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Eristoff & Boiler Room launch new night-life platform 'Into The Dark'

Established in 1806, **Eristoff** is a premium vodka brand whose DNA is rooted in the mystery & intrigue of the dark, and the new opportunities that arise under cloak of nightfall. And established in 2010, **Boiler Room** was founded to shine a spotlight on emerging underground music scenes & subcultures.

Drawing on their shared values, today **Eristoff & Boiler Room** unveil details of their new European initiative to uncover the very best in **underground nightlife culture**.

'Into The Dark' is a new platform that will focus on **techno music** and **street art** across Europe. Starting with **Austria, Belgium & France** – the partnership will take people on a journey of discovery deep into the heart of **Europe's most vital nocturnal scenes**.

Through **video content** and **events**, Eristoff & Boiler Room will document the most interesting, **unreported nightlife scenes** *plus* let people experience the best of the night for themselves **first hand**.

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Events:

Kicking off in Oct, Eristoff & Boiler Room launch the first ever European techno **mystery event tour**. The 8-stop tour will feature the world's top techno DJs, but there's a twist ... the identity of the DJs and locations of the venues are not **revealed until the night** of each event.

Those lucky enough to attend the events will experience a night they'll never forget. And for those across the world who can't hunt down a ticket, they can tune into the events via **live online broadcast**.

Video content:

In addition to the live-broadcast events, Eristoff & Boiler Room will be reporting from the front line of the nightlife scene – via original video content showcasing the people and places that are pushing nightlife culture forward.

From **5-minute films** (made for the web & smart TV) that spotlight the most essential, emerging nightlife subcultures across Europe; to custom-made **social video dispatches** (made for Facebook & Instagram) that transport viewers into the middle of packed, sweaty dance-floors all across the globe.

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In a further new step, all video content – be it event live-broadcasts or short form video – will be available, in the first instance, **exclusively at night**.

Content will live on **Boiler Room channels** (157MM reach p/month), with select pieces distributed across **Eristoff channels & artist channels**, as well as syndicated to **third party press**.

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Michael Semiz, Global Vice President at ERISTOFF Vodka said:

*“Eristoff is an independent-minded and playfully-rebellious brand that acts on instinct. And our instincts told us to dive **into the dark** with Boiler Room. Here is an ally who wanted to tear up the marketing rulebook and create a cultural movement. And together we've found a unique, yet universal territory to own. A seductive space in which to play and engage the next generation of young LDA music fans”*

Dean Bryce, Head of Music at Boiler Room, said:

“Boiler Room is now the world's most trusted original music video platform, with all-day coverage of a diverse range of genres from all around the world. But where we came from – the beating heart of Boiler Room – is dark & sweaty, underground

European techno. We feel lucky to have found in Eristoff a like-minded partner with whom to explore the authentic side of contemporary music & nightlife culture”.

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