

Your monthly  
music forecast!

*Short & Sweet*  
Kiana Ledé  
Blueface  
Johnny Orlando  
SHAED  
and more

# THE STORM REPORT

ISSUE NO. 61  
FEBRUARY / MARCH 2019





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*Tierra Whack (STORM No. 60) Photo by Nick Canonica*

# 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.

# A LETTER FROM THE EDITOR

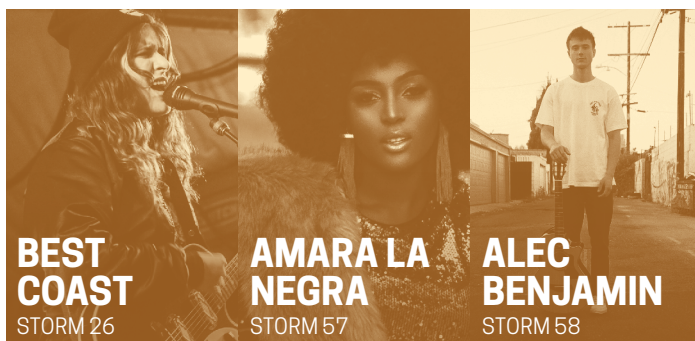
Howdy, readers! I am writing this letter from Austin, Texas at SXSW 2019 where the amount of content being produced, captured, and distributed every hour is overwhelming, to say the least. This is, of course, indicative of the new normal in content creation. Thanks to high quality camera phones and always-on social media platforms, now anyone can generate content of a near-professional quality instantaneously. But with so many users now producing and self-distributing content, unlimited choice means that faster consumption is the name of the game. To feed this demand, short-form content platforms like venture-backed Firework have emerged, vying for a moment (or less) of our attention and ushering in a new school of digital creators—and perhaps, the future of filmmaking.

Enjoy!



Jennifer Sullivan  
President, memBrain  
Editor-in-Chief, The STORM Report

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**EYE  
OF THE  
STORM**

# Create. Together.



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App Store



ANDROID APP ON  
Google play

## Short & Sweet *By Olivia Mell*

When you hear a friend or co-worker say, “check out this video,” what are you anticipating as you hit the play button? My guess is you’re expecting to be engaged in something quickly, and that you’ll be finished viewing it by the time your next meeting will start. Me, too. In a world where long-form narrative has long reigned as monetization king, the emergence of short-form video is breaking barriers and becoming the new frontier for great content. Not only that, short-form is giving artists and up-and-coming content creators alike the opportunity to monetize their content in immense numbers.

Our lives move a mile a minute and our attention spans are shorter, so in order to adapt to the “TL;DR” landscape (too-long; didn’t read), short form video is brimming with opportunity for content creators and artists. Musicians, for example, can no longer rely on digital music downloads to make money and widen their audience. The heyday of digital downloads lasted a mere 4 years (from 2011-2015), and according to *Forbes*, at its peak it coincided with the “era of lowest revenue” for the music industry. As we are changing the way we listen to music and consume content (all hail King Streaming), artists are adapting and inventing new ways to give it to us. For many, this is coming in the form of shorter and shorter videos. These get shared far more often and more easily, there are more eyes on the content, more engagement from fans, and ultimately

more people who will return to view the artist’s other content. Take STORM 60 alum Tierra Whack, for example. The prolific rapper created her entire album *Whack World* in short-form: 15 songs in 15 minutes, each with a corresponding minute-long music video, designed to be released on Instagram (And, not for nothing, Tierra Whack earned herself a Grammy nomination this year).

So how does this mean money in the bank? For over a decade, artists have been making money from their video content on YouTube through its Content ID monetization system. Last year they broke the **\$3 Billion** barrier in payouts to content creators. But now Facebook, and therefore its subsidiaries like Instagram, has rolled out its own music monetization system through **Audience Network**. This is great news for short-form, because it truly lives and thrives on platforms like



Facebook and Instagram. Now all eligible publishers can monetize here, and with Facebook and Instagram's combined active user base in the billions, and their **engagement rates** up to 7 times that of YouTube, this can only mean sunny skies for artists and content creators. What's more, their short-form content can help grow engagement with their more substantial content. **ReverbNation** states that, "Short-form promotional videos are vital to building expectations and launching a successful music campaign... Coming out of nowhere with 5 minutes of video could be asking too much. Grab their attention with something smaller and more digestible. Then, build up to the main event." This new short-form phenomenon is useful for established artists looking to maintain and expand their fanbase, and revolutionary platforms that continue to come out of the woodwork are proving to be useful for burgeoning musicians as well.

