

They Might  
Be Giants



"After 30 years, They  
Might Be Giants  
retain the virtues  
that have endeared  
them to everyone  
from indie-favoring  
hipsters to the  
preschool set..."

- USA Today

# Quick Facts

You have 60 seconds to learn 6 things about They Might Be Giants. (There *will* be a quiz.)

1. The Giants are both named **John**. John F. & John L. This never gets confusing.

2. John F. and John L. met in Junior High. They formed the band in 1982, which means this year is the band's **30th Anniversary**. They are registered at Macy's.

3. They have two **Grammys**.

4. They Might Be Giants is one of the **Internet's favorite** bands. Just ask the Internet.

5. They have released **20 studio albums** and played over **2000 shows** all over the world.

6. They have written music for **TV, movies, video games** and **major ad campaigns**.

# History

## They Might Be Forming a Band

With John L. on accordion and sax, John F. on guitar, and a drum machine, They Might Be Giants **took the 1980s NYC music scene by storm.**

They quickly became known for their **catchy melodies, unusual subject matter, and clever wordplay**, and attracted a huge following with their **unique showmanship.**

The first TMBG shows included **oversized props, cardboard masks**, and one song for which the only accompaniment was a huge stick John F. banged on the stage.



# Dial-A Song



When John L. broke his wrist biking and John F.'s apartment was burgled, TMBG started **recording one song a day** on their **answering machine**.

They advertised "**Dial-A-Song**" in the *Village Voice* and fans started calling in to hear their music. The Brooklyn phone number charged the caller, so They used the tagline: "**Free When You Call From Work.**"

There was only one phone line, and Dial-A-Song soon became so popular that it took fans days of calling just to get connected.



# Early Music Videos



## **Don't Let's Start**

Named one of the  
Top 100 Videos  
of All Time by MTV



## **Ana NG**

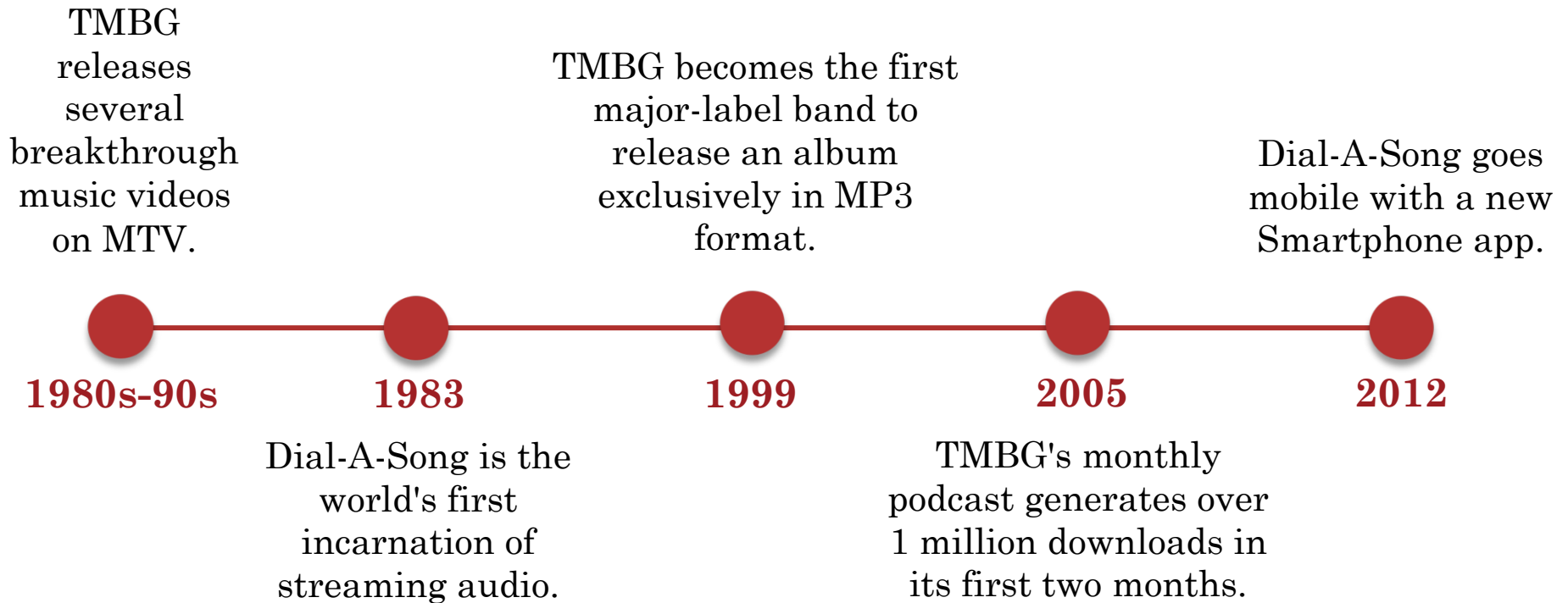
Named one of  
Pitchfork Media's  
100 Awesome  
Music Videos



