

Your monthly
music forecast!

WORLDZ 2019

*Lil Tecca
bbno\$
Tones and I
Ali Gatie
and more*



 memBrain

THE STORM REPORT

ISSUE NO. 64
OCTOBER 2019



TABLE OF CONTENTS

4 EYE OF THE STORM

WORLDZ 2019: Awakening The Tribe

8 STORM TRACKER

*Grace VanderWaal, The Chainsmokers,
Post Malone, and Lauv*

9 STORM FORECAST

*Soho House Weho Event, Los Angeles
Comic Con, and Spooky Movies*

10 STORM WARNING

*Our signature countdown of 20
buzzworthy bands and artists on our radar.*

On the Cover:

Boy In Space. Photo by Eva Pentel 2019

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

I’ll admit it. I love to attend industry conferences—particularly when business leaders are matched together with the creative community. Last week, I was in Whitehorse in the Yukon territory for **BreakOut West**, Western Canada’s largest music industry event. As an international delegate, I was invited by the industry conference to speak on a couple of panels, participate in some one-on-one coaching sessions, and attend the showcasing artists’ performances throughout the festival portion of the event. It was a fantastically produced event designed to forge meaningful connections between the delegates and artists throughout the week. This month’s “Eye of the STORM” article explores some of the key takeaways that we learned at the another amazing conference, the **WORLDZ** 2019 event, which our team attended in September. **WORLDZ** endeavors to bring together company leaders and innovators to create a sense of community and a safe space to spark collaborations that drive social impact. As a media partner for the event, memBrain attended a wide range of presentations and workshops and took away some very interesting insights from the event that we are proud to share in this month’s issue of The STORM Report.

Enjoy!



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

STORM STAFF

Jennifer Sullivan
Editor-in-Chief

Maya Maniktala, Cassandra Luong, Ian Hecht
Assistant Editors

Jennifer Sullivan
Writer/Research

Esther Lee, Brian Furano
Contributing Research

Robert Roxby
Designer

**EYE
OF THE
STORM**

WORLDZ 2019: Awakening The Tribe

By Jennifer Sullivan



“ *Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.* —Margaret Mead ”

Regardless of where you are in your career, attending a business leadership conference has numerous advantages. It's a time out from your day-to-day... a chance to see the world from a different perspective...an opportunity to soak up some new information. But perhaps no aspect of attending a business conference is as valuable as the lifelong connections that you make, experiencing something extraordinary together.

WORLDZ, now in its 4th incarnation, is designed for driving and building this sense of community. Co-created by CEO **Roman Tsunder**, also the Co-Founder of PTTOW!, WORLDZ brings together an “A” list of influential culture-shaping brands representing **more than \$130 Billion in annual media investing**. With 50+ courses and over 100 programming opportunities, WORLDZ is focused on the intersection of culture, technology, leadership, and social impact. Each keynote, master course, one-on-one, mentorship lunch and workshop offered a unique perspective on the evolution of businesses in an always evolving and ever-changing world. Attendees—dubbed Titans, Masters, Voyagers, and Travelers—were encouraged to interact and engage with one another without pretense. WORLDZ is all about sparking innovative ideas and encouraging collaboration.

For 2019, WORLDZ was aptly entitled “WORLDZ Chapter 4: Awakening the Tribe”—featuring keynote presentations by the likes of **Shaquille O'Neal**, NBA MVP & All-Star; **Jonah Peretti**, CEO, BuzzFeed; **Stephane De La Faverie**, Global Brand President, Estee Lauder Companies; **Linda Boff**, CMO & VP of Learning & Culture, GE; **Mindy Hamilton**, Senior Vice President, Global Partnerships, Marvel; **Todd Hymel**, CEO, Volcom; **Donna Speciale**, President, Turner; **Jeremi Gorman**, Chief Business Officer, Snap Inc; **Nick Drake**, EVP, Marketing & Experience, T-Mobile; and hundreds more.

The memBrain STORM team attended WORLDZ September 10-11, 2019 in Long Beach, California to capture some of the highlights and to explore what it is about WORLDZ that makes it unique. What we found was both inspiring and enlightening.

There were examples of successful WORLDZ collaborations highlighted throughout the event including the **Taco Bell x T-Mobile “Taco Tuesday” partnership** and the recent collaboration between **Vans and Imagination.org** that saw Vans Global Brand President **Doug Palladini** donating \$1 million of global sales made through the brand's owned retail locations and Vans.com to Imagination.org, powered by Two Bit Circus Foundation.

We were also thrilled to hear **Raja Rajamannar**, Mastercard’s Chief Marketing & Communications Officer and President, Healthcare Business, speaking about Mastercard’s commitment to multi-sensory branding in a multidimensional world. (Check out **our article on Sonic Branding** in our August 2018 issue of The STORM Report!). 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.

From hearing legendary marine biologist and National Geographic explorer-in-residence **Sylvia Earle** discussing her lifetime of work exploring and protecting the Earth’s oceans to former Australian Navy diver **Paul de Gelder** sharing his story of resilience after losing his arm and leg in a shark attack, the main stage presentations at WORLDZ highlighted extraordinary people who faced adversity and, rather than giving up, endeavored to create true change in the world.

