

JOJI NECTAR

SEPTEMBER 25th

BIOGRAPHY

After establishing himself with his 2017 EP *In Tongues* and first full-length studio album *BALLADS 1*, released in October of 2018, Joji returns in 2020 with *Nectar*, a project he describes as having “a sense of urgency but calm.” That’s precisely the feeling of “Gimme Love,” a two-part song that begins at a feverish but steady pace before drifting off to a dreamy place at its midway point.

Trusting himself has resulted in billions of streams and YouTube views, sold-out shows and festival appearances, and his debut late-night TV performance on *The Tonight Show Starring Jimmy Fallon*. On *The Tonight Show*, Joji performed “Run,” his highest-charting single on the Billboard Hot 100 and the first single from *Nectar*. A propulsive wallow in fresh loneliness after a breakup, “Run” features some of Joji’s most intense vocals—he flexes his falsetto over driving guitar and drums that would fill an arena. As in the video for “Gimme Love,” the visual for “Run” illustrates the desire for escape, as Joji scrambles to exit a limousine that appears to be endless. The promise of something else keeps him moving.

A restless creator, fluent in multiple mediums, Joji will take listeners to someplace unexpected with *Nectar* when it arrives on September 25.

DID YOU KNOW.....

- Joji has headlined the Head In The Clouds Festival in Los Angeles (25K+ attendees) and performed at major global festivals including Lollapalooza, Reading and Leeds, and We The Fest. This year, Joji was slated to perform at Coachella and headline Madison Square Garden.
- Joji carries a portrait frame with him at all times, switching out the photo often. Photos have included notable musicians such as Blueface, Thom Yorke and Bon Iver.
- Joji's had repeat massive success on TikTok, with #gimmelove gaining over 4.6B+ views and 1.2M+ videos created to "SLOW DANCING IN THE DARK".
- Joji made his debut late-night show performance with "The Tonight Show with Jimmy Fallon" in February 2020.
- In case of an apocalypse, Joji believes it's important to have your own emergency seed bank (rice, tomatoes, green pepper, corn). In the ending scene of Joji's new music video "**DAYLIGHT**", we see him planting a seed in order to bring back life into the barren world.
- Joji starred in 2 seasons of the popular Complex / First We Feast webseries "Feast Mansion" alongside Rich Brian.
- Joji is a fan of the cereal Cheerios - Honey version, a cereal he can't live without.
- Joji has collaborated with artists and producers like Trippie Redd, Diplo, Major Lazer, Rich Brian, RL Grime, Thundercat, Clams Casino, Getter, Shlohmo, and many more.



5B+ Streams



5M+ Followers



1B+ Views



1M+ Followers



“DAYLIGHT” - JOJI & DIPLO

Joji's sophomore studio album, *Nectar*, arrives **September 25**. With a star studded cast of features across the 18-track album, *Nectar* is Joji's most ambitious project to date. From the first 3 singles alone, *Nectar* has already garnered 835M+ streams –with “**Sanctuary**” earning RIAA Gold certification. “**Daylight**,” the fourth pre-release track from *Nectar*, is an anthemic summertime hit featuring crisp **Diplo** production. It follows the album's first 2020 single, “**Run**,” which earned Joji his highest-ever bow on the Billboard Hot 100 and his television debut on the **Tonight Show with Jimmy Fallon**; and second single “**Gimme Love**” which Complex hailed as “a sticky pop anthem with haunting vocals.” Last month, Joji also released a tingly and transformative remix of “Gimme Love” by Channel Tres.

Joji is one of the most enthralling artists of the digital age. He has a total vision for his work, not just in the writing and producing of his music, but artwork, videos, merch, and live performances as well. It's a fully realized world that his fans can inhabit and explore—and see themselves in. In 2019, Joji sold-out his North America tour within minutes and performed at some of the most coveted festivals across the world, including Reading & Leeds in the UK and Lollapalooza. As Joji surpasses 4.6 billion global streams, 2020 promises to be his biggest year to date.

KEY MARKETING DRIVERS

- Top 5 trending video on YouTube. Over 2 million views in 2 days.
- Apple New Music Daily cover with Zane Lowe.
- Spotify New Music Friday top placement around the world, Cover of Pop Rising, Billboard in Times Square.
- Alternative Radio and Dance radio spins on launch.
- Top 50 Apple Music albums chart, Top 5 Apple Music Alternative albums Chart.
- Spotify Top 200 positioning in 25+ markets + Top 100 positioning in the Global Spotify 200.
- Airplay on Beats 1's Zane Lowe.

JOJI HIGHLIGHTS

- “**RUN**” debuted at #68 on the Billboard Hot 100 and #46 on the UK OOC Singles Chart –Joji's highest chart positions on the Hot 100 and OOC yet.
- “**SLOW DANCING IN THE DARK**” RIAA x2 Platinum and 1.58B+ Streams.
- “**SLOW DANCING IN THE DARK**” peaked at #69 on Billboard Hot 100 and reentered at #85 the week of 11/16. Peaked at #7 on the Hot R&B Chart.
- “**YEAH RIGHT**,” “**Sanctuary**,” “**TEST DRIVE**,” and **BALLADS 1** RIAA-certified Gold.
- **BALLADS 1** debuted #1 on the Billboard R&B/Hip Hop chart, making Joji the first artist from Asia to do so.
- Performed “**Run**” on Tonight Show with Jimmy Fallon.



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