

*Sound Affects: What Is Your
Sonic Brand Identity?*

Jorja Smith

Pnau

RAYE

dvsn

Elderbrook

and more

Your monthly
music forecast!

 memBrain

THE STORM REPORT

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On the Cover:

Bebe Rexha (STORM No. 3) Photo provided by label ©2018

ABOUT THE STORM REPORT

STORM = STRATEGIC TRACKING OF RELEVANT MEDIA

The STORM Report is a compilation of up-and-coming bands and artists who are worth watching. Only those showing the most promising potential for future commercial success make it onto our monthly list.

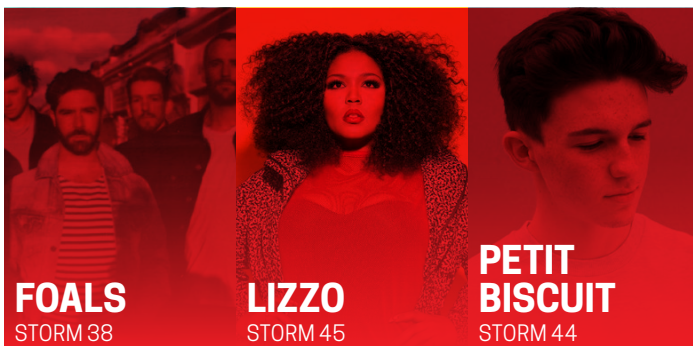
How do we know?

Through correspondence with industry insiders and our own ravenous media consumption, we spend our month gathering names of artists who are “bubbling under”. We then extensively vet this information, analyzing an artist’s print & digital media coverage, social media growth, sales chart statistics, and various other checks and balances to ensure that our list represents the cream of the crop.

Why do we do it?

Music is the best way to sell products because it creates such a powerful emotional connection with an audience. The STORM Report provides our clients with a tool to harness the music that will be the most relevant to audiences in the near future, thereby becoming very useful for the enhancement of products, promotions, and platforms.

STORM ALUMNI



A LETTER FROM THE EDITOR

Over the years, I’ve had the pleasure of working with brands who have deeply understood the importance of music as a way of connecting with consumers on an emotional level. Storytelling has become multi-sensory, with interactive experiencing offering consumers a more visceral, emotional connection. And brands employing a more multi-dimensional branding strategy, inclusive of audio, have experienced tangible results. This month’s “Eye of the STORM” article explores the fundamentals of sonic brand identity along with its impact on generating consumer attention, and ultimately, affection.



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Sound Affects: What Is Your Sonic Brand Identity?

By Grace Slansky and Jennifer Sullivan

Historically, when a brand endeavors to perfect its brand identity, the work has largely been focused on visual identity—the logo, colors, typefaces, and other imagery used to communicate with the brand is all about. But as voice technologies like Amazon’s Alexa and Google’s Home Assistant become more embedded in our daily lives, it has become increasingly important for brands to create emotional connections with consumers through sound. Creating a more comprehensive, multi-sensory brand identity is now more crucial than ever.

Building a strong sonic brand identity includes three basic steps—analysis, creation, and integration. While music has long been associated with marketing and advertising campaigns, creating a sonic identity must strike a chord with stakeholders and consumers alike. It is easily identifiable in consumer facing commercial channels like television ads, radio commercials, etc. but its sonic branding is far more extensive—from the haptic feedback from a mobile app (a sound or vibration that indicates that an action has been completed) or an introductory tone like when your Xbox turns on for the first time.

A sonic logo, that series of notes or one distinct tone that you hear every time you see a brand—or the audio equivalent of the Nike “swoosh,” have become particularly popular with brands. From the kickdrum when NETFLIX pops up on your screen just before a good binge-watching session, to the chimes that are unmistakably letting you know that Intel is inside. Even 15 years after the initial campaign, it’s nearly impossible to hear the words “I’m Lovin’ It” without immediately thinking of McDonald’s—and maybe even singing along with some “ba-da-ba-ba-ba”s.

