

HIGHWAYVES

MANAGEMENT PACK

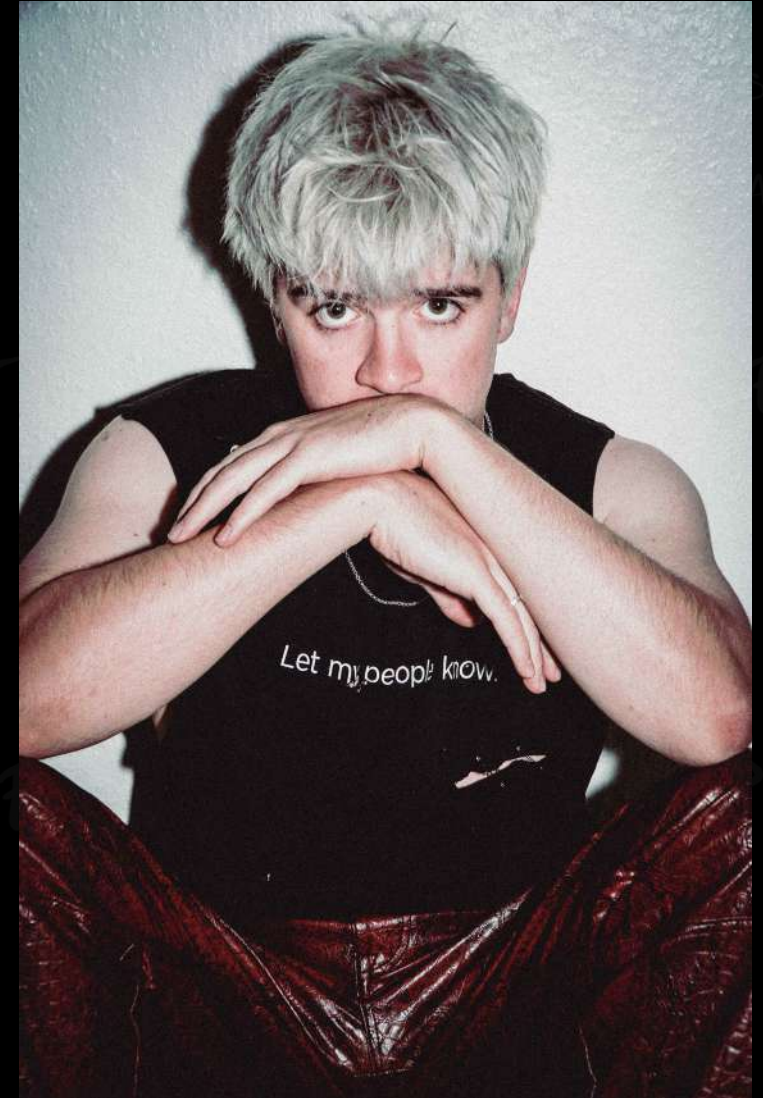
HWYVES

BIOGRAPHY

HIGHWAYVES (HWYVES) are an artistic collective that have crafted a sound that races from spacious to suffocating, combining the dark aggression of grunge with dreamlike washes reminiscent of shoe-gaze. Each piece is punctuated with intimate, poetic lyrics that are as personal as they are universal. HIGHWAYVES are unashamedly earnest, laying bare their deepest emotions for all to join in collective catharsis.

HIGHWAYVES take an obsessive approach to their art; writing, recording and producing their own music as well as writing, directing and editing their videos. Their uncompromising approach is the key to creating a deep connection with their audience.

HWYVES



RELEASES

FRAME IT

We were in love. Our desires blinded us to the fact that we were poison for each other. We'd fight, cry, make up and end up spending the night together. That resolution made us feel like we were meant for each other despite everything else screaming that we weren't, but we were kids "in love".

FRAME IT was the song that made us realise we had to start HIGHWAYVES. It was written over a course of years, whilst reflecting on a turbulent relationship I went through in my early 20s. It was thematically and musically different to anything any of us had written before. In equal parts delicate and raw, this felt special to us.

