

Your monthly  
music forecast!

**SXSW RECAP**

*G-EAZY*


*Låpsley*

*KSHMR*

*Future*

*Majid Jordan*

*and more*

 memBrain

# THE STORM REPORT

ISSUE NO. 36  
APRIL 2016

# TABLE OF CONTENTS

## 4 EYE OF THE STORM

*Festival fun.*

*A look at this year's upcoming festivals.*

## 6 STORM TRACKER

*The latest from our STORM Alumni.*

*58th Grammy Award nominees*

## 7 STORM FORECAST

*What to look forward to this month.*

*SXSW, The Grammys, The Oscars Controversy and more.*

## 8 STORM WARNING

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

## 19 SOURCES & FOOTNOTES

***On the Cover Anderson .Paak:***

*Photo by Erik Ian*

# 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.

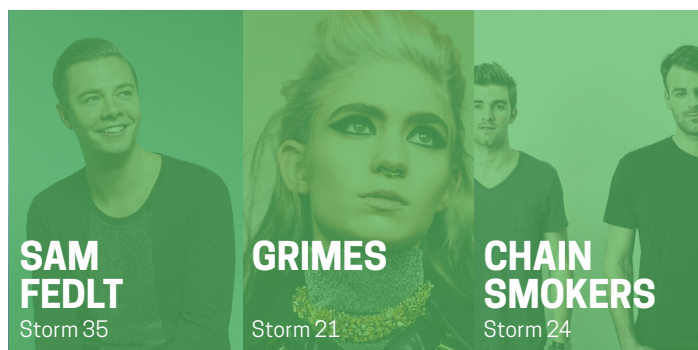
*How do we know?*

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

Hello STORM Readers!

It has been a month since memBrain was in Austin for South by Southwest (SXSW) where our team booked 26 bands for the Official Showcases at the McDonald’s Loft venue. A proven hotbed for discovering new talent as well as emerging technology, this year’s SXSW also featured surprising brand activations that seemed to shift audience conversations from the “brand invasion” to the “brand experience.” In addition to McDonald’s (who also featured the most buzzed about VR experience of the festival at their Loft space), American Greetings, Bud Light, VISA and Gatorade all generated excitement with festival goers by improving their experience rather than simply branding it with experiential marketing activations. We hope you will find this issue of the STORM report both inspiring and informative. Enjoy!



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

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## EYE OF THE STORM



# EYE OF THE STORM: SXSW RECAP

By Sarah Montgomery

SXSW: “What brand are you most excited to see at SXSW this year?” quipped one friend to another, as they walked down 6th street in the balmy Austin heat. These days, SXSW is as much about the brands as it is about the bands. The interactive tech, film, and music festival ran from March 11th - 20th this year, and was just as hip and innovative as ever. SXSW is the largest festival of its kind in the world, known for its new music discovery, epic day parties, and sponsored showcases. This year, technology ranging from VR experiences to creative brand activations was a presence felt more acutely than in years past. While SXSW purists might balk at the tech invasion, the truth is, the festival has evolved in the thirty years since its inception into a convergence of technology, music, and film that reflects our modern age. Activations that combined technology and the arts were in high demand, and the brands that hosted them were celebrated as the best showcases of the festival.

### Anderson .Paak

The up-and-coming hip-hop, soul, and funk artist appeared on numerous stages during the music week and wowed crowds with his rap and drum sets. His cover of David Bowie’s “Let’s Dance” and on-trend disappearance into the crowd at the Fader Fort made him one of the most talked about acts of the festival.

### Drake

On the last night of SXSW, the hip hop legend surprised and delighted the audience with his OVO crew at the Fader Fort. Watch some of his performance here.

### Gallant

23-year-old R&B newcomer Gallant closed out the Fader Fort lineup with a passionate performance that showcased his vocal range, covering the Foo Fighters’ “Learn to Fly” and finishing with his hit track, “Weight in Gold.”

### Obama

The best act of SXSW wasn’t a band but the POTUS himself, giving the keynote interview. Obama addressed the timely topics of tech and the government, urging the audience to “start up coming up with new platforms, new ideas across disciplines and across skill sets to solve some of the big problems we’re facing today.”