Vine and Snapchat led the charge and gave way to the great disruptor, China's worldwide sensation, Tik Tok. Tik Tok, which absorbed the mega popular Musical.ly app in 2018, has garnered swaths of fans for its most skilled and active users in their tens of millions. **Vox** reports that Musical.ly superstars like Lisa & Lena (32M fans), Baby Ariel (29M fans), Loren Gray (29M fans), and Jacob Sartorius (19M fans) have all released their own original singles after reaching this level of lip-syncing fame on the platform. Now, emerging platforms are taking the Tik Tok model and evolving it further, opening the short-form infinite universe to filmmakers. **Channel R**, for example, calls itself a "new type of 'music label'" and is dedicated to short form content like original music shows, documentary series, and films. In addition to this evolution, other platforms are taking the collaborative spirit of Tik Tok and running with it.

On the horizon is short-form video platform **Firework** from venture-backed startup Loop Now Technologies. Firework's 50-person team includes early founding members of LinkedIn and Snapchat who are dedicated to giving users a space to create, view, and share beautiful "wow-

factor" short-form content. The videos on Firework are high-quality, and the app uses advanced machine-learning technology in combination with a team of experts to curate videos to users' unique tastes. Their elevated content and masterful curation give Firework's creators and viewers alike an immersive and meaningful storytelling experience. As Firework is (to date) the fastest social media app to reach 1 million users and is continuing to grow exponentially, this content will bring short-form video even more mainstream.

In that vein, there are also major studio bigwigs bridging the gap between long-form, the standard bearer of narrative, and short-form, strengthening the ushering in of a new era of storytelling. Jeffrey Katzenberg, former Disney Chairman, partnered with former HP CEO Meg Whitman to found **Quibi** (short for "quick bites"), a mobile-TV platform that will produce 10 to 15-minute serial content for A-list celebs like Steph Curry, Guillermo Del Toro, and more. Quibi and its cohort of emerging platforms are paving the way for anyone from up-and-coming directors to Oscar-winners to all-star athletes to distribute short, relevant, gripping content to the masses.

Additionally, events like the **Shorty Awards** are highlighting the importance and integrity of short-form video. This year's winner was the "Tap That Glass" series of promo shorts for the new season of Netflix's **Orange Is The New Black**. Notably, just behind the winner, the Gold Distinction finalist was **Storybooth**, a platform that is using short-form for good. Storybooth animates real-life stories in 2-3 minutes, often with positive messages and lessons, like recent shorts entitled "Rumors Being Spread At School" and "Instagram Bullies Busted". From entertainment to education to enterprise, short-form is the new black.

Speaking of enterprise, let's talk short-form video for marketing for a second. Given the projection that 90% of all internet traffic will be video-based in 2019, according to **ITWeb**, marketing professionals are turning to short-form

video ads to increase their ROI. Last year, **Wordstream** hit us with some pretty remarkable statistics, not the least of which is that revenue growth increases an average of 49% faster for marketers using video than those not using video. Further, people are 85% more likely to click "purchase" after viewing a video for a product. There are over **2 million businesses** using Instagram ads, and with Facebook helping to power their progress, businesses can easily analyze and tweak their marketing strategies directly from the Facebook Ad Manager.

Another important distinction between, say, an Instagram ad and a commercial in terms of monetization is the direct calls to action—the "Learn More" and "Shop Now" buttons, for example—which make things easier and more immediate for the consumer. I am currently writing this article from a standing desk I bought in two clicks after seeing an 8-second ad in my Instagram feed. But mostly, what gets people to click on that CTA button, and what leads to more purchases, is the short beginning-middle-end narrative story that grabs you while you're scrolling, and within a few seconds or a couple of minutes, helps you solve a problem, answer a question, or discover something wonderful.

This short video content is marketing that reaches us on a personal level, right in our pockets in quick, accessible form, and it seems to be the wave of the future. From artists to brands and beyond, the goal is to tell a story that draws the audience in quickly and that is brief enough to both feel complete and leave the audience wanting more. All the world's a stage in the content landscape. Artists, creators, and brands are delivering emotionally engaging, up-close-and-personal views into their world through short-form. They have a direct line to their fans 24/7, and vice versa. It is content that can be repurposed and can evolve for all who create it. When you keep it short and sweet, you're really playing the long game.



