

# The Chainsmokers' Alex Pall and Drew Taggart Impact the iHeartRadio Music Awards

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There is a stellar list of elite music award ceremonies that highlight the popularity and impact that prominent musicians, singers, rappers, and producers are making in the entertainment industry. Artists are amplified by the red-carpet fashion shows, epically choreographed performances, and memorable acceptance speeches of being saluted by musical peers at the Grammy Awards, the Billboard Awards, the American Music Awards, and since 2014 the iHeartRadio Music Awards.

iHeartRadio has been packing the ultimate star power of the most widely recognized contributors to the hit songs of the year at the Shrine Auditorium in Los Angeles, California. The trophies that are handed out to the selected few during the iHeartRadio Music Awards are manufactured by the same New York company—Society Awards—that creates the shiny mini-monuments for the Golden Globe Awards, Emmy Awards, American Music Awards, Billboard Music Awards, and MTV Video Music Awards, among many others.

One particular pop duo has been steadily rising to the top of wins and nominations at the iHeartRadio Music Awards—The Chainsmokers. They have been making a significant impact in pop music and it is worth exploring to see how their rise has transpired.

The music behemoth iHeartRadio, that penetrates markets in the United States, Canada, Australia, and New Zealand, is involved in much more than just radio stations. They offer online music streaming and live concert series such as the annual iHeartRadio Music Festival, iHeartRadio Fiesta Latina, iHeartCountry Festival, and the nationwide iHeartRadio Jingle Ball Tour. But the star-studded iHeartRadio Music Awards is the pinnacle of persuasive promotion, and The Chainsmokers have become quite a firm fixture at this annual event.

But prior to racking up many iHeartRadio nominations and trophy wins, The Chainsmokers were singled out with respect at a different related event—the iHeartRadio Much Music Video Awards. This event is an annual industry nod to the year's best music videos, taking place in Canada at the Much Headquarters in the vibrant city of Toronto. In 2016, The Chainsmokers were nominated in the category for iHeartRadio International Duo or Group for their track "Roses." They were among musical royalty at the time, facing the likes of Coldplay, their "Something Just Like This" collaborators, Major Lazer, One Direction, and Twenty One Pilots. But the award went to Macklemore & Ryan Lewis for their massive hit "Downtown." Nevertheless, Alex Pall and Drew Taggart were well on their way to success within the iHeartRadio empire.

In 2017, one year after their iHeartRadio Much Music Video Awards nomination, The Chainsmokers set off a chain reaction of success. The 2017 iHeartRadio Music Awards

reflected the November 4<sup>th</sup>, 2016 release of the second EP song project by The Chainsmokers, the Platinum-selling five song extravaganzas known as *Collage*. *Collage* won the iHeartRadio award for Dance Album of the Year, giving a big push to the career of the Chainsmokers. The Chainsmokers also won the iHeartRadio Music Awards for Best New Artist, Best New Pop Artist, Dance Artist of the Year, and also another win for their 7x Platinum-certified monster hit “Closer” featuring Halsey, giving the duo five iHeartRadio Music Award wins in 2017.

The Chainsmokers began the night with eight nominations in 2017. “Closer” got them nominated in the categories for Song of the Year, Best Lyrics, and Best Collaboration while “Don’t Let Me Down” did the same in the categories of Dance Song of the Year, Best Collaboration again, and Best Music Video. Then they rounded out those nominations with another two for Best Duo/Group of the Year and Producer of the Year.

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