We released FRAME IT almost out of nowhere, doing very little promotion before the release. It was picked up almost immediately by BBC Introducing and a handful of playlists.

HWYVES



RELEASED - 27.01.2023

STREAMS - 26,431

VIDEO VIEWS - 215,459

SELF-RELEASE

RELEASES

PLASTIC

I knew your face, but you were unrecognisable. You were faking it, wearing a mask to impress people who didn't know or care who you really were. I don't know whether it was fear of isolation, or a desire to separate yourself from those of us that were 'holding you back' but you'd changed. You weren't the person I loved and you never would be again.

PLASTIC was written around the same time as FRAME IT, about a friend who left home and became a totally different person. He became arrogant and showy, which left me and a lot of his old friends feeling alienated by him.

In many ways PLASTIC has been our most successful song to date. It sparked a lot of attention from bloggers, local radio and indie labels, ultimately leading us to sign a distribution deal with Revolver Records.

HWYVES



RELEASED - 10.03.2023

STREAMS - 60,645

VIDEO VIEWS - 236,025

SELF-RELEASE

RELEASES

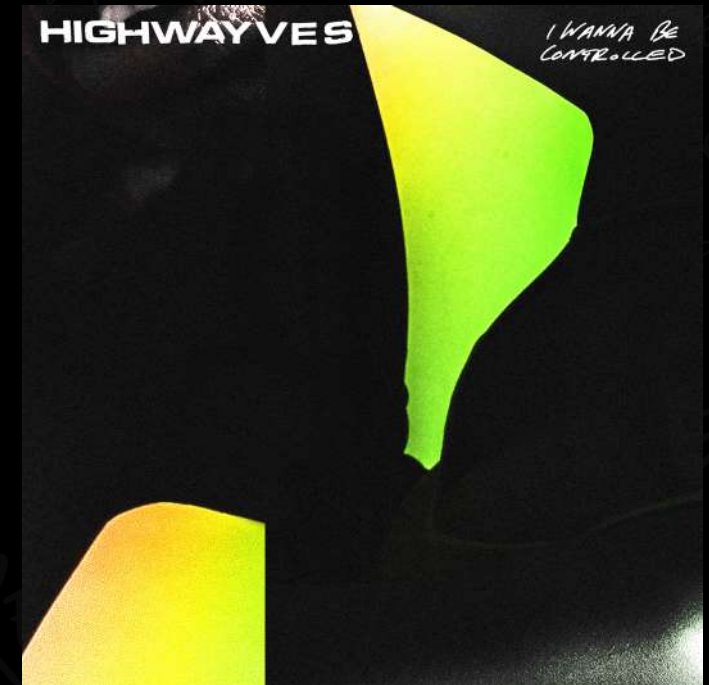
I WANNA BE CONTROLLED

Modernity is relentless, a suffocating barrage. I need an escape, a sedative for the overwhelming pressure and find some semblance of peace. I crave control, even if it means surrendering to falsehoods. I'm buried beneath the desire to feel something.

'I WANNA BE CONTROLLED' is about being bombarded by modernity, an expression of exasperation at the complexities of living and a desire for simplicity. This song is the most quintessential HIGHWAYVES song, it captures our ambition and vision, and remains the favourite song of the band.

It was our first release on Revolver Records and was an exciting time for us. It was the first time we started to get interviews with publications we'd heard of and we saw a real increase in our metrics at this time.