# STORM TRACKER

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



**BILLIE EILISH**  
(STORM No. 41)

17-year-old **Billie Eilish** has been making waves in the music industry with many of her songs landing on the Billboard charts as well as the U.S. Top 50 and Global Top 50 charts on Spotify. Foo Fighters frontman Dave Grohl compared Eilish to Nirvana saying, "The same thing is happening with her that happened to Nirvana in 1991. People say 'Is rock dead?' When I look at someone like Billie Eilish, rock and roll is not close to dead!" She is currently on tour and will be performing at the Lollapalooza Berlin Festival 2019 as well as Coachella 2019.



**ARIANA GRANDE**  
(STORM No. 3)

**Ariana Grande** won the 2019 Grammy for Best Pop Vocal Album for her album *Sweetener*, making this her first Grammy win, having been nominated 5 times before. In early February, she released another album titled *Thank U, Next*. The album is composed of 12 songs, all of which are currently on the Global Top 50 and U.S. Top 50 charts on Spotify. As for upcoming performances, Grande is set to headline at both Coachella and Lollapalooza in 2019, along with her *Sweetener* tour to begin this May.



**H.E.R**  
(STORM No. 51)

**H.E.R** won two Grammys this year, one for Best R&B Album for *H.E.R.* and the other for Best R&B Performance for "Best Part". She is also nominated for R&B Artist of the Year as well as Best New R&B Artist at the iHeart Radio Music Awards taking place on March 14th.



**KACEY MUSGRAVES**  
(STORM No. 13)

**Kacey Musgraves** won big this year winning four awards at the 2019 Grammys—Best Country Album for *Golden Hour*, Best Country Song for "Space Cowboy", Best Country Solo Performance for "Butterflies", and Album of the Year for *Golden Hour*. Musgraves will also be performing at Coachella 2019 alongside Billie Eilish, Ariana Grande and many others.



Events and happenings for your radar.

## COACHELLA VALLEY MUSIC AND ARTS FESTIVAL

Held at the Empire Polo Club in Indio, California, the Coachella Valley Music and Arts Festival is the it-place to be on the 2nd and 3rd weekends of April. The fields are flooded with stars, influencers, celebrities, and music lovers of all kinds, excited to watch top performers take the stage. This year's headliners include Childish Gambino, Tame Impala (*STORM* No. 17), and Ariana Grande (*STORM* No. 3).

## DUMBO

The upcoming Walt Disney film *Dumbo* is inspired by the 1941 animated classic of the same name and is directed by Tim Burton. Its star-studded cast includes Colin Farrell, Michael Keaton, Danny DeVito, Eva Green, and Alan Arkin. *Dumbo* was scored by Danny Elfman who has scored movies such as *Mission: Impossible*, *The Nightmare Before Christmas*, *American Hustle*, and *Edward Scissorhands*. The film will premiere on March 29th and is sure to bring back childhood memories and nostalgia for viewers of all ages.

## BILLBOARD LATIN MUSIC AWARDS

Broadcast live from Las Vegas on Telemundo, The Billboard Latin Music Awards show is airing on April 25th with performances by latin sensations Ozuna (*STORM* No. 48), Bad Bunny, and CNCO. *STORM* alumni J Balvin (*STORM* No. 35), Natti Natasha (*STORM* No. 57), and Anitta (*STORM* No. 50) are nominated for Artist of the Year, New Artist of the Year, and Social Artist of the Year, respectively.

## NEW ORLEANS JAZZ & HERITAGE FESTIVAL

Celebrating the music and culture of New Orleans and Louisiana, the 50th Annual Jazz Fest is taking place on April 25-28 and May 2-May 5. Celebrating not only the world's music but Louisiana's rich music history, Cajun folk life, and Native American heritage. The lineup includes legendary artists like Chaka Khan, The Rolling Stones, and Earth, Wind & Fire. Be sure to check out *STORM* Alumni J Balvin (*STORM* No. 35) and Kacey Musgraves (*STORM* No. 13).