This focus on personal, corporate, and societal transformation on the main stage was analogous to the conversations and presentations offered throughout the two-day event. And while it is impossible to completely capture the wealth of information shared at the event, our team identified **three (3) stand-out themes** underpinning the various presentations and conversations:

1. Navigating Gen Z
2. Building A Better Workplace
3. Truth In Advertising: Authenticity, Purpose, & Credibility

NAVIGATING GEN Z

The world is in a state of transition and transformation, and youth today are empowered with the tools to make a bigger impact than generations before.

Young people have always embodied the zeitgeist of their societies, profoundly influencing trends and behavior alike. This year, Generation Z (Gen Z) will surpass Millennials as the world’s largest generation. Gen Z (13-25-Year-Olds) are connected to each other through social media and are compelled to be collaborative—particularly when they are able to amass a more powerful voice collectively than alone. (Hello, **Greta Thunberg!**)

Similar to Millennials in their desire for transparency and their cynicism surrounding corporations and brand marketing, Gen Z has demonstrated a strong interest in holding companies accountable—and harnessing their power. The influence of Gen Z—the first generation of true digital natives—is now radiating outward, with the search for truth at the center of its characteristic behavior and consumption patterns.

One of the most valuable presentations we experienced at WORLDZ was “The Power Shift: How Gen Z is Transforming Power” presented by **Viacom Velocity’s Lydia Daly**, SVP, Creative Strategy & Cultural Intelligence and **Maya Peterson**, Senior Director of Culture & Creative Insights. Their research demonstrated three (3) areas in which power has shifted with GenZ.



WORLDZ Titans, Dr. Sylvia Earle and Shaquille O’Neal with WORLDZ Co-Founders James Sullos and Roman Tsunder—PHOTO CREDIT: WORLDZ

1. **Power is Embedded**—72% of Gen Z believe they can be successful and 68% believe they can own their own company. This is a generation that is interested in achieving their dreams and acquiring the skills necessary to get there.
2. **Power is Fluid**—Power is constantly exchanged between media and social media (i.e. the meme-ification of TV shows). 57% of Gen Z feel power should belong to everyone and the cultural narrative is now being led by the crowd. These power dynamics have flipped “call out culture” and “cancel culture”—making it important for brands to understand that connecting people through a common cause, amplifying a message, and showing authenticity in their willingness to change.
3. **Power is Recalibrating**—Former disruptors are being categorized as institutions (Uber, Amazon, etc.) and we are in the midst of a changing of the guard. Brands are levers for young people, and there remains skepticism in brand and institutional integrity. What you say and what you do must be in perfect alignment. Brands need to continue to take a stand and have a point of view, be willing to evolve to show that they are improving and adapting to align with new value models.

Zack Weiner, Co-Founder & President of Brooklyn-based **Overtime**, a smartphone app that allows users to record and share short-form sports video content including the most popular high school athletes, also addressed the importance of focusing on Gen Z with his WORLDZ session, “A to Gen Z // Effective Communications to Move Gen Z Audiences.”

partner of **Local Industries**, **Mark Kaestner**, Global Director of Learning, Leadership & Executive Development at **The Coca-Cola Company**, revealed that 70% of employees are unhappy at work. They explored how a new partnership dynamic between Marketing and HR is redefining how companies understand, engage, and unlock the potential of their greatest asset—their people. The customer experience and the employee experience are closely tied.



WORLDZ Co-Founder Roman Tsunder presenting WORLDZ Chapter 4: Awakening the Tribe—PHOTO CREDIT: WORLDZ

Using a teen-powered contributor network, Overtime recognized that Gen Z cares about stories, not stats. Says Weiner, “It’s important to cover players’ personalities and who they are as people. What they wear, what video games they play and what they listen to are just as important as what they accomplish on the court or field. We speak to Gen Z users in the voice and tone they use. We have a young and diverse staff who can speak authentically in that voice because they live it.”

Young people are an influence on people of all ages and incomes, as well as on the way people consume and relate to brands. According to a recent **McKinsey study**, technology has given young people an unprecedented degree of connectivity among themselves and with the rest of the population.

BUILDING A BETTER WORKPLACE

Because of their high-tech and hyper-connected upbringing, Gen Z will also bring a new set of behaviors, expectations, and preferences to the workplace.

In their WORLDZ session, “People First // HR, Marketing, & The Future of Talent Management,” **Neil Bedwell**, founding

Echoing this sentiment was **Josh Backer**, COO of the social advertising data management and business intelligence company, **Unified**, whose session “Compound Interest & Company Culture // Creating A ‘Best Place to Work’ Environment for Your Team” explored the approach to team building that has earned them the designation of “Best Place to Work” by Ad Age and Crain’s three years in a row.

He shared that Unified believes in **transparency**, **collaboration**, and **innovation**—and making the industry better for the people who work in it. According to **Unified’s website**, they “promote a happy work environment and offer a broad range of benefits and perks including “competitive compensation, health and commuter benefits, a stock option plan, flexible paid time off, team sports and social events, from taking classes to playing soccer in giant inflatable orbs.”

Fostering a positive company culture is paramount to retaining employees, **particularly Gen Z**. And while you can create the conditions for positive culture change, you can’t change culture with an initiative. Show employees why they should care, and how they matter to the organization. Bottom line, you need to walk the walk, don’t just talk the talk. This means evolve your approach to learning and development, give more frequent feedback, create a welcoming and diverse work environment, and promote more work-life harmony to avoid employee burn-out.