## 76% OF FESTIVAL GOERS SAY THEY FEEL MORE FAVORABLY TOWARDS A BRAND THAT SPONSORS A BAND OR A TOUR.

*With this in mind, it’s no wonder brands and music come together so effectively and enjoyably at SXSW. From Bud Light to Converse, brand sponsorship seemed to be at an all-time, positive high. Below, some highlights of the festival:*

### Standout Showcases

#### MCDONALD’S LOFT

The McDonald’s Loft McDonald’s thoughtful and forward-thinking brand activation this year included a virtual reality experience where people could transport themselves into a Happy Meal Box and custom design it. Performers like Estelle, BANNERS, Ron Pope, and MAGIC!, filled the venue and kept it buzzing throughout the festival. The loft also offered free Wi Fi and ice cream sundaes, making it one of the most popular destinations of the festival.

#### THE SPOTIFY HOUSE

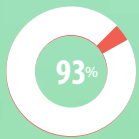
While there was a YouTube House, StubHub stage, and Pandora Discovery Den, the Spotify House featured a completely immersive experience and was perhaps the most impressive of them all. The house included performances by CHVRCHES, Kacey Musgraves, Miguel, Jack Garratt, comedian Hannibal Buress, and many more. Soul Cycle offered their signature classes and featured live sets from Chromeo, Alunageorge, and Neon Indian. PlayStation offered new games to try out, and NYC-based artist Shantell Martin created a mural inspired by everynoise.com that showed a music-genre map of Spotify’s data. In a thoughtful move, Spotify donated materials from its Spotify House that will be recycled into a recording studio for students of Austin’s Kealing Middle School.



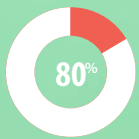
# MILLENNIALS AND BRAND SPONSORED MUSIC EVENTS

## BRAND SPONSORSHIPS FOR LIVE MUSIC EVENTS

A study released last August, conducted by live promoter AEG with Momentum Worldwide, revealed some strong data about millennials (18-34 year olds) and brand sponsorships for live music events.



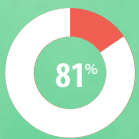
Millennial respondents say they like brands that sponsor live events



Millennials say that the coolest brand experiences involved music in a live setting



Millennials admitted that the best and most effective way for brands to connect with them is through a branded live music event;



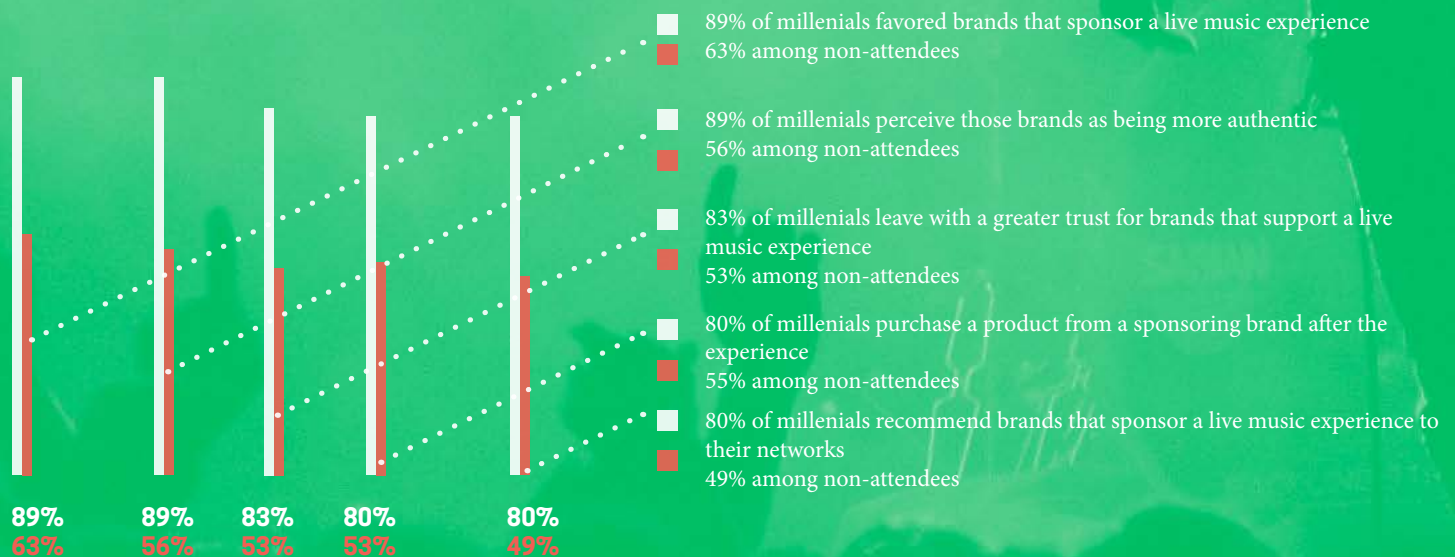
Millennials who engaged in a branded music experience come away with a 37% better perception of the brand