# 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
-  Instagram
-  SoundCloud
-  Spotify
-  YouTube
-  Genre
-  Similar Artists

# THE 20 ARTISTS ON OUR RADAR

Rank	Artist	Audio/Video	Label	Target Demo	Score
1	KIANA LEDÉ	 	Republic Records	20-somethings, Young Adults, 30-somethings	35
2	BLUEFACE	 	Cash Money Records	Highschoolers, 20-somethings, Young Adults	34
3	SHAED	 	Photo Finish Records	20-somethings, 30-somethings	31
4	ALLY BROOKE	 	Epic, Syco, Latium/Atlantic	Highschoolers, 20-somethings	31
5	GIANT ROOKS	 	IRRSINN Tonträger	20-somethings, 30-somethings	29
6	DAN CAPLEN	 	Atlantic Records UK	20-somethings, 30-somethings	27
7	PETER MANOS	 	Independent	20-somethings, Young Adults	26
8	AUSTIN BROWN	 	Independent	Young Adults, 30-somethings	24
9	NICOLE BUS	 	Roc Nation, Top Notch, EMI Music Netherlands B.V	20-somethings, 30-somethings	23
10	DES ROCS	 	Independent	20-somethings, Young Adults	21
11	ODETTE	 	EMI	20-somethings, 30-somethings	21
12	LOLO ZOUAÏ	 	Independent	20-somethings, Young Adults	20
13	CLEO SOL	 	Forever Living Originals	Young Adults	20
14	LOVA	 	Universal Music Sweden	Highschoolers, Young Adults	17
15	RELLE BEY	 	Independent	Highschoolers, 20-somethings, Young Adults	17
16	SHAYLEN	 	Republic Records	Highschoolers, 20-somethings, Young Adults	16
17	RIMON	 	ALLE\$ Recordings	Young Adults, 20-somethings	15
18	VIOLET SKIES	 	Saiorse Records	20-somethings, Young Adults	13
19	DEAL CASINO	 	Independent	Young Adults, 30-somethings	12
20	JADA	 	Universal Music, Virgin Music Denmark	Young Adults, Adults	12



1

# KIANA LEDÉ

77.2K 195K 464K

Soul/R&B © Ella Mai, Madison Beer

American R&B singer-songwriter Kiana Lede released her EP *Soulfood Sessions* in December of 2015. She is known for her song "Big Spender" featuring Prince Charlez from the hit movie *Fifty Shades Freed*.

Photo by Jack Mckain ©2018

NATALIE'S  
TOP PICK!



## 2 BLUEFACE

📺 105K 📺 7.2K 📺 2.7M

🔊 Hip-Hop/Rap

📍 Rody Ricch and Comethazine

American rapper Blueface released "Respect My Crypn" in 2018 which went viral due to his off-beat style of rapping. In 2019, Blueface's track "Thotiana" debuted at 75 on the Billboard Hot 100 list.

Photo provided by label ©2019



## 3 SHAED

📺 3.7K 📺 14K 📺 16.2K

🔊 Alt/Indie

📍 The Broods

SHAED, a pop trio, released their second EP titled Melt in September 2017. Their recent hit single "Trampoline" showcases the pop production of Max and Spencer Ernst with lead vocals by Chelsea Lee, creating a soulful and captivating beat.

Photo by Shervin Lainez ©2019







4

## ALLY BROOKE

📺 2.7M 📺 657K 📺 3.6M

🔊 Pop

© Katy Perry, Demi Lovato

Texas native Ally Brooke is pursuing a solo career since her success with girl group sensation Fifth Harmony. She recently released her debut single "Low Key" featuring Tyga in January 2019 and keeps her fans excited for more this year.

Photo by Nick Spanos ©2018



5

## GIANT ROOKS

📺 1.3K 📺 23K 📺 21K

🔊 Indie Rock © Mumford and Sons, Milky Chance, Vance Joy

Giant Rooks, an indie-pop band from Germany, released their EP *The Times Are Bursting the Lines* in 2015. Most recently, the group headlined a 23-show tour across Germany, Austria and Switzerland. They just recently performed at SXSW 2019.

Photo by Nils Lucas ©2018





IAN'S  
TOP PICK!



6

## DAN CAPLEN

📺 5K 📺 8.3K 📺 17.6K

🔊 R&B

© Labrinth, Leon Bridges

UK R&B singer Dan Caplen released his debut single "Flat Champagne" in the summer of 2017. Since then, he has released "Trouble" featuring Ms.Banks, and was featured in "These Days" by Rudimental alongside Macklemore and Jess Glynne.