Most recently, VISA jumped on the sonic logo bandwagon, noting quantifiable results. Like many companies who are investing in exploring a sonic brand identity today, VISA’s approach has stretched beyond a sound playing with a visual logo. After conducting their own study, Visa found that sound not only increased brand recognition, but it also made consumers feel “safer” and “more secure” in their transactions. The new VISA brand chimes

signify a secure and speedy transaction in brick-and-mortar stores and in a digital shopping experience. When asked about VISA’s new sensory branding component, **83%** of respondents said the sound sparked a positive perception of the brand and the haptic (vibration) technology used was shown to incite feelings of “happiness” and “excitement.”

Lynne Biggar, chief marketing and communications officer at VISA shared, “As new payment experiences continue to take shape in the world, this suite of sensory branding elements will give consumers the assurances we know they want every time they use VISA.” By integrating sound, animation, and haptic cues, VISA has found a way to connect with consumers on an emotional level, even in environments where the traditional VISA logo is not visible.

Streaming service Pandora has largely repositioned itself as a sonic brand strategy firm, working with companies like Ziploc, Dawn, Cascade and California Closets to develop audio-driven marketing campaigns with a specific focus on how brands think about sonic identity. “We are now in a currency of language and sound, as opposed to screens,” said Lauren Nagel, group creative director at Pandora. Most recently, Pandora collaborated with California Closets to help increase the impact of their audio-driven work—with the company noting a huge increase in web traffic thanks to the incorporation of strategic sounds to bring the stories shared in the audio content to life.

Similarly, advertising agencies and specialized marketing companies are increasingly offering brands strategic guidance for **designing the way they sound**. Companies like **Man Made Music** (helmed by award-winning composer Joel Beckerman), the creative minds behind the sonic logos for companies including HBO, Hulu, IMAX, AT&T and countless others, have long understood the emotional connection that sound—and specifically, music—have with consumers and the spark that it can cause to increase in brand favorability and brand consideration.

Music supervision, the curation of music for audience experiences, will continue to drive consumer engagement by bringing together artists and fans with brands. But we anticipate that sonic brand strategies inclusive of original compositions, custom soundscapes, and creative collaborations will undoubtedly become more prevalent as more companies realize the impact that a more comprehensive sonic brand strategy provides.

Digital platforms provide brands with more consumer data than ever before, affording new insights across various consumer touchpoints. With a deeper understanding of not only where consumers are, but who they are, has revolutionized the world of marketing forever.

Ultimately, this new frontier of multi-sensory branding is yet another indicator that brand love and trust are not easily bought, and increasingly must be earned.

STORM TRACKER

The STORM rages on for our alumni artists. Here's what they were up to this month!



DUA LIPA

(STORM No. 39)

Pop-star **Dua Lipa** (STORM No. 39) took to the stage at Europe's largest dance music festival, Tomorrowland, on July 21st. While she is not the first female to play the festival (as she mistakenly tweeted), it does show that Tomorrowland is evolving to incorporate more diverse music tastes beyond dance music.



JAZZ CARTIER

(STORM No. 37)

After releasing the video to his new track "Which One" in July, **Jazz Cartier's** (STORM No. 37) anticipated second album *Fleurever* was released on July 27th. Known for always pushing himself and his sound, this project is sure to delight Jazz's growing fanbase.



CHANCE THE RAPPER

(STORM No. 14)

The trend of surprise album-releases continues, this time with **Chance the Rapper** (STORM No. 14) dropping his four song project, aptly titled *4 new songs* on July 18th. All four songs reference Chance's Chicago background and in "I Might Need Security" Chance reveals he acquired the news website Chicagoist. Chance the Media Mogul, much?



BROCKHAMPTON

(STORM No. 51)

Rap collective **BROCKHAMPTON** (STORM No. 51) released their latest single "1999 Wildfire" on July 6th, debuting a new sound for the group. The single has a nostalgic feel with hints of '90s R&B and an equal distribution of duties among the rappers. It has caught on with their fanbase to say the least, and may represent a new direction for the group's sound.

STORM FORECAST

Events and happenings for your radar.