TRUTH IN ADVERTISING: AUTHENTICITY, PURPOSE, & CREDIBILITY

The **Fourth Industrial Revolution** is not just about technology or business; it’s about society. For consumers, marketing and work ethics are converging. Companies must not only identify clearly the topics on which they will take positions - but also ensure that everyone throughout their value chain gets on board.

Consumers increasingly expect brands to take a stand—particularly younger generations. But taking a stand needs to come from a place of transparency and authenticity. For example, if a company promotes diversity, but lacks diversity in its own ranks, it will be considered a betrayal of consumer trust.

Trust is earned, not given. During the WORLDZ session “How Meaning Makes Money // Earning Consumer Trust & Credibility,” **Devika Bulchandani**, President of **McCann**, and **Shelley Haus**, SVP, Brand Marketing at **Ulta**, explored why meaning is so important to building a brand today. When Ulta’s agency, McCann’s “**Truth About Age**” study revealed that ageism exists at every age, Ulta pivoted their approach to beauty marketing as “self-care” rather than focusing on anti-aging. This consumer-driven insight demonstrated the company’s willingness to not blindly target demographics, but to reflect an intimate understanding of consumer behavior and needs.

Being vulnerable and transparent in business (and life) was also a key aspect of national poetry slam champion & multi-platinum winning songwriter IN-Q’s storytelling workshop at WORLDZ, “Community Through Vulnerability.” **IN-Q** posits that vulnerability comes from a place of strength and learning to lead with authenticity—a shift from the world of push marketing and traditional advertising.

Purpose-driven, culture-led brands are winning because they understand their consumer and are willing to evolve. **Vans** Global Brand President, **Doug Palladini** noted in his WORLDZ keynote presentation that Vans is “a people company that happens to make footwear and apparel.” He went on to discuss how maintaining the brand’s credibility is an exercise in nuance because meaning is so delicate. Your purpose is how you show up and bring your brand to life each day.

Having a purpose-driven company is essential in earning the trust of Gen Z. It is also good to do good. **Andrew Simon**, CCO, Canada of **Edelman**, **Bob McKnight**, Co-Founder of **Quicksilver**, and **Laura Fruitman**, Co-Founder & GM, The Right to Shower at **Unilever**, presented the WORLDZ session, “The Value of Creative Currency // Harnessing The Power of Creativity for Good” which explored how creativity can be a force for good in the world.

Earlier this year, it was reported that Edelman was adding 600 creatives and planners globally as part of its “**earned creative**” strategy. At the time, CEO Richard Edelman said the world’s largest communications network had no interest in moving into advertising, rather “we want to lead creative when brands are looking to make societal impact and serve as agents of change.” Still, the company continues to earn the role of lead creative agency based on its truth-based approach to creativity.

The **2019 Edelman Trust Barometer** explores consumer (and employee) brand trust—which revealed that today’s most trusted- and rewarded—brands make a difference in consumers’

lives and in the society they care about. To earn the highest levels of consumer trust, brands must back up their brand promise with action. Consumers know that brands have the power to affect real change (and Gen Z demands them to use it!), and they will place their trust in brands that use that power on their behalf.



Doug Palladini, Global Brand President, Vans presents master course "Closing The (Gen) Gap // Establishing Meaningful Connections With Gen-Z" at WORLDZ 2019—PHOTO CREDIT: WORLDZ

“ Everyone has power. But it doesn’t help if you don’t use it. —**Sylvia Earle**, Marine Biologist & WORLDZ Titan ”

WHY WORLDZ?

Power. Transparency. Trust. These were the common themes we heard at WORLDZ 2019. Bringing together thought leaders together with people who are in a position to bring ideas to life is an ambitious - and valiant - goal. But the team at WORLDZ does an incredible job in promoting this kind of thinking. As a company that works with leading brands, emerging ventures, and thought leaders, the memBrain STORM team found the experience at WORLDZ relevant, inspiring, and enriching. We are proud to have the opportunity to partner with such a powerful collective of innovators.

If you are interested in checking out **WORLDZ 2020**, or joining the community as a member, visit worldz.us.



STORM TRACKER

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



GRACE VANDERWAAL

(STORM No. 43)

Since winning *America's Got Talent* in 2016, **Grace VanderWaal** has been playing around the world including at the opening and closing of the 2017 Special Olympics World Winter Games in Austria. *Billboard* magazine continues to include VanderWaal in its 21 Under 21 list of "music's hottest young stars" (2016–2019). She is currently on her *Ur So Beautiful* tour promoting her album and is set to star in the Disney+ film *Stargirl*, which is scheduled for release in 2020.



THE CHAINSMOKERS

(STORM No. 14)

Since joining the STORM family, **The Chainsmokers** have become a Grammy Award-winning and *Billboard* Chart topping artist/producer duo. Their success continues this year as they headlined the Ultra Music Festival Miami (March 2019) and Lollapalooza (Aug 2019). Notably, in July 2019, *Forbes* ranked them as the highest paid DJs, dethroning Calvin Harris' six year streak. The Chainsmokers recently kicked off their 41-city North American tour in September 2019.