# 76%

FESTIVAL GOERS SAY THEY FEEL MORE FAVORABLY TOWARDS A BRAND THAT SPONSORS A BAND OR A TOUR.

## MILLENNIAL MUSIC EVENT ATTENDEES VS. NON-ATTENDEES

Furthermore, actively attending a sponsored music event made millennials like that brand more, while those that stayed at home didn't feel as strongly:



(Source: <http://www.digitalmusicnews.com/2016/03/21/sxsw-reveals-that-selling-out-aint-what-it-used-to-be/>)

## STORM TRACKER

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



**Anderson .Paak** (STORM No. 34)  
*The up-and-coming hip-hop, soul, and funk artist appeared on numerous stages during the music week and wowed crowds with his rap and drum sets, making one of the most talked about acts of the festival.*

## SXSW Standout Artists

These artists played such standout performances at SXSW, we just had to share them with you. Welcome to the STORM family:



**Formation**  
(STORM No. 2)



**Frances**  
(STORM No. 5)



**Matt Woods**  
(STORM No. 5)



**Cloves**  
(STORM No. 35)



**Låpsley**  
(STORM No. 31)



**Pumarosa**  
(STORM No. 35)

Events and happenings during the month of April.

## NEW RELEASES

April 1st

Kanye West, *The Life of Pablo*

(Technically, this album dropped back in February on Tidal, but Yeezy recently conceded to release it on all major music streaming platforms, including Spotify, Apple Music, Rhapsody, and Soundcloud Go)

April 8th

The Lumineers, *Cleopatra*

April 22nd

A\$AP Ferg, *Always Strive and Prosper*

## MOVIES

On April 14th, Disney's live-action *The Jungle Book* premieres with a star-studded cast that includes Bill Murray, Sir Ben Kingsley, Scarlett Johansson, and Idris Elba. On the 22nd, the sequel to *Snow White and the Huntsman*, *The Huntsman: Winter's War*, debuts with unreal visuals and spectacular special effects. And on the 24th, Jennifer Aniston, Kate Hudson, Julia Roberts, and Jason Sudekis star in *Mother's Day*, a film from the producers of *Valentine's Day* and *New Year's Eve* recounting how three generations come together in the week leading up to.

## COACHELLA

April 15-17 and 22-24

Coachella officially launches music festival season with some reunion acts (LCD Soundsystem), massive DJs (Calvin Harris), and classic rockers (Guns 'n Roses).

## SOUNDCLOUD GO

On March 30th, Soundcloud launched its own subscription service to rival Spotify and Apple's. Critics seem skeptical that it can compete with what's already out there, but Soundcloud has a loyal young fan base that might be willing to pay for a subscription.

Pros: Offline listening, no advertisements, 125 million song library, best platform for new artist (especially DJ) discovery

Cons: Missing too many big-name artists in its catalogue, not competitively priced for what it offers, too similar to YouTube, stingy to artists

# STORM WARNING

CLICK HERE FOR



## STORM has a new formula!

Artists are now ranked by the **number of Shazams** for their most recent track, divided by the number of days that track's been available online.

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 & Apple Music** playlists by clicking on the buttons above.