HWYVES



RELEASED - 19.05.2023

STREAMS - 46,173

VIDEO VIEWS - 31,786

REVOLVER RECORDS

RELEASES

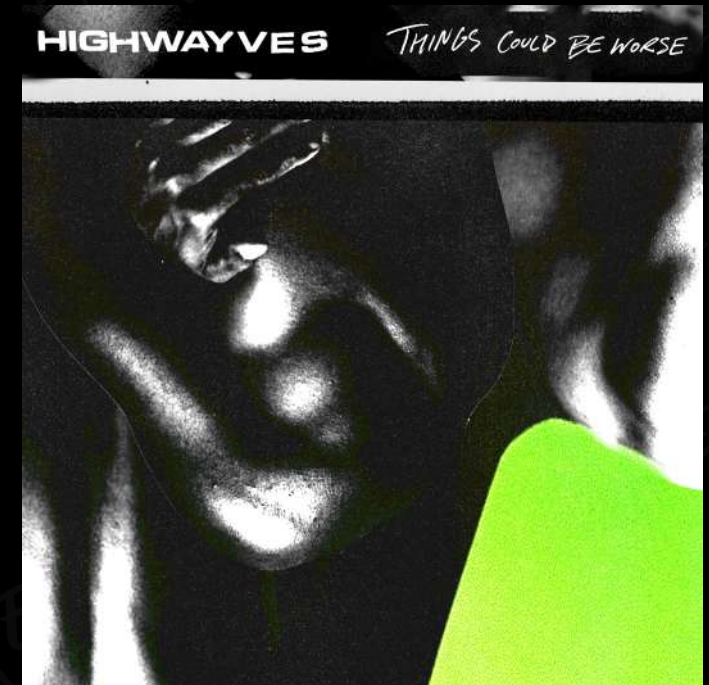
THINGS COULD BE WORSE

Every day feels like a monotonous blur, face another routine that leaves you empty. The facade of a perfect life—the car, the kids, the house in the suburbs—is wearing thin. Stuck in a cycle of superficial contentment, longing for something more. The dream of breaking free from the 9-5 and living a life beyond the ordinary is always just out of reach.

THINGS COULD BE WORSE was written in self-isolation during Covid. Life wasn't panning out exactly as expected which caused me to reflect on what I really wanted as opposed to what everyone expects you to want from life.

It was the second and final song we released through Revolver Records. We decided not to renew our deal with Revolver for a number of reasons, principally because the agent that signed us left the label and we felt we could allocate more of our earnings to our own promotion than the label was willing to put up.

HWYVES



RELEASED - 10.03.2023

STREAMS - 52,508

REVOLVER RECORDS

RELEASES

EVIE

You were searching for something real, something to fill the emptiness your privilege couldn't touch. I watched you chasing fleeting moments of escape, addicted to the warmth of a chemical feeling. The person I knew was disappearing, consumed by a desperate need for something more.

EVIE is a true story about a girl I knew growing up. She was from a wealthy family, but always felt the need to rebel which eventually led to substance addiction and abusive relationships. It affected me a lot to see her spiral and I felt compelled to write a non-judgemental song about the subject.

After our agreement with Revolver ended, we decided to try using a PR firm off our own backs. After meeting with a number of interested parties we ultimately decided to go with Cannonball PR. Cannonball secured us a number of high-quality radio and blog placements over the 6-week campaign period.

HWYVES



RELEASED - 01.12.2023

STREAMS - 21,969

SELF RELEASE

MUSIC

PEOPLE



BRAD MEECHAN

WRITER | VOCALS | GUITAR | PRODUCER

Brad is the lyricist of HIGHWAYVES, the songs are raw expressions of his emotions and he bares himself in every performance, live or in the studio. Whilst HIGHWAYVES are a musical collective, Brad is the primary face of the group. The streak of perfectionism that runs through the band drove Brad to learn to produce in 2020, since then he has honed his skills and is the lead producer on all HIGHWAYVES' tracks. Alongside his musical role, Brad heads up the marketing function including ad management, video editing, web maintenance and basic graphic design.



DAN WEBB

WRITER | DRUMS | GUITAR | SYNTH | CO-PRODUCER

Dan is a multi-instrumentalist who focuses on the ambient soundscapes behind HIGHWAYVES. As part of the live performance Dan provides the collective with an electrifying and brutal energy from behind the drum kit. With a background in management and finance, Dan is also tasked with overseeing the collective's business side, along with booking performances and preparing contracts.