POST MALONE

(STORM No. 30)

As of 2019, **Post Malone** continues to make waves including collaborating with various artists such as Ozzy Osbourne, 21 Savage, Ty Dolla Sign, and Young Thug. Post Malone recently released his third album, *Hollywood's Bleeding*, in Sept 2019. The album appeared at No. 1 on the *Billboard* 200 with nine of the songs featured on the project making their way into the top 20 on the Hot 100. Catch him on tour in the US through the end of November 2019.



LAUV

(STORM No. 47)

Since being ranked as number one on *Billboard*'s Emerging Artists chart in June 2018, **Lauv** embarked on his first headlining tour, appeared on *Jimmy Kimmel Live*, and has released various singles including "Fuck, I'm Lonely" which is featured on the *13 Reasons Why Season 3* soundtrack. Currently, he's been working on his upcoming album, *How I'm Feeling*, set to come out in 2020.

STORM FORECAST

Events and happenings
for your radar.

SOHO HOUSE WEHO EVENT: "MEME-OLOGY: BREAKING THE INTERNET"

October 21, 10:00 AM-11:30 AM

memBrain's monthly STORM Shelter event series at Soho House West Hollywood continues in October with a breakfast session entitled "Meme-ology: Breaking the Internet" - discussing how memes find an audience, how they are curated and monetized, and what to expect from the future of this bizarre, and often hilarious, business. These events are for Soho House members and invited guests only. Please contact us at hello@membrainllc.com if you are interested in attending this or future STORM Shelter events.

SPOOKY MOVIES

October

This month's movie releases embrace the spooky feels with *Joker* featuring Joaquin Phoenix, *Maleficent: Mistress of Evil* featuring Angelina Jolie, and *The Adams Family*. Looking to catch a classic? *Ghostbusters* will return to theaters for two nights only to celebrate their 35th anniversary.

LOS ANGELES COMIC CON

October 11-13

Los Angeles Comic Con returns for its 9th year celebrating a confluence of comics, gaming, sci-fi, horror, pop culture, and that one obscure thing that you thought everyone had forgotten about. This year's guests include *Lord of the Ring's* Elijah Wood, *SpongeBob SquarePant's* Bob Fagerbakke and Tom Kenny, and Ron Pearlman of *Hellboy* and *Sons of Anarchy*.

WORLD SERIES

Begins Tuesday, October 22

What team will win the World Series this year? It's always a tough call. The top contenders include Los Angeles Dodgers, New York Yankees, and the Houston Astros. Will there be a LA vs. NY match up? Or will it be similar to 2017 where the Dodgers will go head to head with the Astros? Stay tuned.

VOODOO MUSIC + ARTS EXPERIENCE

October 25-27

Voodoo Music + Arts Experience is returning to New Orleans' City Park. The multi-day music and art festival continues to draw more than a million people, along with some of the top acts on the contemporary popular music scene. This year's formidable lineup includes Guns N' Roses, Post Malone (STORM 30), Beck, The National, Sheck Wes, Clairo (STORM 55), Denzel Curry (STORM 33), Japanese Breakfast (STORM 62)..

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	LIL TECCA	 	Republic Records	20-somethings, Young Adults	43
2	BBNO\$	 	Independent	High Schoolers, 20-somethings, Young Adults	41
3	TONES AND I	 	Bad Batch Records	20-somethings, Young Adults, 30-somethings	37.5
4	ALI GATIE	 	LISN, under exclusive license to Warner Records Inc.	20-somethings, Young Adults, 30-somethings	37
5	BLANCO BROWN	 	Broken Bow Records (BMG)	20-somethings, Young Adults, 30-somethings	36
6	QVEEN HERBY	 	Checkbook Records	20-somethings, Young Adults	32
7	SCARYPOOLPARTY	 	Hollywood Records	High Schoolers, 20-somethings, Young Adults	28.5
8	DELACEY	 	Hitco	20-somethings, Young Adults, 30-somethings	28
9	SCOTTY SIRE	 	Unsigned	20-somethings, Young Adults	26
10	IYLA	 	3T Entertainment / Astra Velum / EMPIRE	20-somethings, Young Adults, 30-somethings	25.5
11	THE BETHS	 	Carpark Records	Young Adults, 30-somethings	25.5
12	ALEX LAHEY	 	Dead Oceans	20-somethings, Young Adults, 30-somethings	25
13	RYLAND JAMES	 	21 Entertainment/Republic Records/Universal Music Canada	20-somethings, Young Adults	24
14	MARC REBILLET	 	Unsigned	20-somethings, Young Adults, 30-somethings	23
15	RANI	 	Independent	20-somethings, Young Adults	22.5
16	SAINT PHNX	 	DDMN	Young Adults, 30-somethings	21
17	MICHIGANDER	 	C3 Records	20-somethings, Young Adults, 30-somethings	17
18	SAM FISCHER	 	Independent	20-somethings, Young Adults, 30-somethings	16.5
19	NAKALA	 	Unsigned	20-somethings, Young Adults	16
20	TEAMARRR	 	Position Music	20-somethings, Young Adults	15

1

LIL TECCA

132K 9.3K 2.1M

Rap

Juice WRLD, Drake

17-year-old Queens-native rapper, singer-songwriter Tyler-Justin Anthony Sharpe, known as Lil Tecca, gained recognition upon releasing his breakout single, "Ransom," which recently climbed to number four on the Billboard Hot 100. He continues to ride the success with the release of his debut mixtape, *We Love You Tecca*, in August 2019, which includes a Juice WRLD remix of "Ransom."

