



**SHARPTONE**  
YOUR MUSIC. YOUR LIFE.

# FAST FORWARD

New Release Information ▶▶ February

## DON BROCO Technology



don broco  
technology

Release Date ▶▶ **02/02/2018** ▶▶ Pre-Order Start **22/11/2017**

▶▶ **DIGI and 2LP incl. 2 bonus tracks!**

- ▶▶ [Video to the 1st Single „Everybody” here](#)  
ca. 1 mio views/3 mio streams!
- ▶▶ [Current Single „T-Shirt Song” here](#)
- ▶▶ [Don Broco - Youtube channel](#) got over 15 millions views!
- ▶▶ On 05th January 2018 will be the release of the 6th Single and video to „Come Out To LA
- ▶▶ Radio promo & Club-Remixes with „Everybody”, „Technology”, „T-Shirt Song” & „Come Out To LA”
- ▶▶ BBC Radio1 confirmed the band for their live lounge
- ▶▶ ROCK SOUND cover story 11/17
- ▶▶ Biggest UK show so far, sold out with 10.000 tickets, 11.11.2017
- ▶▶ advertising in many important music magazines DEC/JAN 2018
- ▶▶ album reviews, interviews in all important Metal magazines in Europe’s DEC/JAN 2018 issues
- ▶▶ song placements in European magazine compilations
- ▶▶ spotify playlists in all European territories
- ▶▶ retail marketing campaigns
- ▶▶ instore decoration: flyers, poster A1
- ▶▶ Facebook, YouTube, Twitter, Google+ organic promotion
- ▶▶ Banner, Facebook ads and promoted posts + Google ads in both the search and display networks, bing ads and gmail ads
- ▶▶ video and pre-roll ads on You tube
- ▶▶ ad campaigns on iPhones for iTunes and Google Play for Androids



Price Code: CD02



Price Code: CD04



Price Code: LP17



# don broco



Line up:  
Rob Damiani | vocals | Matt Donnelly | drums | Simon Delaney | guitars | Tom Doyle | bass

▶▶ **Tracklists:**

**DIGI/CD:**

01. Technology
02. Stay Ignorant
03. T-Shirt Song
04. Come Out To LA
05. Pretty
06. The Blues
07. Tightrope
08. Everybody
09. Greatness
10. Parkies
11. Got To Be You
12. Good Listener
13. ¥
14. Something To Drink

**Bonus Digipak:**

15. Blood In The Water
16. Potty Mouth

**Deluxe 2LP (140g, 33 RPM):**

- Side A**
01. Technology
  02. Stay Ignorant
  03. T-Shirt Song
  04. Come Out To LA
- Side B**
01. Pretty
  02. The Blues
  03. Tightrope
  04. Everybody
  05. Greatness
- Side C**
01. Parkies
  02. Got To Be You
  03. Good Listener
- Side D**
01. ¥
  02. Something To Drink
  03. Blood In The Water (bonus)
  04. Potty Mouth (bonus)

Territory: World  
Style: Rock/Pop

[www.donbroco.com](http://www.donbroco.com) · [www.facebook.com/donbroco](https://www.facebook.com/donbroco) · [www.sharptonerecords.co](http://www.sharptonerecords.co)

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## The NEW HOT ROCK SENSATION from UK!

"«Technology» is a reaction to our last record, «Automatic»,» explains **DON BROCO** frontman **Rob Damiani**. "We wrote that album as a test of our songwriting abilities to see what makes a traditionally well-crafted song. For this record, it didn't have to make sense to feel good as we still wrote 'songs'. We wanted to keep ourselves on our toes."

That was the goal behind **DON BROCO**'s third studio album, yet the result is something much more than just an inventive, constantly surprising album. Filtering their charismatic '80s pop-inflected rock seamlessly, almost restlessly, through metal, funk and electronics, it also happens to be the best of their career. Since forming in 2008, **DON BROCO** - completed by guitarist **Simon Delaney**, drummer/vocalist **Matt Donnelly** and bassist **Tom Doyle** - have become one of rock's most diverse and charismatic bands, their two albums «Priorities» (2012) and «Automatic» (2015) leading them to perform at UK arenas with **BRING ME THE HORIZON**, play huge shows alongside **You Me At Six**, **One OK Rock** and **5 Seconds Of Summer**, plus headline the **Kerrang! Tour** and deliver sets at **Reading/Leeds Festival**, **Download** and **Slam Dunk**. It's no wonder that, in 2017, they stepped up to headline **Alexandra Palace** on their own.