## SYMBOL KEY

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

# THE 20 ARTISTS ON OUR RADAR

Rank	Artist	Audio/Video	Label	Target Demo	Score
1	G-EAZY		RCA	Teenagers, College Kids	20609
2	LÄPSLEY		XL Recordings	Teenage Girls, College Kids, 20-Somethings,	6459
3	KSHMR		Spinnin' Records	Teenagers, College Kids	5800
4	FUTURE		Epic	Teenagers, College Kids, 20-Somethings	2956
5	MAJID JORDAN		OVO Sound	College Kids, 20-Somethings, Young Professionals	2833
6	ALINA BARAZ		Ultra Records	College Kids, 20-Somethings, Young Professionals,	2068
7	GALIMATIAS		Ultra Records	College Kids, 20-Somethings, Young Professionals	2068
8	THE ARCS		Nonesuch	College Kids, 20-Somethings, Young Professionals,	402
9	FRANCES		Capitol	Teenage Girls, College Kids, 20-Somethings,	297
10	RON POPE		None	Teenagers, College Kids	210
11	CLOVES		Duly Noted	College Kids, 20-Somethings, Young Professionals	163
12	QUINN XCII		Atlantic	Teenagers, College Kids	148
13	HELLBERG		Monstercat	Teenagers, College Kids	97
14	MATT WOODS		ReverbNation	College Kids, 20-Somethings, Young Professionals,	88
15	DAGNY		Far South Records	Teenagers, College Kids	65
16	MAMAMOO		RBW	Youth, Teenage Girls	61
17	FORMATION		Warner Brothers/Meno	College Kids, 20-Somethings, Young Professionals	60
18	PUMAROSA		Chess Club	College Kids, 20-Somethings, Young Professionals,	46
19	KILL J		No3	College Kids, 20-Something Women, Young	38
20	ESTA.		Soulection	College Kids, 20-Somethings	N/A





# 1 G-EAZY

983K 682.6K 481.2K

Rap, Hip Hop

© Hoodie Allen, Skizzy Mars

Bay Area rapper G-Eazy provides an accessible appeal to a range of fans with his brand of hip hop. He launched his career while still in college at Loyola University in New Orleans, toured with Hoodie Allen and the Van's Warped Tour in 2012, and signed with RCA in 2014. His popularity continues to grow, and he released his fourth album, *When It's Dark Out*, in late 2015, which included the hit duet with Bebe Rexha, "Me, Myself & I."

Photo © Bobby Bruderle

"The James Dean of rap."

—*Billboard*





## 2 LÅPSLEY

📺 19.3K 📺 46.3K 📺 18.2K

🔊 Indie Pop, Electronic Pop

© London Grammar, Broods

19-year-old British singer/songwriter Holly Lapsley Fletcher has the unstoppable combination of stunning vocals, rich lyrics, and airtight production that will propel her into the mainstream. She recently signed with Adele's label, performed very successfully at SXSW, and debuted her first album in March.

Photo © Luke & Nik

## 3 KSHMR

📺 59.9K 📺 691.7K 📺 99.9K

🔊 EDM

© R3hab, Hardwell

The Indian American producer hails from Berkeley, CA, and debuted at #23 on DJ Magazine's Top 100 DJs of 2015. He collaborated with Tiesto on the hit track "Secrets" and has had a number of Beatport hits, such as "No Heroes," "Burn," "Dead Mans Hand," "It Feels (KSHMR Remix)" and "JAMMU".

Photo © Jasmine Safaeian





## 4 FUTURE

📧 2.36M 📺 6.6M 📺 83K

🔊 Rap, Hip Hop

© Meek Mill, 2 Chainz

The incredibly talented Atlanta artist is a force on the rap scene with his strong vocals, intense beats, and moving melodies. He earned his first No. 1 Billboard 200 album

with the release of his third album, *DS2*, became the fastest artist to chart three number-one albums.

Photo © Slobodan Zivic



## 5 MAJID JORDAN

📧 60.5K 📺 87.2K 📺 59.6K

🔊 Hip Hop, R&B

© The Weeknd, Drake

Another massively promising duo under Drake's label, Majid Jordan puts out a special brand of trap-infused hip hop. In February, the duo released its self-titled debut by OVO sound, featuring a song with Drake, "My Love," and are embarking on their first North American tour.

Photo © Norman Wong



6

## ALINA BARAZ

📺 29.2K 📺 83.3K 📺 1.5K

🔊 Chill Electronic, Pop

© Marian Hill

The 21-year-old Los Angeles-based singer possesses a voice that's at once powerful and softly sultry. Her incredible vocals have a unique way of inviting the listener to be moved by what she's offering and asking.