Photo by Sam Conant ©2019



2

BBNO\$

67.8K 9.1K 447K

Rap, Hip Hop

Yung Gravy, Joey Trap



Canadian rapper Alexander Gumuchian, better known as bbno\$ (baby no money), became an overnight viral sensation in China when popular dance crew, TFBoys, recorded a choreographed dance video to his song "Yoyo Tokyo" in 2018. bbno\$ landed his first Billboard Hot 100 hit earlier this year with his single, "Lalala," with producer Y2K. Currently, he is on his sold out North American tour.

Photo by Edward Gumuchian ©2019



JENNIFER'S
TOP PICK!

3

TONES AND I

🎧 2.3K 📺 34K 📷 97K
🎵 Pop 🔄 G Flip, Vera Blue

19-year-old Australian pop singer-songwriter, Toni Watson, known professionally as Tones and I, is a force to be reckoned with. In 2018, Tones quit her retail job and moved away from her hometown to take a chance at busking in Byron Bay. Her single, "Dance Monkey," recently claimed the record for most weeks at the top on the ARIA Singles Chart by an Australian female solo artist, breaking a 32 year record. Tones and I released her EP, *The Kids Are Coming*, in August 2019 and is currently on her sold out Australian tour. Photo by Giulia McGauran ©2019

4

ALI GATIE

📺 236K 📺 215K 📺 870K
🔊 R&B, Soul
🎵 Post Malone, The Weeknd



22 year-old Canadian Ali Gatie caught his first big break in 2017 when he hit the top video on the online RhymeStars competition. Gatie went on to self-release a string of projects that expanded his fan base, racking up millions of streams including his hit single "Moonlight." His latest single, "It's You," debuted in June 2019 and became Gatie's first entry on Billboard Hot 100. Photo by Aidan Cullen ©2019



5 BLANCO BROWN

📺 84 📺 53.6K 📺 91.5K
🔊 Country Trap
© Lil Nas X, Colt Ford

Blanco Brown blurs the lines between country and hip hop, creating a southern sound he calls "trailertrap." Brown is a multi-instrumentalist, songwriter, and Grammy-nominated engineer who has helped produced for the likes of Fergie, Chris Brown and Pitbull. His single, "The Git Up" has become a viral success with over 97M streams on Spotify. Brown is set to release his next album, *Honeysuckle & Lightning Bugs*, in October 2019.

Photo by J. Kaviar ©2018



6 QVEEN HERBY

📺 51.2K 📺 1.9M 📺 323K
🔊 R&B, Hip Hop
© Karmin, Iggy Azalea

American singer-songwriter and rapper, Amy Renee Noonan, known by her stage name Queen Herby, first gained fame as part of the music duo Karmin (2010-2016). She recently released *The Vignettes* in August 2019, a project consisting of a series of short tracks accompanied by a visual, released every week. Queen Herby is currently working on her seventh EP.

Photo by Alex Hinsky ©2019



7

SCARYPOOLPARTY

▶ 67.7K ▶ 326 ▶ 726K

▶ Pop, Indie ▶ John Mayer, Jack Johnson

Alejandro Aranda (Scarypoolparty) only started playing music when he was 20, and in a few short years became the runner-up in *American Idol*'s 17th season. His current solo-headlining tour will average 1,500 people per venue, proving that this singer-songwriter talent is striking a major chord around the country. Photo by Kylie Shaffer ©2019

8 DELACEY

📺 2.6K 📺 7.3K 📺 34.6K

🔊 Pop 📺 Lana Del Rey, Amy Winehouse

Orange County born and raised singer-songwriter Brittany Amaradio, also known as Delacey, began writing her own original songs since she was 7. She is behind some of the biggest tracks out there, including The Chainsmokers's "New York City" (2015) and co-writing Halsey's "Without Me" (2018). Now, Delacey is embarking on her debut project. Her first two releases, "My Man" and "The Subway Song" have generated over 5M Spotify streams. Delacey released her latest single, "Actress," in September 2019.

Photo by Aysia Marotta ©2019



9 SCOTTY SIRE

📺 1.7M 📺 458K 📺 2.8M 🔊 Alt-Pop, Hip Hop

📺 Gnash, Jon Bellion

Originally well-known on the internet for being a part of David Dobrik's "Vlog Squad," after amassing millions of YouTube followers of his own, Scotty Sire has expanded his brand into hip hop. While he only has a few songs out on YouTube, each has millions of views, and is characterized by his signature rapid-fire and humorous lyricism.

