the right people ready to support us. “On Monday, we woke up and read the data and saw that something extraordinary was happening. We launched everything that day.”

The work involved engaging a close network of Sony Music teams across the world, telling the band’s story through the creation of marketing tools and assets and a European promotional tour that included press, TV, and radio appearances.

It is this global activation through ‘people power’, says Bensoussan, that truly demonstrates the fuel a label can provide to an artist’s career: “Yes, we bring the financial means, and a lot of human resource, but it’s also the commitment of the teams of people striving hard together that really makes things happen.”

In October 2021 Måneskin travelled to the USA to perform two shows in Los Angeles and New York which sold out in two minutes. Måneskin have since won Best Rock Act at the MTV European Awards 2021 and were nominated for Best Group and Best Italian Act at the MTV European Awards, Favourite Trending Song (Beggin’) at the American Music Awards 2021, and Best International Group and Best International Song at the BRIT Awards 2022.

Rosi reflects on Måneskin’s ongoing success: “This is really the first time ever an Italian act has been so successful on a real global scale. Why? Because there has always been real passion for the band from everyone at Sony Music. And they are very, very pure talents.”

This is a sentiment reflected throughout the company, as Bensoussan concludes; “They have such energy, charisma, and such a strong look. They know what they want and they’re ready to do whatever it takes – watch this space!”

Italian four-piece rock band Måneskin – Victoria De Angelis (bass), Damiano David (lead singer), Thomas Raggi (guitar) and Ethan Torchio (drums) – exploded in popularity in March 2021 when they beat 25 other acts to be crowned winners of the Eurovision Song Contest.