

Billboard

April 28, 2012

MUSIC

COUNTRY BY DEBORAH EVANS PRICE

“Somethin’” Gets Rolling

Hit song drives newcomer Kip Moore's debut

Years of relentless touring and building a solid fan base are paying off for newcomer Kip Moore as the singer/songwriter's single “Somethin’ Bout a Truck” cruises to No. 11 on Billboard's Hot Country Songs chart, paving the way for the April 24 release of his MCA Nashville debut, *Up All Night*.

“Somethin’ Bout a Truck” is approaching gold status, having sold more than 485,000 units, and ranks at No. 9 on the Country Digital Songs tally.

“I can't hardly wrap my head around it,” Moore says of the single's success. “You get so used to things not going your way that when they finally do, you think someone is playing a joke on you.”

The Tifton, Ga., native spent time in Hawaii, soaking up the

sun, surfing and writing songs before moving to Nashville in 2004. “I toured my butt off for the last three years,” Moore says. “I've been playing clubs and got a really cool underground swell of a following.”

Music Row executives noticed that following, and Universal Music Group Nashville (UMGN) senior director of A&R Joe Fisher introduced him to songwriter/producer Brett James (Carrie Underwood's “Jesus, Take the Wheel,” Kenny Chesney's “When the Sun Goes Down”), who produced *Up All Night*. “Brett allows artists to be themselves,” Moore says. “He never tried to put me in a box.”

Moore wrote or co-wrote all 11 tracks on *Up All Night*, and his songs have been recorded by Thompson Square, James Wesley and Jake Owen, among others. “Years of studying the great records and the way they said things and the way they did things rubbed off on me a lot,” he says, citing Bruce

Springsteen, Willie Nelson and Bob Seger as influences. “I approached the record and the way I write from such a conversational, honest way. I think that made the album feel very real and that's why a lot of people are liking it.”

“Early on we saw a quick reaction to the single, and we're almost at 6 million views with the video alone,” UMGN VP of marketing Tom Lord says. “The melody is so hooky and even the verses have melody. It hooks you and builds to an explosive chorus that is easy to listen to on the radio... and the subject matter speaks to the country core.”

Moore is Vevo's “Detected” developing artist for the month of April. Lord says *Up All Night* will be promoted through radio, TV and online advertising. During street week, Moore is partnering with radio for free club shows in key markets, working with WUBE Cincinnati (April 23), WSOC Charlotte, N.C. (April 24) and WUBL Atlanta (April 25)

before going back on tour with Billy Currington and David Nail. According to Lord, a CD release show will be held at Knoxville, Tenn.'s Tin Roof as a post-party after a Currington show.

Up All Night will gain additional exposure through a partnership with Red Bull Energy Drink. “We're working on co-branded positioning at Walmart through May,” Lord

says. “Red Bull distributors going to position Kip's rec with their Red Bull display key markets.”

Despite his current momentum, Moore is cautiously optimistic. “I'm nervous about staying in this as a career,” he says. “I'm hoping the fans are going to love it because I can't imagine doing anything else.”

KIP MOORE'S songs have been recorded by acts like Thompson Square and Jake Owen.

