
Grammy's 2022 PRODUCT PLACEMENT

PRODUCT PLACEMENT: YOUTUBE



Gibson
Chris Stapleton - Cold (Live From The 64th Annual GRAMMY Awards)
Estimated Viewership: 126K
Estimated Media Value: \$1,214.13

PRODUCT PLACEMENT: YOUTUBE



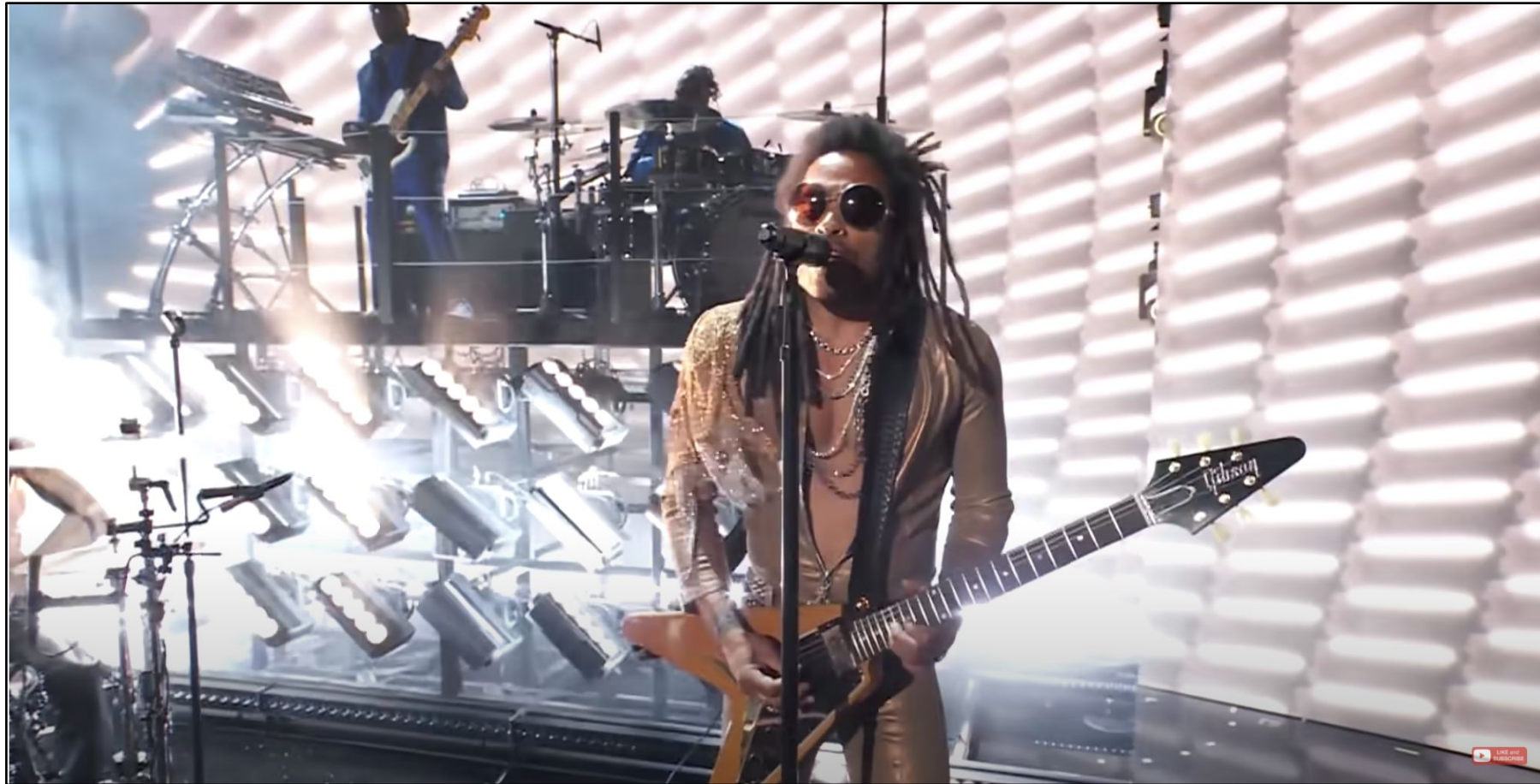
Gibson

Watch: **BRANDI CARLILE** Performs "Right On Time" | 2022 GRAMMYS

Estimated Viewership: 55K

Estimated Media Value: \$523.92

PRODUCT PLACEMENT: YOUTUBE



Gibson

H.E.R, LENNY KRAVITZ, & TRAVIS BARKER Perform "Damage", "We Made It" & "Are You Gonna Go My Way"