CRAZY RICH ASIANS MOVIE

August 15

The best-selling book with the same name is coming to American theatres August 17th. Are they both crazy AND rich, or just really, really rich? You'll have to head to the theatres (or read the book) to find out!

VICTORIOUS VIDEOS

August 20

The biggest artists in the world are heading to the Big Apple August 20 to celebrate the best music videos of the year at the MTV Music Video Awards. Hip Hop Queen Cardi B is leading the nominations with 10 nods, followed up by power-couple Beyoncé and Jay Z with eight each.

GAME ON!

August 25

The wait is finally over, school is starting up again which means that college football is back! While a few games kick off August 25th, the season really heats up Labor Day Weekend with a loaded schedule on September 1st, with Alabama defending their national championship against Louisville.

HUSTLE WITH BUSTLE

September 22








Bustle recently announced their inaugural Rule Breakers event which will celebrate innovators in music, culture, fashion, and lifestyle in a day-long, immersive experience in New York City's Lefrak Center at Lakeside in Prospect Park on Sept. 22 headlined by Janelle Monae, DJ Samantha Ronson, Sofi Tukker (STORM #2), and more.

LIFE IS BEAUTIFUL

September 21-23

The Life is Beautiful festival returns to downtown Las Vegas September 21-23 featuring Arcade Fire, Florence and the Machine, and The Weeknd (STORM #1) alongside other formidable acts include STORM alumni St. Vincent (STORM #17), CHVRCHES (STORM #7), Galantis (STORM #16), Bastille (STORM #13), Blood Orange (STORM #14), Miguel (STORM Cover #55), Lizzo (STORM #45), Superorganism (STORM #51), Sylvan Esso (STORM #20), Hinds (STORM #34), and more!

THE 20 ARTISTS ON OUR RADAR

Rank	Artist	Audio/Video	Label	Target Demo	Score
1	JORJA SMITH	 	FAMM Records	College Kids, 20-Somethings	37
2	PNAU	 	etcetc Music, Aftercluv Dancelab	20-Somethings, Young Professionals	35.5
3	RAYE	 	Polydor Records, Universal Music,	20-Somethings, Young Professionals	33.5
4	DVSN	 	OVO Sound/ Warner Bros Inc.,	College Kids, 20-Somethings, Young Professionals	32.5
5	ELDERBROOK	 	Parlophone Records, Defected Records, Mine Recordings	20-Somethings, Young Professionals, 30-Somethings	32.5
6	MITCHELL TENPENNY	 	Riser House Entertainment, Sony Music	20-Somethings, Young Professionals, 30-Somethings	32.5
7	SABRINA CLAUDIO	 	SC Entertainment	20-Somethings, Young Professionals	32.5
8	CALPURNIA	 	Royal Mountain Records	Teenagers, College Kids	32
9	DECLAN MCKENNA	 	Sony Music Entertainment UK, High Quality Popular Music	College Kids, 20-Somethings	32
10	KING PRINCESS	 	Zelig Music	Teenagers, College Kids	31.5
11	DOJA CAT	 	Kemosabe Records/ RCA Records	College Kids, 20-Somethings, Young Professionals	27.5
12	DERMOT KENNEDY	 	Riggins Recording Ltd.,	20-Somethings, Young Professionals	26
13	JADE BIRD	 	Glassnote Entertainment Group	Teenagers, College Kids, 20-Somethings	25.5
14	GRANDSON	 	Atlantic Records, Latium Records/ RCA Records	Teenagers, College Kids	25
15	SUPERFRUIT	 	RCA Entertainment, Sony Music	Teenagers, College Kids, 20-Somethings	25
16	THROTTLE	 	Spinnin' Records, Atlantic Records	College Kids, 20-Somethings, Young Professionals	24.5
17	TRANSVIOLET	 	Epic Records, Sony Music	College Kids, 20-Somethings, Young Professionals	17.5
18	WHIPPED CREAM	 	Spirited Records, Twonk Records	College Kids, 20-Somethings	16.5
	ABIR	 	Big Beat Records, Warner Bros. Records	College Kids, 20-Somethings	14
20	THE SIDE EYES	 	In The Red Records	Teenagers, College Kids	5

STORM WARNING

Listen to STORM REPORT artists on:



Watch STORM REPORT artists on:










STORM has a new formula!