Photo © Management

"The next leading star of the emerging class of leftwing pop singers."

—The Infamous PR



7

## GALIMATIAS

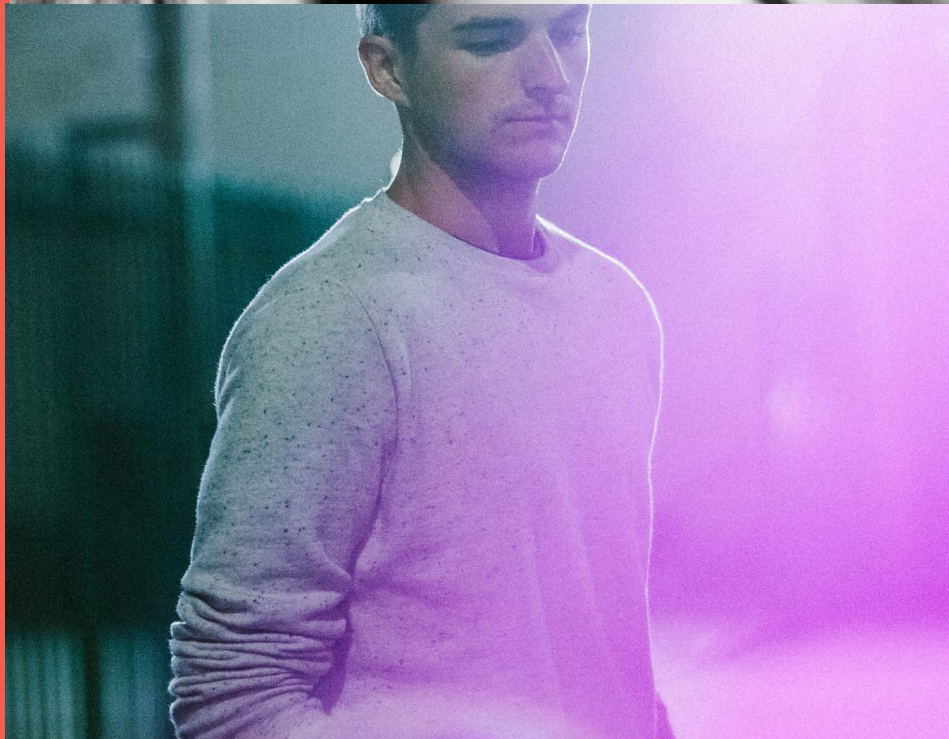
📺 9.3K 📺 32.8K 📺 N/A

🔊 Synth Pop

© Tove Lo, Robyn

23-year-old Matias Saabye Køedt, better known by his alias Galimatias, is an electronic music producer/artist from Denmark. His vibey, atmospheric, electronic sound is fresh on its own but even better combined with Alina Baraz's vocals. The two teamed up after connection on Soundcloud and together released their critically acclaimed and highly popular EP "Urban Flora."

Photo © Neil Favila



8

## THE ARCS

📺 9K 📺 34.2K 📺 9.6K

🔊 Psychedelic Rock/Punk Blues

© The Black Keys

Dan Auerback of the Black Keys and renowned producer Leon Michaels are the masterminds behind inventive, psychedelic rock group the Arcs.

The band will be headlining Coachella and touring this spring.







## FRANCES

6.4K 15.4K 5.9K

Indie Pop

© Oh Wonder

The 22-year-old British songstress has both a beautiful voice and catchy lyrics. Her single “Let It Out” is a comforting piano ballad that made waves for showcasing her soothing vocals and emotive lyrics.

Photo © Michael Mills



10

## RON POPE

📺 51.2K 📺 165.3K 📺 74.1K

🔊 Pop, Rock

© Jack Johnson, John Mayer

Ron Pope is one of the top grossing independent acts in the world. His infectious melodic pop sound is best encapsulated by his internet sensation "A Drop in the Ocean," which tallied up over 30 millions views. For his recent album he enlisted the help of a six-piece band to produce "Ron Pope & the Nighthawks," released by Brooklyn Basement in 2016.