Estimated Viewership: 746K

Estimated Media Value: \$7,171.91

PRODUCT PLACEMENT: YOUTUBE



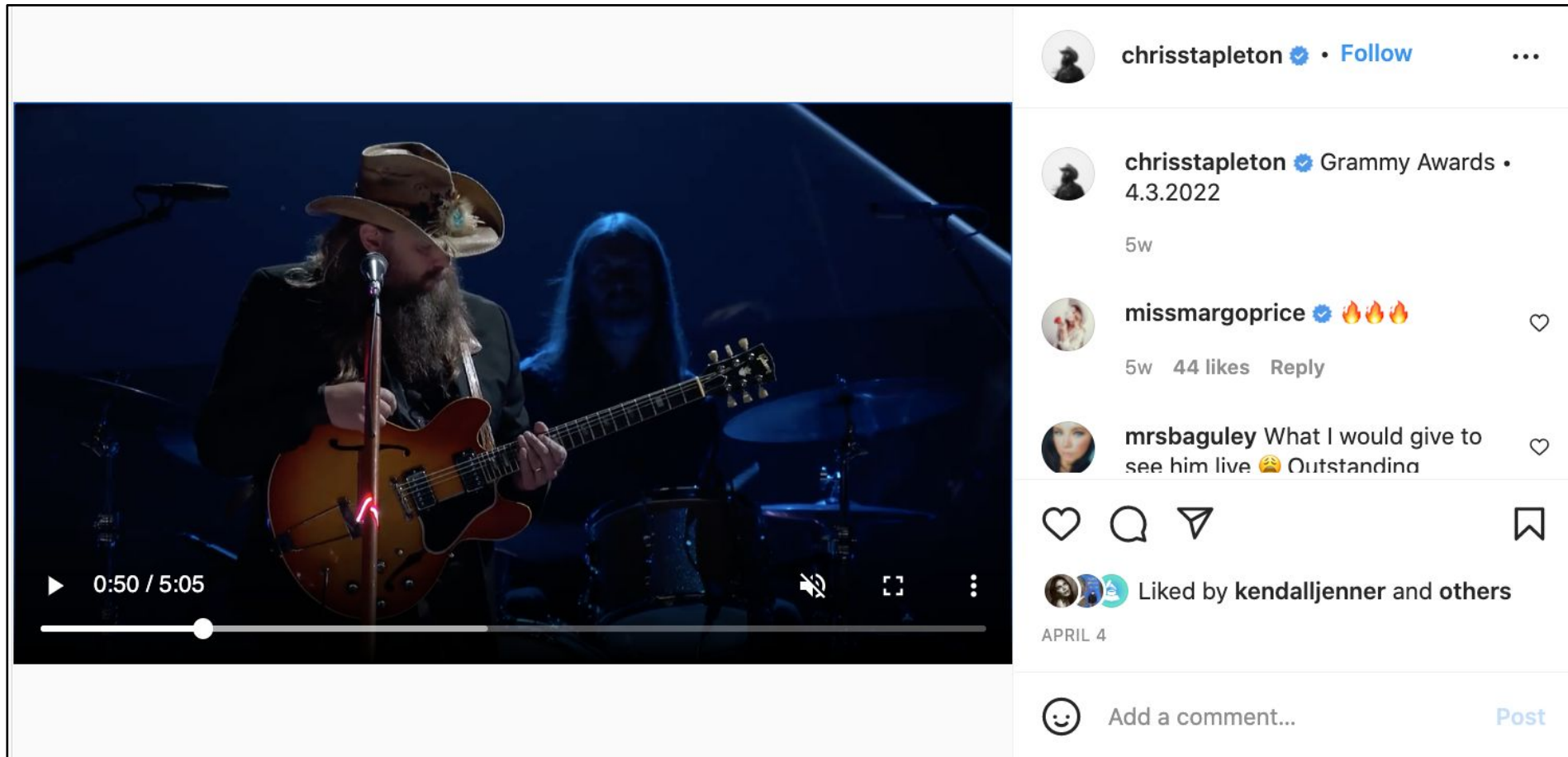
Gibson

Watch: BROTHERS OSBORNE Perform "Muskrat Greene" & "Dead Man's Curve" | 2022 GRAMMYS

Estimated Viewership: 10K

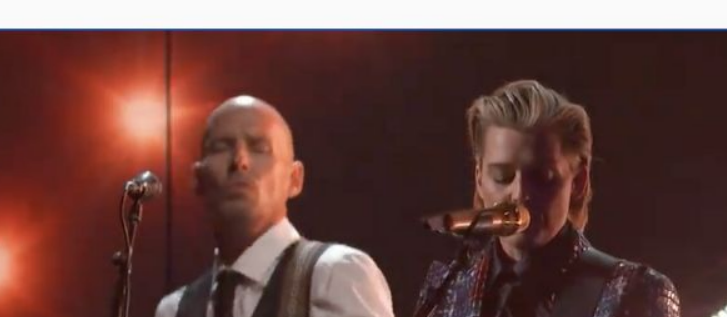
Estimated Media Value: \$95.20

PRODUCT PLACEMENT: INSTAGRAM



Gibson
Chris Stapleton
Estimated Viewership: 1,753,920
Estimated Media Value: \$11,944.20

PRODUCT PLACEMENT: INSTAGRAM



|| 2:08 / 3:33



 **brandicarlife**  [Follow](#) 

 **brandicarlife**  Last night I had the highest honor of singing my heart out for all the world to see. I simply could not ask for more.

And for those of us who needed to see it - all of that rainbow and all of that joy was a promise that we will never be hidden away 🏳️‍🌈