In many ways, «Technology» - released February 2nd, 2018 via **SharpTone** - is custom made to conquer the big spaces they will be playing throughout the UK, America, Australia and Japan in 2017 and beyond. To nail the enormous sound they were chasing, the band sought the services of producers **Dan Lancaster** (**BLINK-182**, **LITTLE MIX**, **GOOD CHARLOTTE**) and **Grammy Award** winning **Jason Perry**. The outcome is **DON BROCO** as you've never heard them before.

The album opens with the title track and sets the tone for the album, which is an inventive, intelligent and infectious piece of work taking a frank look at modern day life. If the songs highlight a coming into consciousness lyrically, «Stay Ignorant» goes even further, a song partly inspired by **Rob** watching the 2016 Netflix documentary «The White Helmets» and the global atrocities that bypass our daily attention. "The White Helmets in Syria go through the wreckage, the bomb sites, and try to save everyone they can from a region that has been completely devastated," he sighs. "It affected me so much."

The following «T-Shirt Song» is a colossal rock anthem and a deeply personal song for the band's frontman. Inspired by relationships ending, it also addresses an emotional time for the singer and how he overcame his depression. It's followed by «Come Out To LA» - a 3-minute 29-second explosion of sarcasm aimed squarely at the music industry: a anti-hit that deserves to be a huge hit. «Pretty» further explores the theme of appearances being deceptive, or as **Rob** puts it, the moral ambiguity of "seeing someone as physically attractive even though they're the biggest piece of shit in the world." Afterwards, «The Blues» marks one of **DON BROCO**'s most emotionally-charged moments to date, highlighting the challenges of helping a friend suffering from a mental crisis. This delicate balance of human relationships is expanded on «Tightrope». "It's about how easy it is for some people to turn their backs on others when it doesn't suit them," says **Rob**.

While the world was first introduced to «Everybody» via the hilarious cowboy-themed video, it actually catalogues the moment **DON BROCO** almost came to a premature end in more ways than one. "It was something we'd never talked about," reflects **Rob**. "We'd been getting depressed and couldn't practice without basically breaking down." Thankfully, from that band low emerges «Greatness» - a song that doubles up as «Technology»'s eclectic manifesto, not least for including both a heroic use of cowbell and a devastating drop-A tuned riff. "Why would you not pursue greatness and originality and diversity?" questions **Rob**. «Porkies», however feels like a revolution as it builds into a huge, propulsive riff. The aggression makes sense when you find out what inspired it. "«Porkies» is about fake news and its spread due to the rise of such easily accessible articles and opinions that technology has provided us with," explains **Rob**. It perfectly tees up the raucous title track's swipe at, what **Rob** says, is the increasingly problematic relationship between, "technology and modern life." Meanwhile **DON BROCO** focus on the darker side of love with «Got To Be You» and trace a relationship's curve from happiness to emotional slavery, buoyed by what **Simon** unapologetically refers to as an "honest homage" to **U2**.

The band couple genuine worries about smart phone surveillance with the best lyrical use of 'chilli con carne' in any song ever with «Good Listener». "It freaks me out that all this stuff is happening," says **Rob**. "That your phone in your pocket is always potentially listening to you whether it's on or off." This charismatic streak continues with «¥», a song inspired by their first trip to Japan that contrasts the value of money in relation to experience - **Rob** comparing his own adventures in **DON BROCO** with his friends' spending all their money on booze and renting flats. "Our experience in Japan was priceless," he says. "It brought everything home to me in regards to the life we've chosen to live as a band."

The album ends with «Something To Drink», which draws together **Rob**'s own awkward experiences at bars and weddings when conversation turns to politics and uncomfortable political views are aired. It's a song that drives to the heart of what is really different with **DON BROCO** in 2017 and beyond. They still mix massive hooks, brilliant melodies and humorous lyrics, but this time they want to make you think, too.



### Tour:

08.02. UK Portsmouth..... Pyramids	12.02. UK Norwich..... UEA	17.02. UK Leeds..... o2 Academy
09.02. UK Bristol..... o2 Academy	13.02. UK Nottingham..... Rock City	19.02. UK Newcastle.... Northumbria Institute
10.02. UK Cardiff..... Great Hall	15.02. UK Birmingham..... o2 Academy	20.02. UK Aberdeen..... Garage
	16.02. UK Manchester..... Academy	21.02. UK Glasgow..... Barrowland

### Booking: Live Nation

### Management: Raw Power

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