JONATHAN SUTHERLAND

WRITER | BASS | CO-PRODUCER

Jonathan provides the glue that brings HIGHWAYVES together. An experienced and talented Bass guitar player, Jonathan also handles any logistical or operational issue the collective faces.

HWYVES

PEOPLE

COLLABORATORS



ROBIN SCHMIDT

MASTERING ENGINEER

Robin is the mastering engineer at 24-96 Mastering. We researched some of our favourite artists and found that Robin had worked with all of them, including multiple platinum selling artists and Grammy winners. We reached out with our first self-produced single and Robin has mastered all of our tracks since.



JACOB CHANDLER

ARTIST | DESIGNER

Jacob is an artist from Brighton who works for Sony as a graphic designer specialising in cover art. He created our brand package and the artwork for each of our singles. He is a close friend of the band and understands our vision completely. Our collaboration with Jacob is key to the visual identity of HIGHWAYVES and we are very keen to continue working with him in the future



ED LEEMING

VIDEOGRAPHER

Ed is a videographer and director living on the Isle of Man. Ed has been a long time HIGHWAYVES collaborator, we met around 5 years ago and bonded over our ambition to create high-value videos on DIY budgets. We have an established working strategy whereby HIGHWAYVES script the videos, Ed operates the cameras and directs the talent, the two parties then edit and shape the final piece collaboratively.

HWYVES

PRESS

PRESS QUOTES

“HIGHWAYVES ARE KNOWN FOR THEIR REVOLUTIONARY STYLE AND MAGNITUDE OF SONIC REACH.” - GOOD MUSIC RADAR

“THEIR MUSIC IS CAPABLE OF TAKING YOU ON A JOURNEY, OFTEN NOSTALGIC, OFTEN INSPIRING.” - MESMERISED

“HE [BRAD] IS CEMENTING HIMSELF AS ONE OF THE MORE CAPTIVATING NAMES EMERGING RIGHT NOW.” - MYSTIC SONS

“IT’S CLEAR THAT HIGHWAYVES ARE ALREADY ON THEIR WAY TO BIG THINGS — AND THEY’RE JUST GETTING STARTED.” - RIGHT CHORD MUSIC

PRESS HIGHLIGHTS

FEATURED ARTIST ON BBC INTRODUCING IN LANCASHIRE (WILLIAM WOLSTENHOLME)

FAME MAGAZINE

VENTS MAGAZINE

HIGH VIOLET

JAMMERZINE - USA PREMIERE

SPILL MAGAZINE

NEW NOISE MAGAZINE

INDIE CHRONIQUE

LANCASTER UNIVERSITY SCAN MAGAZINE

HWYVES

PROMO STRATEGY

Due to the isolated nature of living on an Island separated from mainland UK, the focus of our promotional strategy has always been on growing our online fanbase.

We have used a range of methods to grow our online following including AI targeting tools, Instagram Advertising, Google Ads and Playlisting Services. We know that 'vanity' metrics are just that, so we strive to grow our following organically through these tools and try to make personal connections with people who find and love our music.

We are aware that 'online buzz' for a band is no competition for real-life fans, but we've found our efforts have been very effective in creating the initial ground-swell required for venues & promoters to offer us slots, something which was out of the question a few months ago. Our strategies have also borne fruit through ticket sales as we've attracted a number of people to buy tickets through our advertising alone.

HWYVES

BRAND

LOGO

Jacob Chandler created the HIGHWAYVES logo in 2022, prior to the release of our debut single 'FRAME IT'. We gave Jacob the instruction that it should be stylised in caps with a brutalist and grungy feel.

Jacob used letrasetts of Helvetica font that had been left unused for decades and had been worn down. The marks on the text and the warping are as the text appeared on the letraset, which was later scanned in and manipulated to spell HIGHWAYVES.