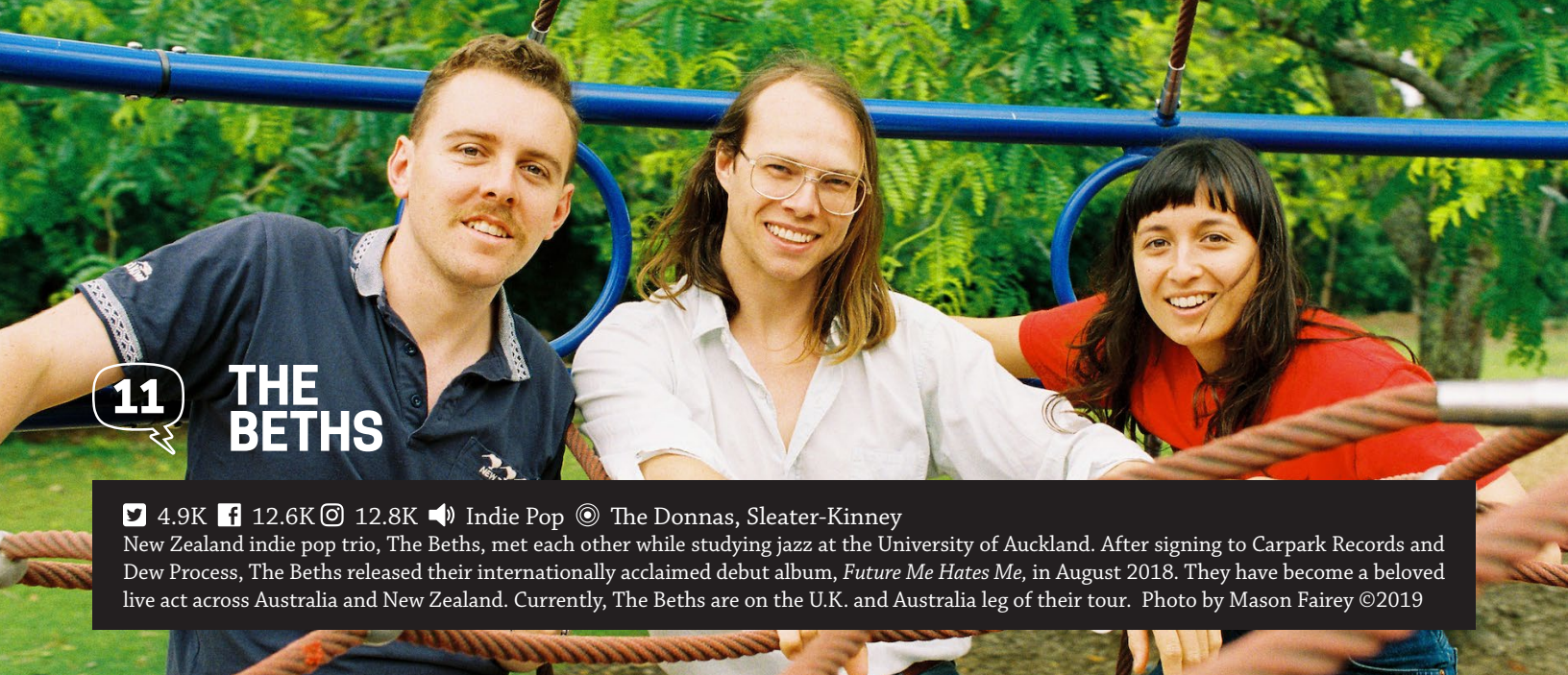
Photo by Tien Nguyen ©2019

10 IYLA

10.3K 3.8K 48K R&B
© Teyana Taylor, Snoh Aalegra

Native Angeleno R&B artist, iyla, caught the ears of music lovers with her EP release in October 2018, *War + Raindrops*, a 5 track project showcasing the various shades of herself. This pop soul, R&B, jazz influenced album follows the success of her 2014 RIAA Platinum hit featuring Snoop Dogg dubbed, "Walking On Air." iyla is set to debut her second EP in 2020 along with a North American tour. Photo by PATRICK EMBRYO TAPU ©2019





11 THE BETHS

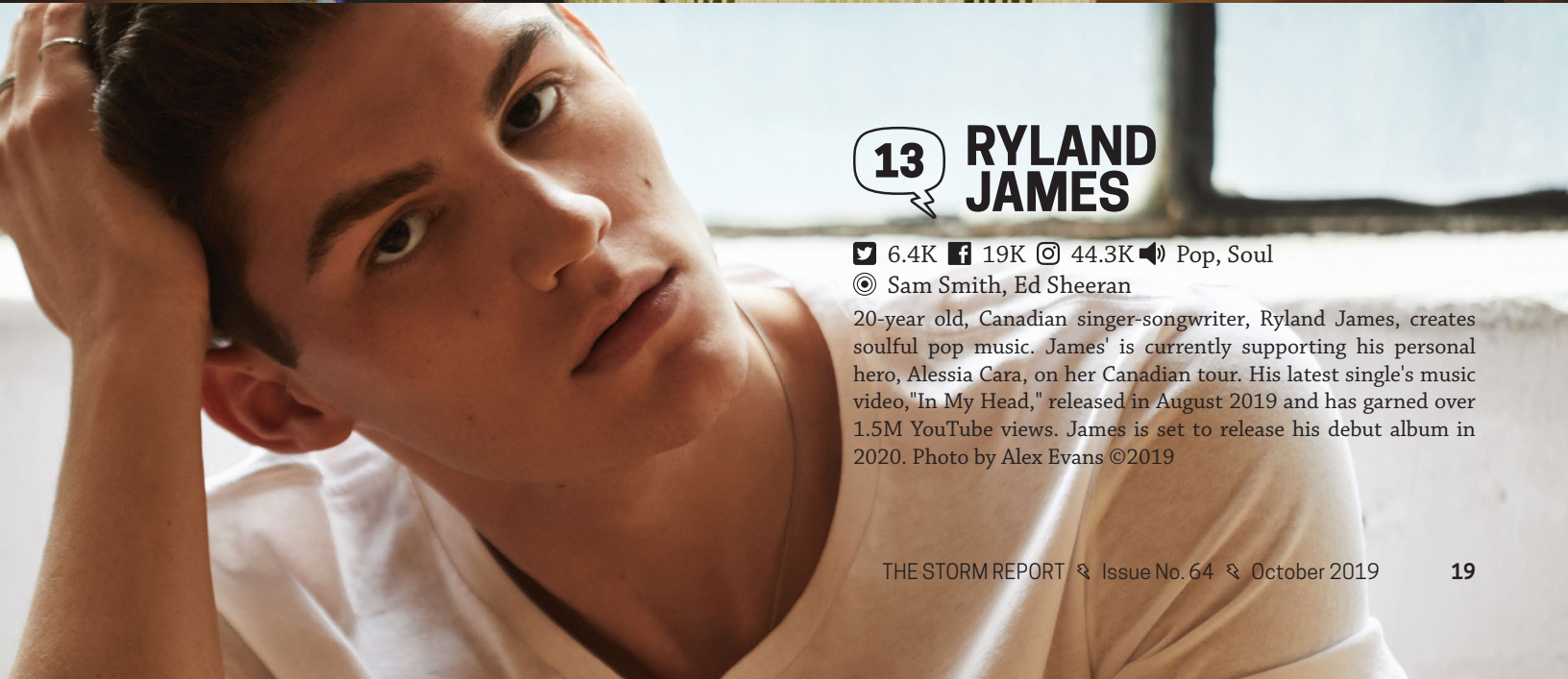
📺 4.9K 📺 12.6K 📺 12.8K 📻 Indie Pop © The Donnas, Sleater-Kinney
New Zealand indie pop trio, The Beths, met each other while studying jazz at the University of Auckland. After signing to Carpark Records and Dew Process, The Beths released their internationally acclaimed debut album, *Future Me Hates Me*, in August 2018. They have become a beloved live act across Australia and New Zealand. Currently, The Beths are on the U.K. and Australia leg of their tour. Photo by Mason Fairey ©2019