Artists are now given a score out of 100 that takes several factors of music success into account, including streaming, social media influence, and industry support.

Click on the **SoundCloud** and **YouTube** icons next to each artist on the chart for featured audio tracks and video performances.

Also, check out our comprehensive **Spotify playlist** and **YouTube playlist** by clicking on the buttons above.

SYMBOL KEY

-  Twitter
-  Facebook
-  YouTube
-  Instagram
-  SoundCloud
-  Genre
-  Similar Artists



1

JORJA SMITH

📺 192K 📺 145K 📺 1.3M

🔊 R&B, Soul

© Lauryn Hill, Rihanna

English R&B singer-songwriter Jorja Smith is one of the hottest young talents in R&B. Currently 21 years old, she has already collaborated with the likes of Drake, Stormzy, and Kali Uchis, and just released her debut album *Lost & Found* this June. Her style expertly mixes R&B, Soul, & Trip Hop making her music an absolute joy to experience.

Photo provided by press representation

IAN'S
TOP PICK!

2

PNAU

📺 8K 📺 99K 📺 9K

🔊 House, EDM

© Don Diablo, Kaskade

It's no surprise that Australian trio Pnau creates such infectious dance records when you learn that members Luke Steele and Nick Littlemore comprise the duo Empire of The Sun. They are currently racking up streams for their recent releases "Changes" and "Go Bang." With so much talent under the hood we are excited to see what comes next for this fast rising trio.

Photo by Bryan Sheffield ©2017

3 RAYE

23K 39K 146K

Pop

© Dua Lipa, Rihanna

English singer-songwriter RAYE creates catchy pop records that incorporate dancehall-inspired rhythms. Her accomplishments include her x2 platinum collaboration with Jax Jones, "You Don't Know Me," as well as her popular single with Jonas Blue, "By Your Side."