LONG LOGO

HIGHWAYVES

SHORT LOGO

HWYVES

HWYVES

BRAND

COLOUR PALETTE

BLACK

Hex: #000000

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

GREEN

Hex: #9abd43

RGB: 154, 189, 67

CMYK: 48, 5, 87, 0

YELLOW

Hex: #f2ea7a

RGB: 242, 234, 122

CMYK: 0, 3, 50, 5

WHITE

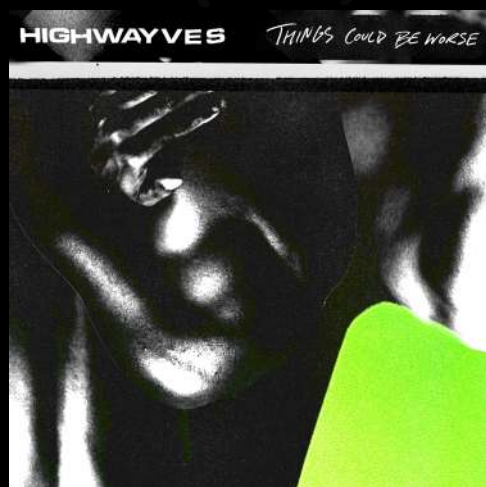
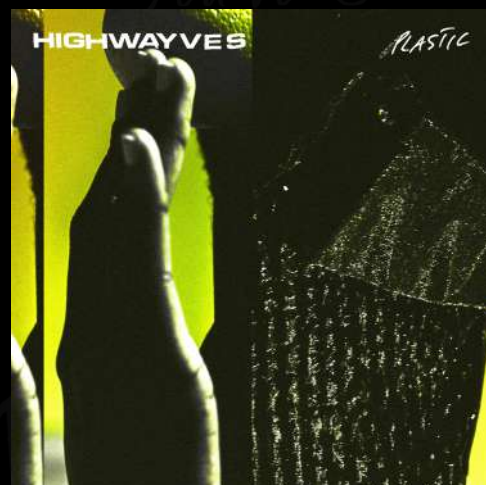
Hex: #ffffff

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

HWYVES

ARTWORK



Each piece of art Jacob creates holds a deeper meaning, largely led by his personal interpretation of the messages portrayed within the lyrics of each piece.

Jacob creates collages from found media, all pieces are unique and irreplicable.

HWYVES

BUSINESS MODEL

All activity undertaken by HIGHWAYVES is financed by Sunset Jet Ltd.

Sunset Jet Ltd. is an Isle of Man Limited company owned by shareholders: Bradley Meechan, Daniel Webb & Jonathan Sutherland (the musical core of HIGHWAYVES).

Sunset Jet Ltd. is the “corporate arm” of ‘Sunset Jet’, a covers band performing at pubs and functions in the Isle of Man and the UK. The line-up of Sunset Jet is the same as HIGHWAYVES.

We chose to incorporate as there is 0% corporation tax in the Isle of Man, which enables Sunset Jet Ltd. to operate free from tax, and protects each shareholder from an additional income tax burden.

61
PERFORMANCES
IN 2023

£18.6K
TURNOVER IN
2023

Sunset Jet currently perform at around 60 events a year. 100% of the proceeds are reinvested into the creation of HIGHWAYVES music, upkeep of musical equipment and transportation, and travel and accommodation to enable HIGHWAYVES to perform in the UK.

Sunset Jet Ltd. holds assets that enable us to perform and tour at a far reduced cost compared with other acts. Our assets include: a MWB van, full PA system, and a small lighting rig including projector.

HWYVES

OUR WORDS OF LOVE
WERE PAINTED IN

I'VE SEEN THE SPARKLE
FADE FROM YOUR EYES

WE WANTED
ROMEO AND JULIET

BLACK AND WHITE

YOU'VE SEEN THE SPARKLE
FADE FROM MINE

BUT IN THE END

WE'D BOTH
WIND UP DEAD

IT'S STRANGE
HOW OUR DESIRE
CAN TEAR US APART

HIGHWAYVES

C O N T A C T

H I G H W A Y V E S B A N D @ G M A I L . C O M

OF ME

IT'S EITHER MEMORIES

AND FRAME IT

OR NOTHING AT ALL

HWYVES