Tino Pientek, also known as Purple Disco Machine, is a German disco/house music producer and DJ, and one of the most in-demand club and festival acts in the world. Renowned for his rousing and upbeat sounds, he has over one billion streams worldwide and boasts a roster of remixes for some of the world’s biggest stars, including Daft Punk, Ava Luna, and Mark Ronson.

Sony Music Germany signed Purple Disco Machine for European markets in 2017 after Sweat It Out, the famous Australian tastemaker label. Together they embarked on a journey that would bring his music to fans worldwide in 2017 from Sweat It Out. Sony Music’s overall campaign strategy, explains Pighin, was to approach every single release from a different angle. The strategy was very data based. We had the luxury of having so many Purple Disco Machine hits at hand that we could really dive into the details. We could compare singles to past releases to see where we were and what we had to change to arrive where we wanted to be.

An example of this, explains Pighin, was the track Hypnotized. “It started to grow steadily on streaming services in Germany, but on Italian radio it went through the roof. Being able to analyze the tracks data and streaming history meant we could say to German radio stations, ‘This is a top 5 hit in Italy and its connecting on DSPs. You should be playing it!’”

Sony Music’s commitment to honoring Purple Disco Machine’s artistic vision is because he’s really stayed true to what he loves and didn’t compromise on this. It was important that we did the same as label and respect the artist and his culture.

“Sometimes it was challenging to defend why, for a year, we were releasing club music and not mainstream music, but we stuck with our artist because we believed in his vision 100%. We made sure to explain his vision and very quickly everyone involved in the Purple Disco Machine project understood where we were going, and we made the journey together.”

This authentic approach to growing Purple Disco Machine as an artist also drove the label’s approach to the accompanying marketing assets for the album campaign, such as artwork and videography, Pighin explains. “We worked hard to bring his vision for each track to life, creating strong visual language, for each step of the campaign, and ensuring that everything was first-class.”

Jean-Sebastien Permal concludes, “We need to give credit to Tino, ultimately, because he had a vision, he had a concept for the album, and it was our job to add value through our network, our creativity, and bring our expertise and passion behind his vision. There are certain artists that stand the test of time and Purple Disco Machine is one of them.”