Photo by Lusha Alic ©2018



4 DVSN

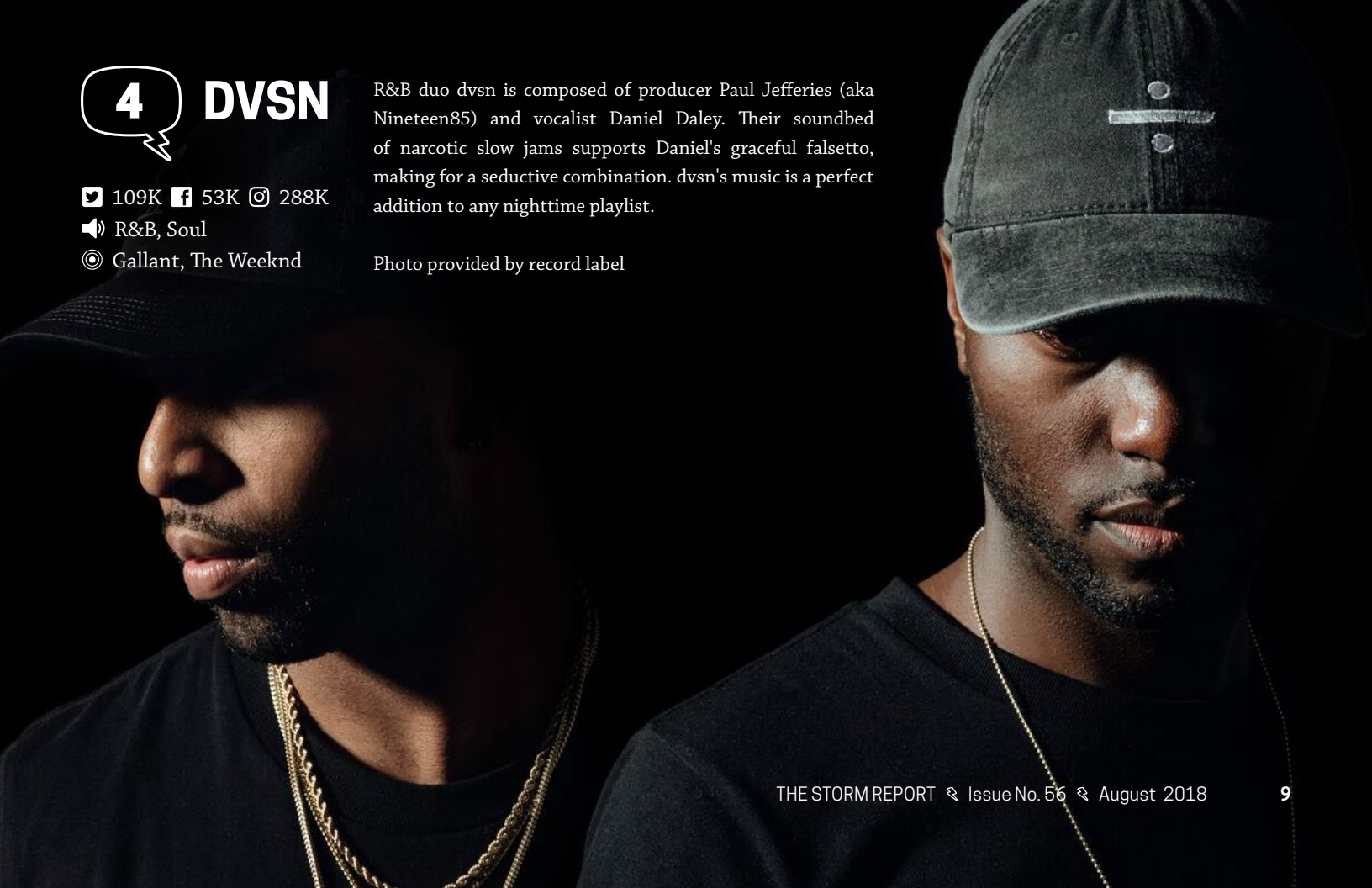
109K 53K 288K

R&B, Soul

© Gallant, The Weeknd

R&B duo dvsn is composed of producer Paul Jefferies (aka Nineteen85) and vocalist Daniel Daley. Their soundbed of narcotic slow jams supports Daniel's graceful falsetto, making for a seductive combination. dvsn's music is a perfect addition to any nighttime playlist.

Photo provided by record label



5

ELDERBROOK

3.3K 24K 10K

House, EDM

© Gorgon City, Hayden James

Elderbrook is an English, songwriter, and producer who has been active since 2015. After a debut EP that went viral on Soundcloud, Elderbrook's greatest accomplishment has been his collaboration with Camelphat, "Cola," which has been heard in clubs around the world since its release in 2017, topping the US Club charts.