Photo © Blair Clark



11

## CLOVES

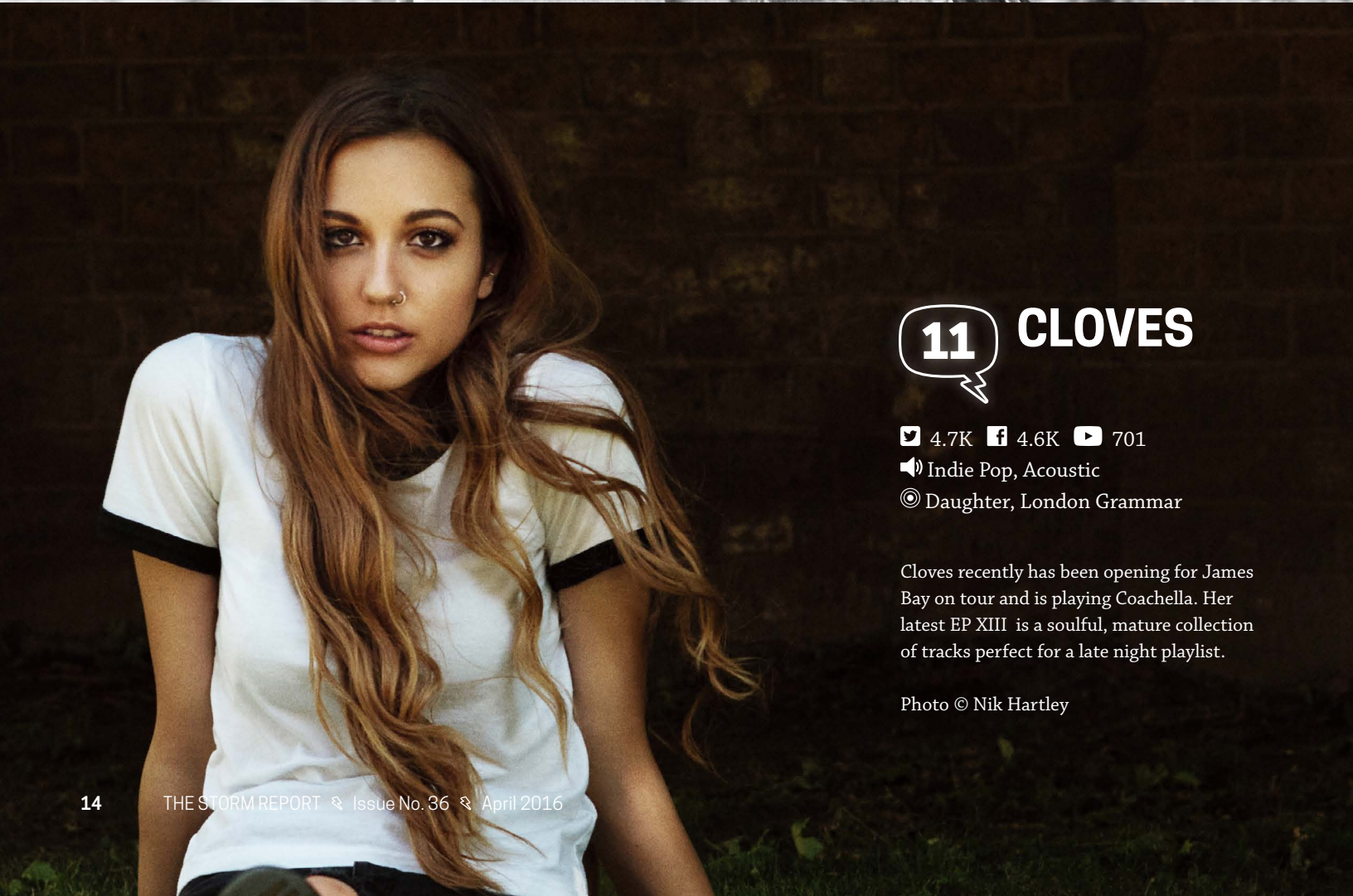
📺 4.7K 📺 4.6K 📺 701

🔊 Indie Pop, Acoustic

© Daughter, London Grammar

Cloves recently has been opening for James Bay on tour and is playing Coachella. Her latest EP XIII is a soulful, mature collection of tracks perfect for a late night playlist.

