



2.0

ERICA CAMPBELL

Help 2.0 is a limited edition release that includes two new songs "More Love" & "I Luh God", plus eight new and unreleased remixes with some unforgettable collaborations. HELP was released last year to both critical and consumer acclaim and remains among the top selling Gospel albums this year. Last year, Campbell won a Dove Award and Soul Train Award for HELP in addition to receiving 3 GRAMMY® nominations (1 from 2014 and 2 for 2015) and two NAACP Image Award nominations. Upon its release, the album debuted at number 1 on multiple Billboard charts and remained at Number 1 on the Billboard Top Gospel chart for several weeks.

With seven Mary Mary albums under her belt, Erica Campbell spread her wings flying solo for the first time in 2013. Having spent 13 years as part of the groundbreaking duo Mary Mary, Erica fearlessly takes a step in a new direction. The new direction is a bold one that forges a new path and journey for Erica Campbell, opening up a world of possibilities rooted in her desire to expose her heart and soul through music.

**MARKETING INITIATIVES:**

- The deluxe edition Features 2 new songs ("More Love" & "I Luh God") and remixes of the songs from the Grammy® nominated "HELP"
- Strategic Television / Advertisement Campaign: WE TV, OWN, BET & TV One
- Season 4 of the hit series "Mary Mary" (WE tv) premieres in March 2015.
- Aggressive cross marketing campaign with WE tv (February/March) including television, social ads/promotions, local events, etc
- Stellar Awards Performer airs 4/5 on TV One, National Syndication (April/May) & Bounce TV (May)
- Promotional Tour / Performances in Top 11 DMA markets

**KEY TERRITORIES**

UK, Mainland Europe, France, Nigeria, South Africa, The Caribbean, Brazil, Australia, Singapore, Japan, Hong Kong, S. Korea, Asia-Pacific

**TRACKLIST:**

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| 01. The Question (EDM mix)                             | 07. Nobody Else                                  |
| 02. You Are (Alternative Mix with Live Stomps & Claps) | 08. All I Need Is You<br>Ft. Jonathan McReynolds |
| 03. A Little More Jesus Ft. Fantasia & Lisa Knowles    | 09. Changes                                      |
| 04. Help (remix)                                       | 10. I Luh God                                    |
| 05. More Love  | 11. I'm Fan Ft. Jason Crabb                      |
| 06. More Than A Lover                                  |  |



CD		SELECTION#: EOM-CD-9477	MSRP: \$11.98
		FILE UNDER: ERICA CAMPBELL / GOSPEL	BOX LOT: 30