Photo by Niko Mitrunen



6

MITCHELL
TENPENNY

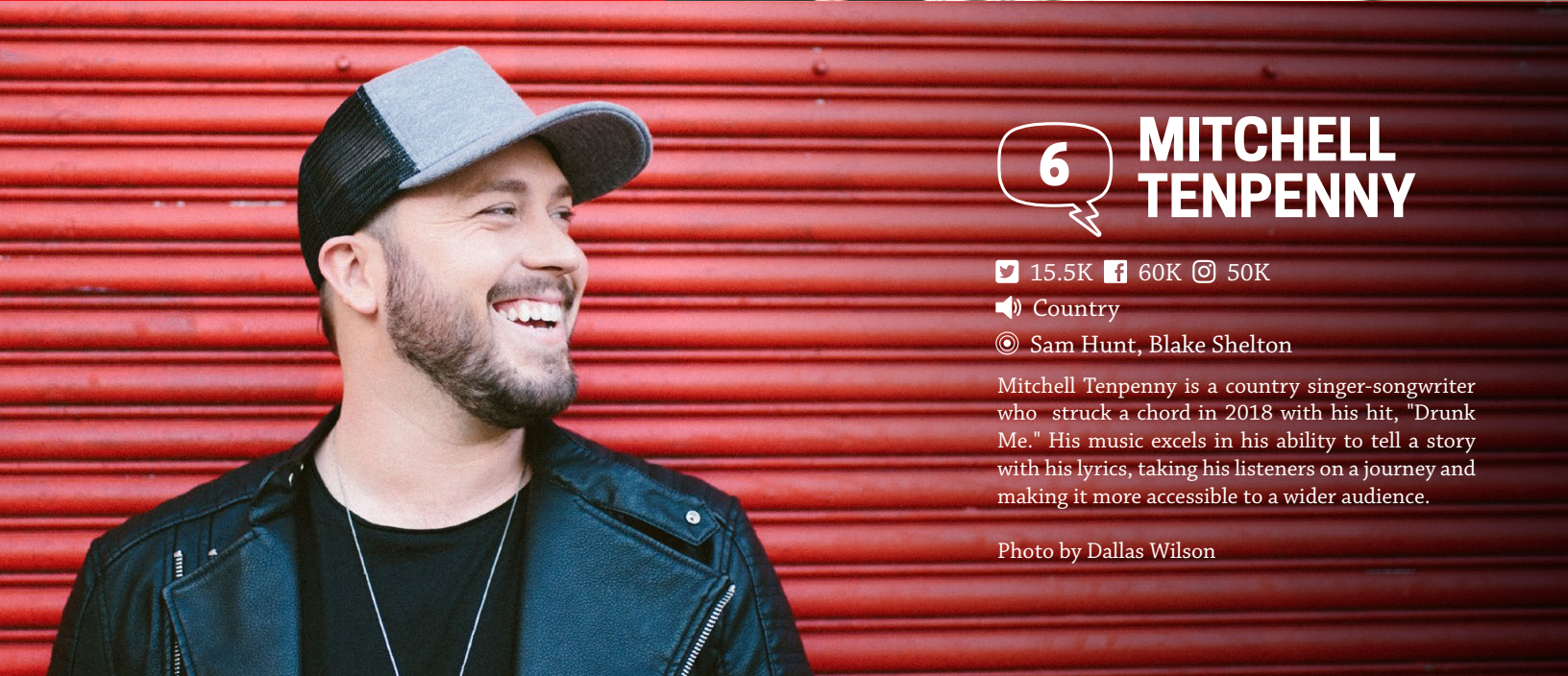
15.5K 60K 50K

Country

© Sam Hunt, Blake Shelton

Mitchell Tenpenny is a country singer-songwriter who struck a chord in 2018 with his hit, "Drunk Me." His music excels in his ability to tell a story with his lyrics, taking his listeners on a journey and making it more accessible to a wider audience.

Photo by Dallas Wilson



7

SABRINA
CLAUDIO

131K 50.5K 511K

R&B

© Alina Baraz, SZA

Sabrina Claudio is an American R&B singer-songwriter who combines her soft, seductive voice and hard hitting beats, uplifting tones, and earthy synths. She's already released two collections in the past ten months, and will be playing at some of the biggest music festivals in the country through the end of the summer.

Photo by Kanya Iwana



8

CALPURNIA

79K 20K 1M

Indie-Rock

The Shins, Modest Mouse

Canadian indie-rock band Calpurnia is headed up by singer-guitarist Finn Wolfhard of *Stranger Things* fame. The four teenager's passion for their respective instruments drew them together to create their unique brand of indie-rock.

Photo by Pooneh Ghana ©2018





9

DECLAN MCKENNA

📺 84.5K 📺 70K 📺 229K

🔊 Indie-Pop

© BORNS, Atlas Genius

Declan McKenna's sings his truth through his lyrics, backed by soulful synths, uplifting vocals, and electronic beats. His music has a unique texture to it, and while only 17 years-old, he has produced an album and several socially-conscious singles.

Photo provided by Press Representation



10 KING PRINCESS

📺 40K 📺 9K 📺 126K

🔊 Pop, Synth Pop

© Kim Petras, Lorde

Nineteen year-old singer-songwriter King Princess is making big waves with her anthemic song, "1950." A natural talent, King Princess's soulful vocals are backed up with warm synthesizer pads, allowing her superb songwriting and vocals to shine through.