Photo © Nik Hartley





## 12 QUINN XCII

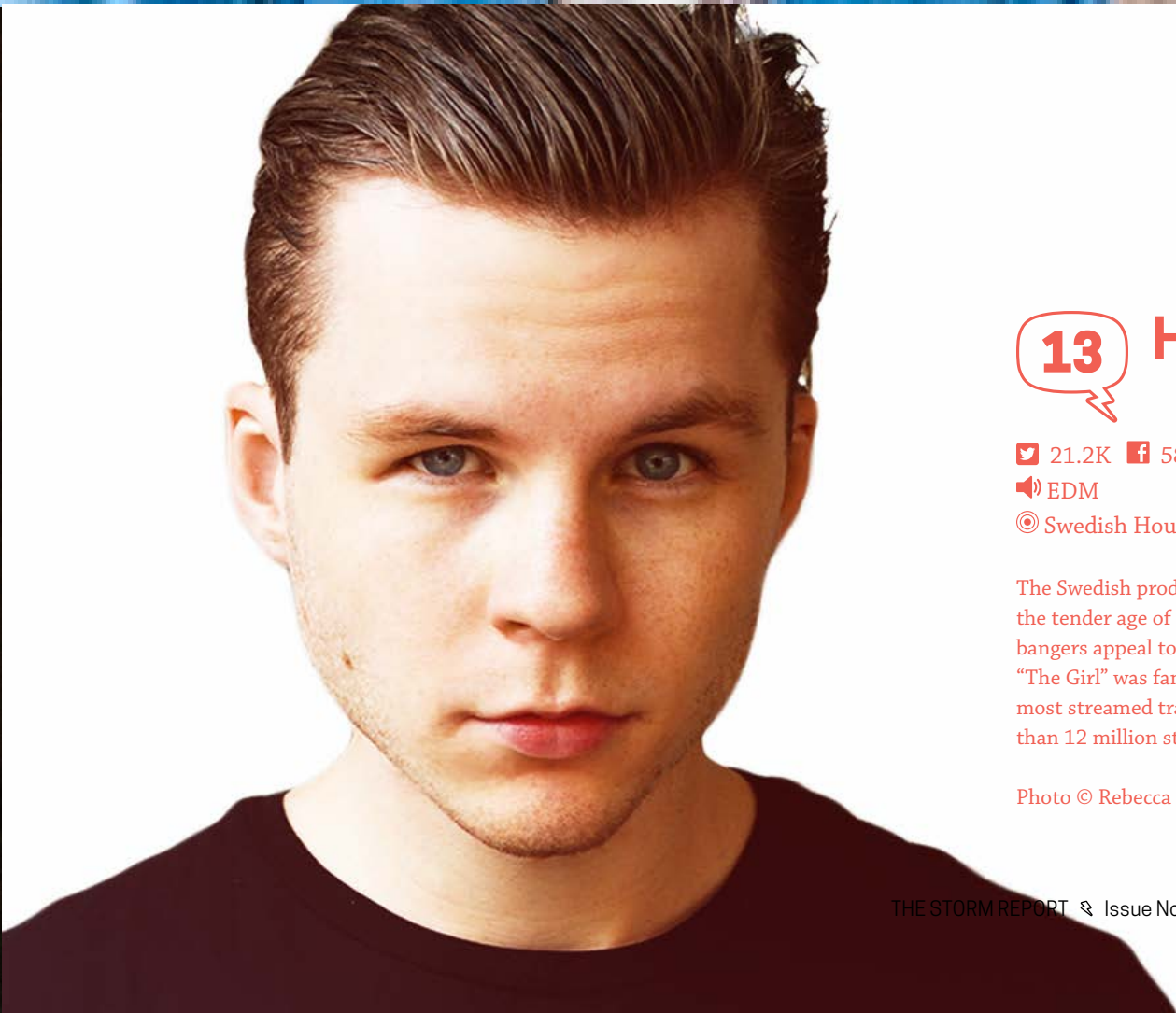
📺 3.1K 📺 5.5K 📺 N/A

🔊 Melodic House, Electronic

© Odesza, Zimmer

The Indie Pop artist from Detroit has laid-back sound that draws on hip-hop, electronic, and tropical influences. His first label release “Stung” came out on Atlantic Records / Taste & Tone in early October and quickly went to #1 on HypeMachine’s popular charts. In January, his collaboration with childhood friend and producer ayokay, “Kings of Summer”, soared to #1 on the Spotify Global Viral Chart.