Photo by Vicky Grout ©2018.



7

## PETER MANOS

📺 2.5K 📺 2K 📺 18.9K

🔊 Alt/Indie

© ZAYN, Frank Ocean

Peter Manos released his debut single "In My Head" in 2017, which has gained over 100 million streams across digital platforms since its release. His most recent single "You Don't Know Me", just released in January, is also on the rise.

Photo by Alex Tan ©2018





OLIVIA'S  
TOP PICK!

SABRINA'S  
TOP PICK!

8

## AUSTIN BROWN

📺 96.6K 📺 30K 📺 39K

🔊 R&B, Soul, Rock

© Bruno Mars, Maroon 5

R&B-Rock singer, songwriter and producer Austin Brown has been making music since 2012. In 2017, his album Canyon Sessions debuted to a soldout audience in Paris. His single "Smile" from that album has earned him notoriety in over 100 countries. He most recently produced Ashlee Simpson Ross & Evan Ross's album Ashlee + Evan, and will soon tour with the duo.

Photo by Moses Moreno ©2018

9

## NICOLE BUS

📺 1.8K 📺 5.8K 📺 11.7K

🔊 R&B

© PiNK, Ms.Lauren Hyll



Dutch R&B singer Nicole Bus' debut single "You" was released in 2018 which features a sample of Wu Tang Clan's "C.R.E.A.M.". The song gives listeners a taste of her range, powerhouse vocals, and poetic lyrics, leaving her fans eager for more.