 Liked by **petesouza** and **others**

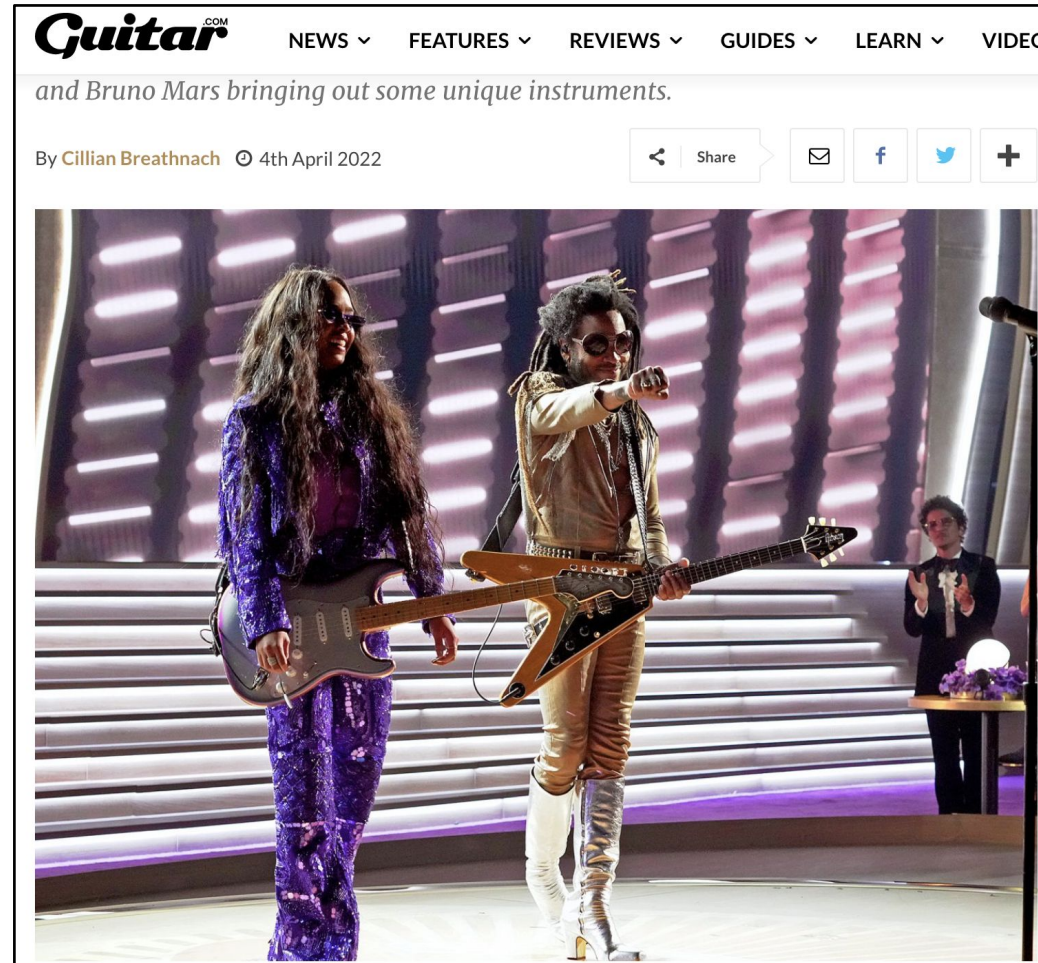
APRIL 4

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Gibson
Brandi Carlile
Estimated Viewership: 746,305
Estimated Media Value: \$5,082.34

PRODUCT PLACEMENT: Internet



Gibson

IN PICTURES: THE GUITARS OF THE 2022 GRAMMY AWARDS

Estimated Viewership:

Estimated Media Value:

PRODUCT PLACEMENT: Internet

The screenshot shows the Recording Academy's GRAMMY Awards website. The header includes the GRAMMY Awards logo, navigation links (ABOUT, GRAMMYS, MUSIC NEWS, VIDEOS, MEMBERSHIP), a LOGIN button, a SUBSCRIBE button, and a search bar. The main content area features a video player showing a performance by Jimmie Allen, who is wearing a brown hat and a brown jacket, playing a guitar. To the left of the video are social media sharing icons for Facebook, Twitter, and Email. To the right is a 'READ LIST' section with five items. Below the video is a link to the '2022 GRAMMYS Awards Show: Complete Nominations List'.

view below.