## **Istanbul (Not Constantinople)**

MTV Breakthrough  
Award

# Innovative Multi-Platform Pioneers



# The Fans

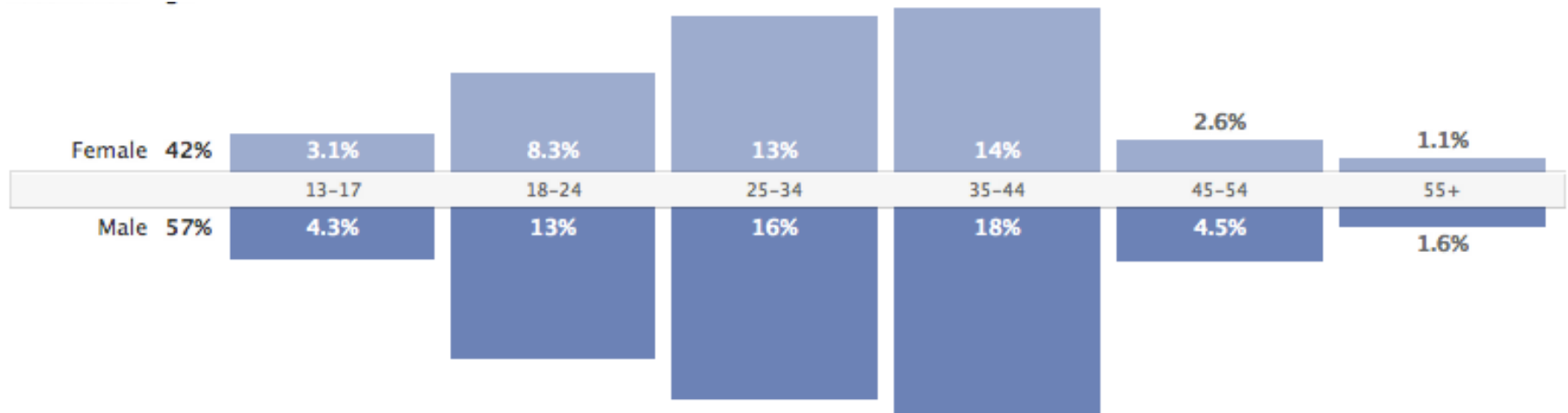
They Might Be Giants fans are extremely engaged (bordering on rabid), and come in all shapes, sizes, ages, genders, nationalities, and astrological signs.

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“Still innovating and still capturing new fans.”