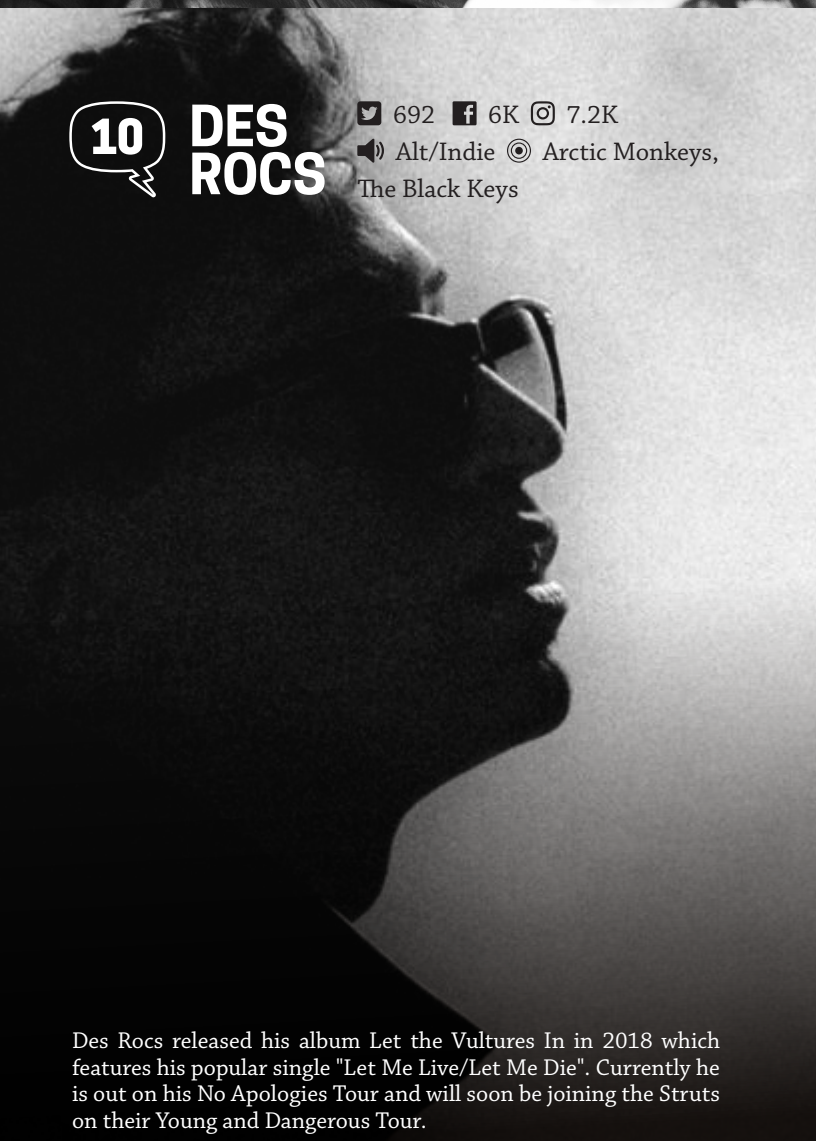
Photo by Dennis Leupold ©2018

10

## DES ROCS

📺 692 📺 6K 📺 7.2K

🔊 Alt/Indie © Arctic Monkeys,  
The Black Keys



Des Rocs released his album Let the Vultures In in 2018 which features his popular single "Let Me Live/Let Me Die". Currently he is out on his No Apologies Tour and will soon be joining the Struts on their Young and Dangerous Tour.

Photo by Mr. Lozo ©2018





## 11 ODETTE

📺 639 📺 8.1K 📺 12.1K

🔊 Alt/Indie 🎧 Birdy

Australian singer-songwriter and pianist Odette released her debut single "Watch Me Read You" in 2017. Her love of poetry and jazz is showcased in her single "A Place that I Don't Know" which was released in 2018. Odette just recently performed at SXSW 2019.

Photo by Cybele Malinowski ©2018



## 12 LOLO ZOUAÏ

📺 6.1K 📺 6.5K 📺 57.3K

🔊 R&B/Soul 🎧 Kehlani, Alina Baraz

French-Algerian R&B singer Lolo Zouaï coined the term "bittersweet bangers" to describe her songs like like "High Highs to Low Lows", which was released in 2017. Lolo was awarded her first Grammy award this year for co-writing "Still Down" by H.E.R.

Photo by Lula Hyers ©2019



13

# CLEO SOL

11.7K 17.8K 16.6K

R&B © Alicia Keys, Erykah Badu

UK R&B singer Cleo Sol released her first EP last March entitled Winter Songs. Cleo's music speaks to the soul with its very raw and real vibes and lyrics.

Photo by Cleo Sol ©2019



14

# LOVA

139 1.1K 3.4K

Pop © Maggie Rogers, Zara Larson

Swedish pop singer LOVA released her debut single "You Me and The Silence" in February of 2018. The lyrics explore the perspective of an individual dealing with societal pressures and self identity struggles, making music that is relatable to all ages.

Photo by Beata Cervin ©2018



JENNIFER'S  
TOP PICK!



15

## RELLE BEY

📺 4.5K 📺 67K 📺 126K

🔊 R&B 📍 Trey Songz, Tori Lanez,

R&B singer-songwriter Relle Bey released his single "Uno Dos Tres" in 2015 which blends R&B with pop grooves. Relle's musical influences are Usher, Jamie Foxx, and old school R&B artists. He has racked up over 2 million Youtube views to date.