Also nominated in the Best New Artist category at the 2022 GRAMMYS are [Olivia Rodrigo](#), [Saweetie](#), [Arlo Parks](#), The Kid LAROI, [Japanese Breakfast](#), [Glass Animals](#), [FINNEAS](#), [Baby Keem](#), and [Arooj Aftab](#).

Keep watching the Premiere Ceremony at [live.grammy.com](#) to find out who will win the golden gramophone!

[2022 GRAMMYS Awards Show: Complete Nominations List](#)

READ LIST

- 1 Watch GRAMMY-Nominated Country Star Jimmie Allen Perform "Down Home" At The 2022 GRAMMYS
- 2 Vicente Fernández Posthumously Wins GRAMMY For Best Regional Mexican Music Album | 2022 GRAMMYS
- 3 The Recording Academy Announces Major Changes For The 2022 GRAMMY Awards Show
- 4 2021 In Review: 8 Trends That Defined Country Music
- 5 Announcement: 2022 GRAMMYS Postponed

[Vrbo](#)

Gibson
Watch GRAMMY-Nominated Country Star Jimmie Allen Perform "Down Home" At The 2022 GRAMMYS
Estimated Viewership: 205,445
Estimated Media Value: \$1,951.73

PRODUCT PLACEMENT: Internet



Gibson

Watch Chris Stapleton Destroy the Grammy Audience With 'Cold'

Estimated Viewership: 5,676,863

Estimated Media Value: \$53,930.20