- Entertainment Weekly

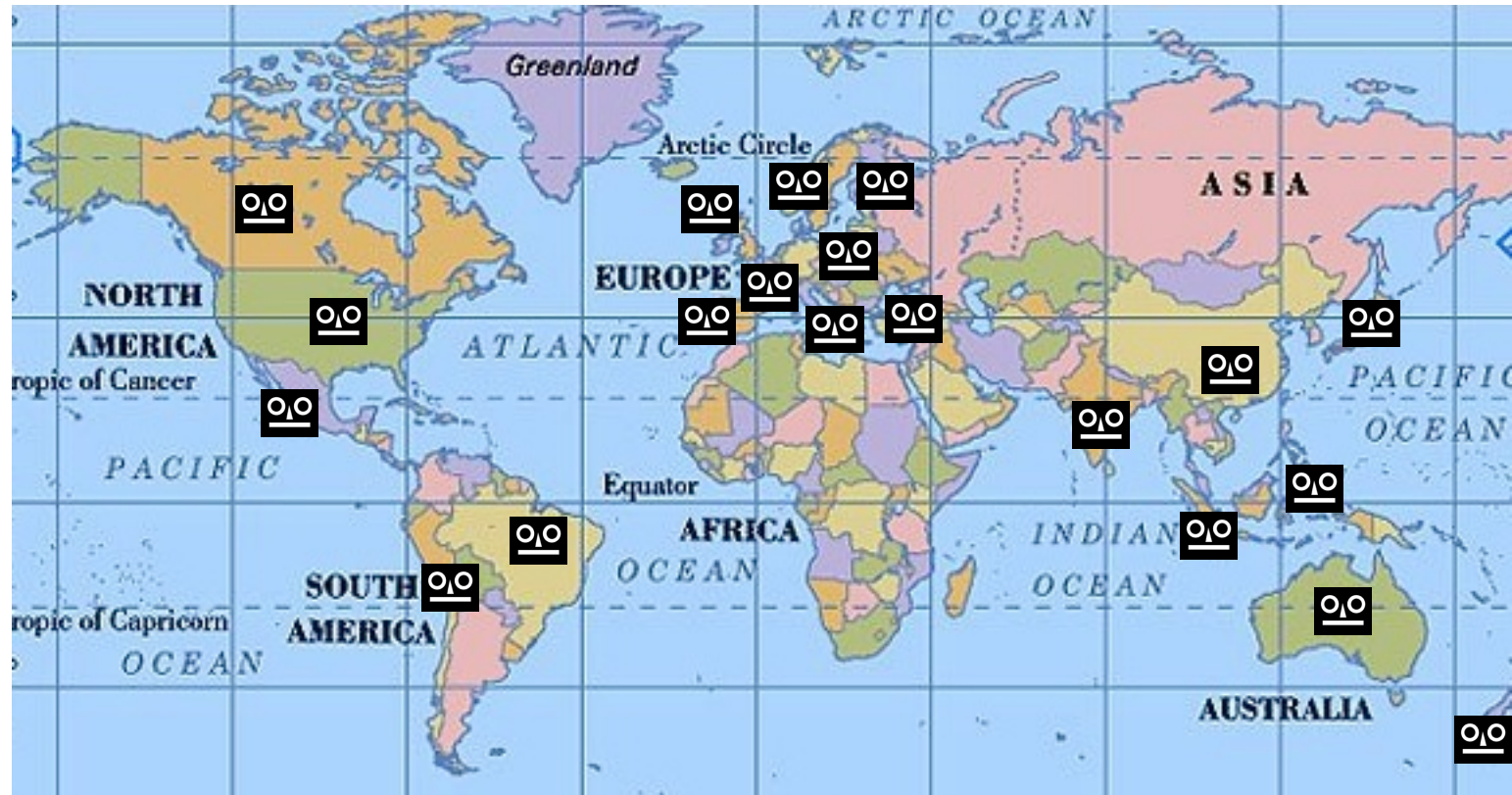
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\*Data from Facebook Insights



# Fans Around The World



# This Might Be A Wiki

The screenshot shows the homepage of 'this might be a wiki', which is described as 'the tmbg knowledge base'. The page has a light blue background with orange and teal accents. At the top, the title 'this might be a wiki' is in white on an orange bar, with 'the tmbg knowledge base' below it in orange. The main content area is light blue and features a central welcome message: 'welcome to This Might Be A Wiki the They Might Be Giants knowledge base'. Below this is a button that says 'Cast your pod to the wiki' with a link '(edit / view others)'. A large teal banner for 'THEY MIGHT BE GIANTS Factory Showroom' is prominent, announcing 'LP now shipping from Asbestos Records!' and a 'purchase (\$15.98)' link. To the left of the banner is a black arrow pointing right with 'Factory Showroom' written on it. The left sidebar contains links for 'main page', 'site map', 'recent changes', 'random page', 'help', 'tmbw.net chat', 'contact us', 'albums', 'discography', 'podcast', 'shows', 'videos', 'ebay auctions', 'songs', 'lyrics', 'guitar tabs', a search bar, and 'what links here', 'related changes', 'special pages', 'printable version', 'permanent link'. The right sidebar has buttons for 'article', 'discussion', 'source', and 'history'. At the bottom, there are sections for 'recent news' (dated May 31, 2012) and 'this day in tmbg' (Events of June 1:).

this might be a wiki  
the tmbg knowledge base

welcome to  
**This Might Be A Wiki**  
the They Might Be Giants knowledge base

Cast your pod to the wiki  
(edit / view others)

**THEY MIGHT BE GIANTS**  
**Factory Showroom**

LP now shipping  
from Asbestos Records!

purchase (\$15.98)

recent news  
May 31, 2012

this day in tmbg  
Events of June 1:

They Might Be Giants fans eagerly contribute to the unofficial TMBG wiki, which contains **1000+ pages of 100% fan-provided content.**

# Social Media

## Facebook

240,000+ Fans

5 million+ Monthly Impressions



### They Might Be Giants

They Might Be Giants are going on tour across the US w/ Jonathan Coulton opening. Los Angeles to NYC starting in January! Texas? Florida? Atlanta? New Orleans? Yes! Info + ticket links at <http://www.theymightbegiants.com/news/new-video-big-holiday-sale-new-tour-more-lincoln-shows/>



**Electronic Istanbul (Not Constantinople) – They Might Be Giants – Official Video**  
[www.youtube.com](http://www.youtube.com)

From TMBGs new rarities album Album Raises New and Troubling Questions. Directed by John Flansburgh. Additional underwater footage by Chris Smith Support TMB...