Photo by Darren Moulden ©2019



16

## SHAYLEN

📺 7.5K 📺 11.9K 📺 39K

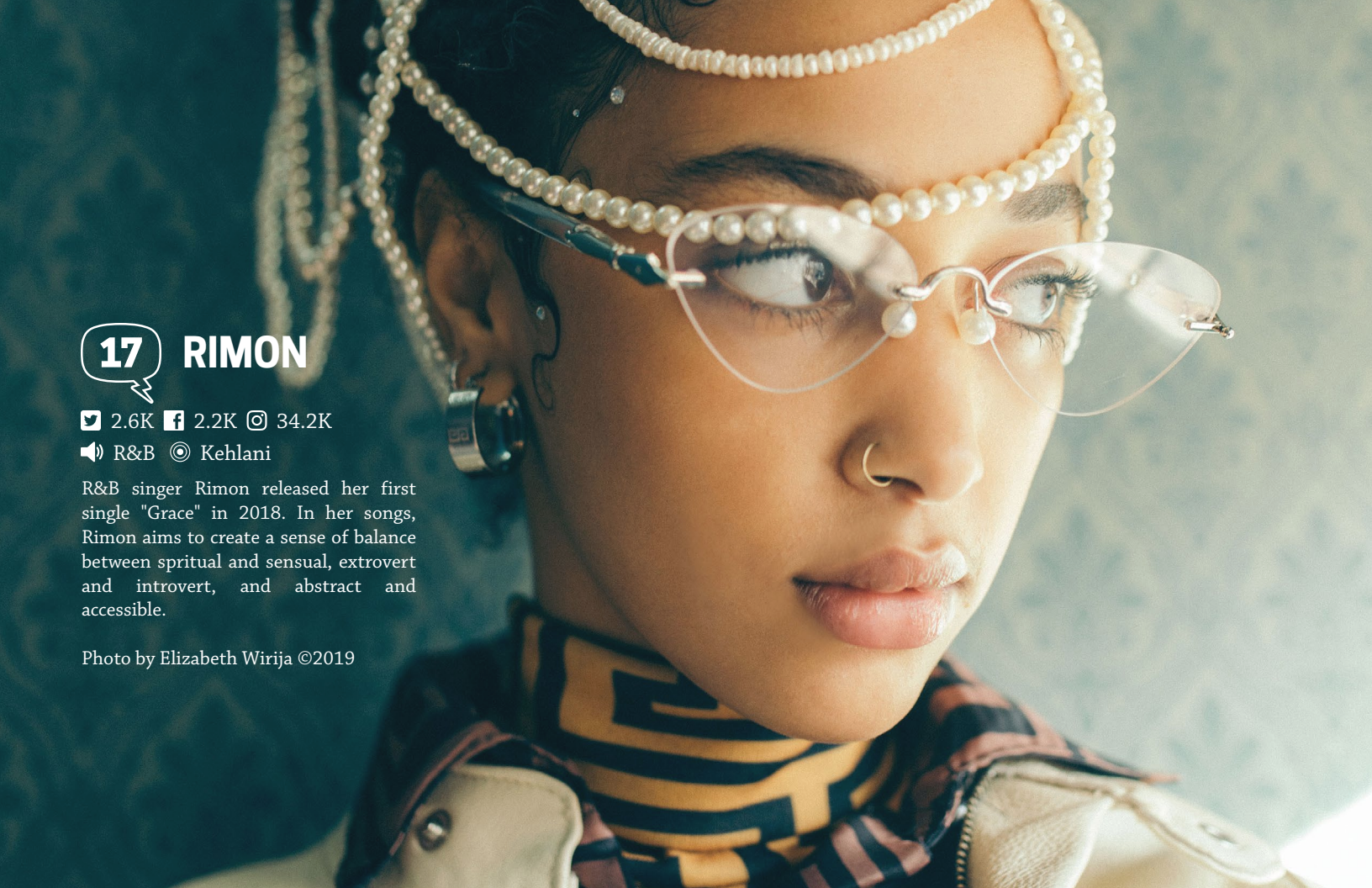
🔊 Folk/Pop 📍 Madison Beer

Shaylen released her EP single "El Dorado" in early 2018 which she says is inspired by the myth of Colombia's Lost City of Gold. Since then, she has released a single titled "Isn't You" and premiered the music video for the song exclusively on Billboard.

Photo provided by label ©2019







# 17 RIMON

2.6K 2.2K 34.2K

R&B Kehlani

R&B singer Rimon released her first single "Grace" in 2018. In her songs, Rimon aims to create a sense of balance between spritual and sensual, extrovert and introvert, and abstract and accessible.

Photo by Elizabeth Wirija ©2019



# 18 VIOLET SKIES

2K 4.2K 6.8K

Pop Kelly Clarkson, Julia Michaels

Welsh pop singer-songwriter Violet Skies released her EP Dragons in June of 2014. Since then, she has played at Glastonbury and opened for A Great Big World at Bush Hall in London. Her music has been played on BBC Radio 1 and was selected as part of BBC Horizons 2015. Photo by Phoebe Fox ©2018





## 19 DEAL CASINO

📺 2K 📺 4.5K 📺 5.7K

🔊 Pop Rock

© Arctic Monkeys, Milky Chance

Deal Casino, a pop-rock band, released their EP Cocaine Love in 2013 which was influenced by the sounds of the 80s and 90s. Most recently they released LLC in 2018 which features singles "French Blonde" and "Chocolate Cake".

Photo by Cody Cutter ©2018



## 20 JADA

📺 N/A 📺 3K 📺 6.3K

🔊 Pop/Urban © Ella Mai

Jada is making waves in the music industry on tour in Denmark and has recently released her single "Lonely". The song is an upbeat pop tune filled with catchy melodies and peaceful beats.

Photo by Petra Kleis ©2019





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YouTube	14	<a href="https://instapage.com/blog/instagram-ads">https://instapage.com/blog/instagram-ads</a>

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