Photo provided by Management

11 DOJA CAT

📺 35.8K 📺 46.5K 📺 80.4K

🔊 R&B

© Kali Uchis, SZA

Doja Cat first burst onto the R&B scene in 2014 for her psychedelic single, "So High." Only 22-years-old, She just released her debut album, *Amala*, in March of 2018.

Photo provided by Label





12

DERMOT KENNEDY

📺 13.4K 📺 33.7K 📺 62.4K

🔊 Folk, Soul

🎵 The Revivalists, Broken Bells

American Singer/Songwriter Dermot Kennedy finds balance between hard cutting beats, synths and static feedback, creating his rustic sound. His passion comes through in his gravelly voice, and his incorporation of powerful back up vocals pay homage to his gospel influence.

Photo provided by press representation

13 JADE BIRD

📺 4.5K 📺 12.4K 📺 14.5K

🔊 Americana, Acoustic

🎵 Alison Krauss, First Aid Kit

Jade Bird only released her first EP last year, but the London singer-songwriter's approach to Americana is sincere, deep and complete with a hint of grit and static. She plays her own guitar, and writes her own lyrics that reflect what she has absorbed of the world.

Photo by Francesca Allen

CLAIRE'S
TOP PICK!



14 GRANDSON

11.4K 18K 39K

Hip Hop, Alt-Rock

© Linkin Park, Twenty One Pilots

grandson is characterized by hip hop beats, hard hitting synths, and a gritty but smooth sound, with lyrics packed full of dark metaphors that give us a glimpse of how he sees the world. Though grandson only just released his EP this year, he is already on tour.

Photo provided by record label

**JENNIFER'S
TOP PICK!**



15 SUPERFRUIT

402K 480K 660K

Pop

© Aly & AJ, Fifth Harmony

The Superfruit pop duo stays true to their Pentatonix roots, and add their own flair—and instruments! Electronic beats and synths support their catchy melodies and playful lyrics, made complete with their fun and free spirited music videos.

Photo by JUCO

16 THROTTLE

12.8K 110K 66.5K

House, EDM

© Oliver Heldens, Don Diablo

It's not everyday you hear a remix of Earth, Wind & Fire, especially when you learn that it was created by a 21-year-old. But that's exactly what you get with Australian producer Throttle, whose house music records have only been gaining momentum and popularity since that release in 2015. At such a young age, the future is bright for this young producer/DJ.

Photo by Shevin Dissanayake ©2018

17 TRANSVIOLET

17.4K 14.8K 12.3K

Indie-Pop, Electro-Pop

© Halsey, Elohim

Transviolet's feminine vocals mix cascading melody with soft tones, electronic beats and dreamy harmonies. They released *Kaleidoscopes* just last year, and have already put out two other singles in 2018!

Photo by Taylor Lewis



18 WHIPPED CREAM

📺 10.8K 📺 22K 📺 20.4K

🔊 Trap, EDM

© RL Grime, Flume

WHIPPED CREAM is quickly becoming a name to know in music with her low-end heavy productions that we can easily call genre-less. With releases on Skrillex's NEST HQ and a reputation for a live show energy never felt before, we are expecting to see WHIPPED CREAM rising up the billing at your favorite festival this year.

Photo by Dylan Villarreal ©2018

19

ABIR

📺 3.4K 📺 2.9K 📺 16.3K

🔊 Pop, EDM

© Bebe Rexha, Zara Larsson

Best known for her smash hit collaboration with Cash Cash, "Finest Hour," Abir is an electrifying pop singer-songwriter. She has mostly collaborated with electronic artists (Cash Cash, Masego), but with her raw talent and songwriting ability it's only a matter of time before she is making high-profile collaborations and making the Billboard 100.

Photo by Jimmy Fontaine ©2018



20

THE SIDE EYES

📺 N/A 📺 2.5K 📺 8.3K

🔊 Punk, Rock

© Paramore, Evanescence

Hailing from Southern California, The Side Eyes are a punk band with singer Astrid McDonald at the helm. Astrid' crisp, clear voice playfully belts out melodies on top of the band's gritty guitars and pounding drums, making for an enrapturing listening experience.

Photo by James Sakert ©2018



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