37,529 People Reached · 269 People Talking About This

Like · Comment · Reshare · December 13 at 1:32pm ·

181 people like this.

View all 40 comments

88 shares

Write a comment...

## Twitter

38,000+ Followers



**They Might Be Giants** @tmbg

Close

Someone just said "There are two kinds of people: Winners and people who think there are just two kinds of people: winners and losers."

50+  
RETWEETS

25  
FAVORITES



3:34 PM - 19 Dec 11 via web · Details

## YouTube

15 million+ views  
200+ videos

The Mesopotamians - They Might Be Giants



# Music

Over **4 million** records sold

**23** Albums and **5** EPs

**2** Grammy awards



“They Might Be Giants is a band that simply loves making music, something that still excites them after almost 30 years.”

- Billboard

“Every song teems with surprisingly memorable choruses, melodies, and, well, quirks that prove hard to forget.”

– LA Times

“smart, ultra-catchy songs”

– NBC New York



# Select Albums



**JOIN US (2011)**

“Almost 30 years into a storied career, the band has made an album as inspired and idiosyncratic as its earliest recordings.”  
– **Washington Post**



**THE ELSE (2007)**

Debuted #1 on the iTunes Alternative chart and Top 10 overall.

Reached #9 on the Billboard Top Digital Albums Chart.



**FLOOD (1990)**

RIAA-Certified Platinum

"Birdhouse in Your Soul" is a top 10 hit in the US, UK, and Australia.

# Kids Music

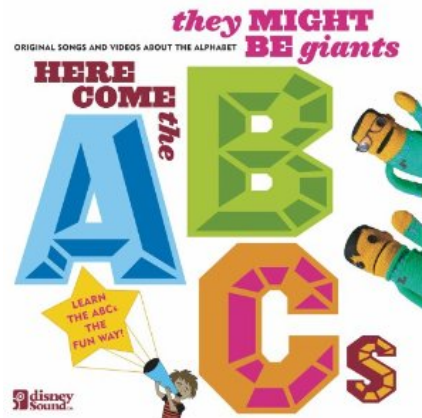
Nation's **best-selling live act** in the children's genre over the last 8 years.

**Parenting Magazine's Children's DVD  
of the Year Award**

*and*

**Two National Parenting Publications  
Awards**

Named **#1 Band for Kids** by *Time Out NY*



**No! (2002)**

#1 on Billboard's Children's chart

**Here Come the ABCs (2005)**

RIAA Certified Platinum

**Here Come the 123s (2008)**

RIAA Certified Gold

Grammy Award Winner

3 months at #1 in the Amazon  
children's category

**Here Comes Science (2009)**

RIAA Certified Gold

Grammy Award Nominee

Over 1 year on Billboard's  
Children's chart



# Kids Music

“Several high profile acts have created tunes for kids in recent years, but none have maintained the critical praise and loyal fan devotion in both age groups quite like They Might Be Giants. The band’s *Here Comes... Disney* album series has made the Giants’ two Johns (Flansburgh and Linnell) the unquestioned superstars of children’s music, and their live (and generally sold out) concerts consistently welcome both gen-X parents and their kids.”

- Time Out New York

# Theme Songs & Soundtracks

Malcolm  
in the Middle

private practice

the SIMPSONS

Bored to  
DEATH

The SIMS

COURAGE  
THE  
COWARDLY  
DOG

NICK JR.  
Blue's  
Clues

AUSTIN POWERS  
THE SPY WHO  
SHAGGED  
ME

DEXTER'S  
LABORATORY



# Advertising Campaigns



harman/kardon<sup>®</sup> SONY

# Television Appearances



Most appearances  
(13) made by any  
rock band on *Late  
Night with Conan  
O'Brien*





# Press

The  
New York  
Times

USA  
TODAY

TIME

WALL STREET  
JOURNAL

Entertainment  
WEEKLY

SPIN

MAGNET

Real Music Alternatives

n p r

am  
New York

U.S. News & WORLD REPORT



THE NEW YORKER

DAILY NEWS

The Washington Post

the village  
VOICE

# Tour

They Might Be Giants has played **over 2000 shows** across **North America, Europe, Asia, Australia, and New Zealand.**

Originally backed only by a drum machine, TMBG now tours as part of a 5-piece band.





# Contact

Jamie Kitman  
The Hornblow Group  
845.358.7270  
[ilcommodor@hornblowgroup.com](mailto:ilcommodor@hornblowgroup.com)