Photo © Peter Speyer



## 13 HELLBERG

📺 21.2K 📺 58.5K 📺 22K

🔊 EDM

© Swedish House Mafia, Alesso

The Swedish producer has been Djing since the tender age of 13, and his heavy electronic bangers appeal to the masses. His hit single “The Girl” was famed EDM label Monstercat’s most streamed track of 2015, totaling more than 12 million streams.

Photo © Rebecca Berg





## 14 MATT WOODS

📺 4.9K 📺 3.1K 📺 513

🔊 Electronic Pop, Alternative Pop

© James Vincent McMorrow, Jaymes Young

The London-based artist was trained as a chorister, and this background is evident in his lusciously layered vocals over sleek production. Woods is signed with Sticky, the management company and studio where the likes of Ed Sheeran, Paloma Faith and Christina Perri have all recorded albums.

Photo © Adam Coltman



## 15 DAGNY

📺 1.4K 📺 6.2K 📺 803

🔊 Pop

© The Jezabels, Yeah Yeah Yeahs

DAGNY hails from a tiny town in Northern Norway and makes playful pop with thoughtful lyrics. She's opened for Sir Elton John on tour and is now primed to become a big name on the pop music scene following the success of viral hit "Backbeat."

Photo © Eleanor Hardwick



# 16 MAMAMOO

85.2K 459.6K 203K  
K-Pop  
Fifth Harmony

The South Korean quartet has upbeat pop hooks and catchy vocals. The K-Pop girl group headlined SXSW's K-Pop Night Out this year. Mamamoo's 2015 mini-album, Pink Funky, reached #7 on Billboard's world albums chart

and the lead single, "You're The Best," from debut album Melting recently hit #1 on the new Apple iTunes USA K-Pop Singles chart.  
Photo © YI JONGGAP



“With a retro-based sound that highlights their superb singing and rapping skills, it feels like only a matter of time until the cool quartet [Mamamoo] have a signature song that cements them amongst the top [K-Pop] girl groups.”  
—Billboard Magazine

# 17 FORMATION

1.9K 6.2K 822  
Soul/Electronic, R&B  
Chet Faker, Capital Cities

The UK act was one of the standouts of SXSW this year, rousing crowds with their blend of rock, electronic, catchy lyrics, and cowbell. Recently signed to Warner Brothers, the group is currently touring the European festival circuit.

Photo © Elliot Kennedy



“...a debut album that sounds set to be the soundtrack to all the best parties this summer and beyond.”  
—NME Magazine





“The Chess Club-signed East London-five piece Pumarosa are the first band we’re tipping for success in 2016.”  
—The Line of Best Fit

## 18 PUMAROSA

885 3.1K 355  
Indie Pop, Dance Punk  
Lykke Li, Icona Pop

This London band has a complex sound, combining powerful female vocals with ambient guitar riffs and winding saxophone to create a rich musical soundscape. Their hit single, "Priestess," is the type of epic song that will draw massive crowds at festivals and inspire a cult following.

Photo © Marko Righe

## 19 KILL J

1K 6.9K 741  
Electronic Pop, Hip Hop  
Robyn

Singer/songwriter and producer Julie Aagaard, aka Kill J, has become one of Denmark's most noteworthy acts with her impressive vocal range and eclectic sound. Her hit single "You're Good But I'm Better" earned massive support from influential music blogs like The Fader, Stereogum, The Line of Best Fit and Pigeons and Planes, a number 1 spot on Hype Machine, and airplay on BBC1 and Beats1 radio.

Photo © Morten Rygaard



## 20 ESTA.

34.2K N/A 6.6K  
Chill Electronic  
Jai Wolf, What So Not, Flume

The Los Angeles producer has a lush, chill style of electronic music. Esta has played alongside acts like Gaslamp Killer, Sango, SOSUPERSAM, Mr. Carmack and Penthouse. In 2015, esta released his etc. remix EP and played at a number of festivals, including Circo, Applesap, Decibel and HARD Fest. 2016 marks the year of esta's first official album release.

Photo © German Vizcarra



# SOURCES

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