12 ALEX LAHEY

📺 9.4K 📺 25.3K 📺 36.4K
📻 Alternative Rock
© Tegan and Sara, Paramore

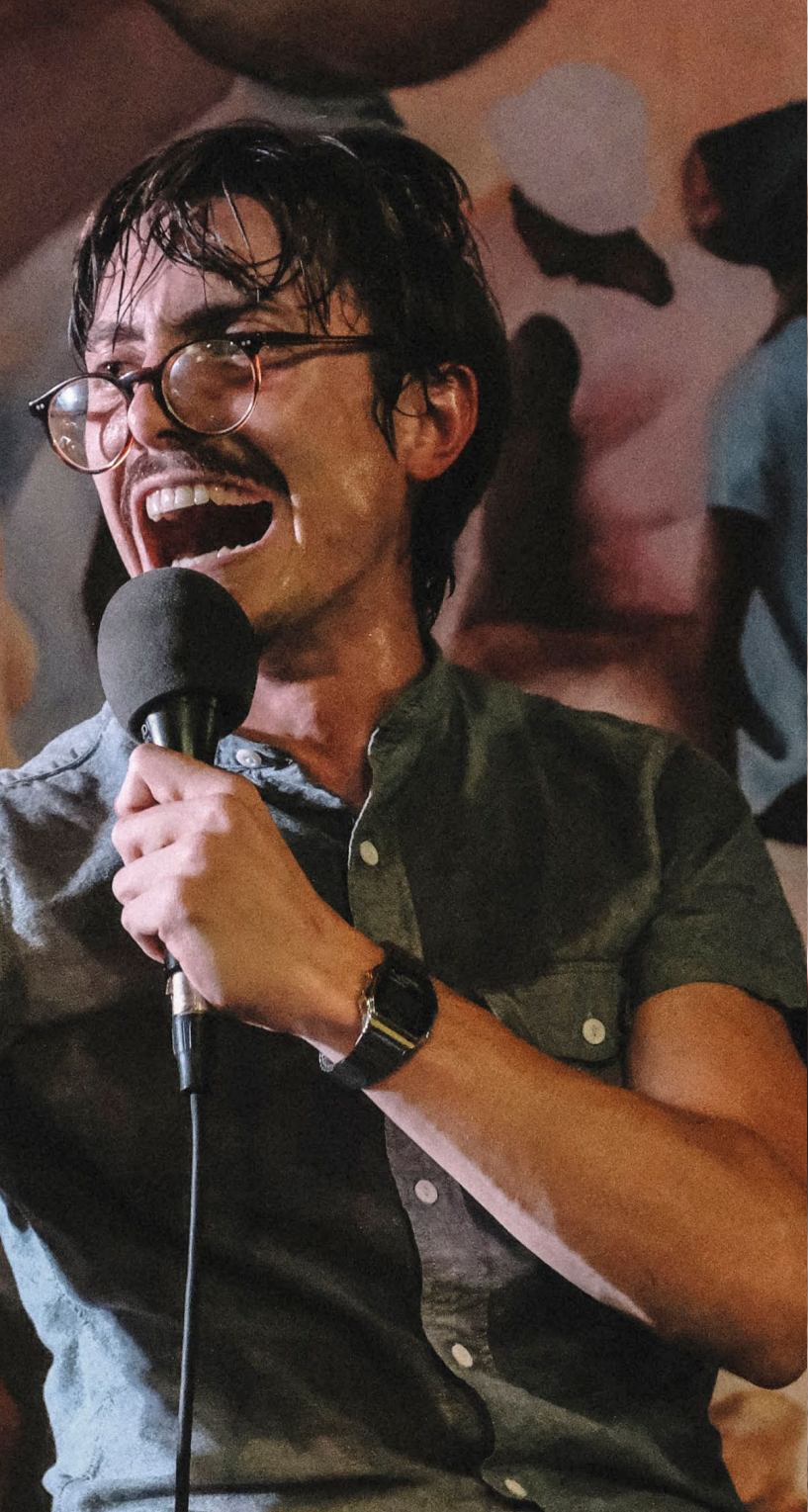
Australian alternative rock singer-songwriter and multi-instrumentalist Alex Lahey has made a name for herself in the international rock scene. Her debut album, *I Love You Like a Brother*, reached No. 15 on the ARIA Albums Chart and has been placed several album-of-the-year lists. Lahey released her sophomore album, *The Best Of Luck Club*, in May 2019. She's set to tour next year with City and Colour on their Australian tour. Photo by Callum Preston ©2019



13 RYLAND JAMES

📺 6.4K 📺 19K 📺 44.3K 📻 Pop, Soul
© Sam Smith, Ed Sheeran

20-year old, Canadian singer-songwriter, Ryland James, creates soulful pop music. James' is currently supporting his personal hero, Alessia Cara, on her Canadian tour. His latest single's music video, "In My Head," released in August 2019 and has garnered over 1.5M YouTube views. James is set to release his debut album in 2020. Photo by Alex Evans ©2019



14 **MARC REBILLET**

🐦 48K 📺 696K 📷 186K
🔊 Electronic 🎵 Tom Misch, Har Mar Superstar

American electronic musician Marc Rebillet is known for improvising electronic songs that feature comical lyrics and hit a range of genres. Rebillet has become a viral sensation with over 299K Youtube subscribers who watch his video performances in not so typical spaces, including his bedroom, apartment and hotel rooms. He released his album *Europe*, in August 2019 and is currently on the North American leg of his tour. Photo by FujifilmGirl ©2019

15 **RANI**

🐦 N/A 📺 375 📷 3.3K
🔊 Electronic, Pop, Soul, R&B
🎵 Zara Larsson, Hailee Steinfeld

19-year-old rising R&B and pop singer-songwriter RANI, emerged onto the international music scene in 2018 with her first single, "Faustix—Crying In The Sun," which went gold in Scandanavia. She continues to gain worldwide support in 2019 with her artist feature on Sam Feldt's "Post Malone." RANI released her latest single "Go Somewhere" with KREAM in August 2019. Photo provided by management ©2019

16

SAINT PHNX

7K 17.9K 10.3K

Alt-Pop Bastille, Imagine Dragons

Glaswegian alt-pop duo comprised of brothers Stevie and Alan Jukes, Saint Phnx, is no stranger to success. Saint Phnx's track, "King," caught the attention of many including Imagine Dragons, where the brothers were asked to support them on their UK tour in 2016. Saint Phnx recently released their latest single "Sorry" in September 2019 and is supporting Lewis Capaldi on his US tour.

Photo by Ross Hamilton ©2019





17 MICHIGANDER

📺 1.6K 📺 4.6K 📺 15.2K 📻 Indie-Rock
© Coldplay, Death Cab for Cutie

Jason Singer, who adopted the moniker Michigander after a string of residences throughout the state, gained college radio popularity in 2016. He has since shared the stage with Tokyo Police Club, Ra Ra Riot, and Run The Jewels, to name a few. Michigander's new EP, *Where Do We Go From Here*, recently released in September 2019. Photo by Kris Hermmann ©2019



18 SAM FISCHER

📺 1K 📺 1.4K 📺 13.2K 📻 Pop © Wrabel, Rhys Lewis

Australian born singer-songwriter, Sam Fischer, paid his dues co-writing music for DJ Mustard, Clean Bandit, Jennifer Hudson, among others, along with singing backup HOLYCHILD. In January 2019, he debuted his EP, *Not a Hobby*. Most recently, the Berklee-educated singer was featured on Black Saint's January 2019 track, "Everybody Wants You." Photo by Shervin Lainez ©2019



19 NAKALA

📺 1K 📺 23.7K 📺 12.7K

📻 R&B

© Kehlani, Jorja Smith

British R&B artist Nakala uses music to tell her personal story. Taking influences from Ne-Yo and Usher, Nakala writes all her own music. She released her debut EP, *Owe It To You*, in February 2018 with her long-term producer/engineer Brad Baker. Since then, Nakala continues to release singles. Her latest single, "Ivy," came out in July 2019.

Photo by Hanna Hillier ©2019



20 TEAMARRR

7.2K 678 24K

R&B, Soul

© Jhené Aiko, Chloe x Halle

Haitian-American singer-songwriter, TeaMarr, is an acronym for Totally Enthused About Making Really Really Raw music, art, fashion, or anything. In 2017, she released her debut EP, *Thanks for the Chapstick*. In 2018, her single, "One Job," played as the anthem for the opening scene of HBO's *Insecure*. TeaMarr's forthcoming album, *Tea Turns To Wine*, has an element of female empowerment and is set to release this year.

Photo by Tyren Redd ©2018

