

Your monthly  
music forecast!

**THE FAN EXPERIENCE EVOLVES**

*White Denim  
Methyl Ethel  
Deap Vally  
Escondido  
Diet Cig  
and more*

 memBrain

# THE STORM REPORT

ISSUE NO. 37  
MAY/JUNE 2016



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**On the Cover Halsey:**  
*Photo provided by management*

# 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.

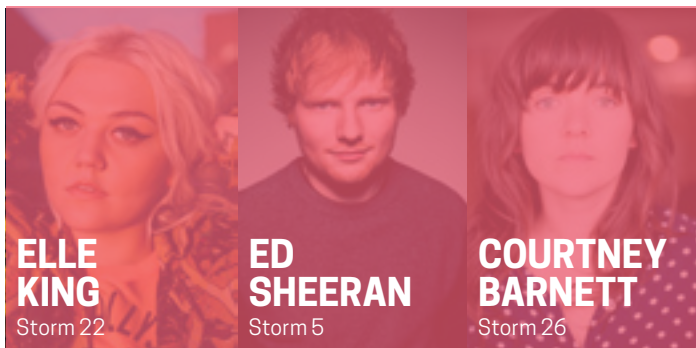
*How do we know?*

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!

Our issue this month explores music marketing innovation in 2016 - and specifically how successful artists are using mixed media to generate excitement and interest in their new releases. From Radiohead’s cryptic combination of direct mail, social media reboot and high concept music video releases to Beyonce’s emotionally charged “Lemonade” packaged as an unannounced short form film special on HBO - there have been significant shifts in the way that music is being promoted and experienced. In this world of snack-sized content consumption and always-on music services (where music is perceived as essentially free), successful artists consistently demonstrate that they are more than any one “hit” single; they are true storytellers, creating renewed value for fans that may have otherwise been lost.



Jennifer Sullivan  
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## MUSIC MARKETING 2016: THE FAN EXPERIENCE EVOLVES

By Tessa Ghenender, Ian Hecht, Jennifer Sullivan

Music will always play an important role in our culture – however the way it is consumed and distributed is an ever-changing formula. We find ourselves in a time where fans call the shots and traditional nuances in the music industry are broken. Artists today, even the most popular artists in the world, must push boundaries and offer unique experiences to stand out from the masses. From packaging innovations to guerrilla marketing campaigns to brand partnerships and beyond, we will explore the winners and losers in this new music frontier.

It is impossible to talk about innovative music marketing without mentioning Radiohead. In 2007, Radiohead's album "In Rainbows" was made available to the public as a free digital download through their website – listeners were invited to pay what they wanted for the record. The band's intent for the free download was to control early album reviews that often make or break an album solely based off of one person's opinion. After the free release, deluxe box sets with additional music were released offering fans a premium product. To follow, "The King of Limbs" was released, direct-to-consumer, except this time there was a set price for music. It was given away at record stores with a 12-page newspaper, *The Universal Sigh*, which made the purchase feel more special. Last month, in a startling move, Radiohead replaced all the content on their website and social media accounts with blank images. Fans later learned that this was in anticipation of their latest album, "A Moon Shaped Pool," which was recently released together with two artful music videos. The marketing campaign, the videos and the new music was met with nearly universal acclaim. Harnessing the media and fan excitement by weaving together a mysterious story, Radiohead once again was able to elevate the art of fan (and press) engagement.

In 2013, Beyoncé took the world by surprise when she dropped her self-titled album "Beyoncé" on iTunes without any prior notice or promotional support. In addition to the unexpected release, each song on the album was accompanied by a music video – a visual album. Beyoncé's most recent album, "Lemonade," was also a surprise release – this time a short film, and it was released as an hour-long HBO special. Featuring a

wide range of genres and guest artists – and highly emotional (and personal) subject matter, *Lemonade* received widespread acclaim from critics. The BBC's Mark Savage noted that Beyoncé had become an "albums artist, with a range extending beyond that of radio play."

The music world lost a pioneer in 2016, but even after his death, David Bowie continues to entertain and surprise his fans. Bowie's last album release "Blackstar" was a powerful finale to a long and successful career, released just two days before Bowie's death as a parting gift for fans. Warming goodbye messages from Bowie are scattered throughout tracks with quotes such as "Look up Here, I'm in Heaven!" The album's producer, Tony Visconti, commented on the album, "His death was no different from his life – a work of Art." Always pushing his Art forward, fans recently discovered that when placed directly under sunlight, the artwork on the cover of the "Blackstar" vinyl album transforms into a field of glowing stars. Once the light source is removed, the stars fade away. A true visionary from start to finish, Bowie offered a posthumous reward for fans who purchased his album that was both innovative and meaningful – forever our "Starman."

Monetizing the sale of an album is tricky in the world of free streaming services such as Spotify and Pandora. Jay-Z's TIDAL, the first artist-owned, subscription-based streaming service, set out to support artists and offered to pay higher royalties. While the needs of the artists are prioritized with TIDAL's offering, the company neglects to address the most important component: the consumer. Both Rihanna and Kanye West recently released their albums through TIDAL which resulted in disappointment. Rihanna's album "Anti" only sold 469 copies, while Kanye's album "The Life of Pablo" didn't even hit the charts. Adding to the melee, Kanye made a bold claim on Twitter saying "My album will never never never be

(Continued from Page 4)

on Apple. And it will never be for sale... You can only get it on TIDAL." This false statement resulted in legal claims against Kanye and TIDAL - as "The Life of Pablo" is now available on Apple Music, and is no longer on Tidal.

Perhaps the most notoriously misguided moves of the past several years, U2 teamed up with Apple for the release of their new album "Songs of Innocence." Rather than thinking about what their customer's might want, Apple installed the entire U2 album onto all iTunes accounts for free - but also without customer permission. Rather than surprising fans, the stunt came over as invasive and has jokingly been referred to as the world's most deleted album. After receiving loads of negative press, U2 issued an official apology. Even today, if you search for "U2 and Apple," the top results are "Analyzing Apple's U2 Mistake" and "Remove iTunes gift album 'Songs of Innocence' from device." Not the result that Apple or U2 was clearly hoping for.

Paying for music without any kind of enhanced experience is no longer enough for music fans. Fans today demand something more thoughtful -and smart artists are listening and creating exciting new ways to entertain their audiences. Technology plays an important role in not only the distribution of music, but also the promotion of it. Fans are now provided with the opportunity to experience a full multi-sensory musical experience, bringing them even closer to their favorite artists. From the surprise of an unannounced new album release to the "name your own price" option, artists are disrupting tradition and pushing the industry forward - perhaps into a more profitable and sustainable business model. Nobody knows what the future holds, but we can safely assume that it will include music - and artists who put the experience of their fans first.

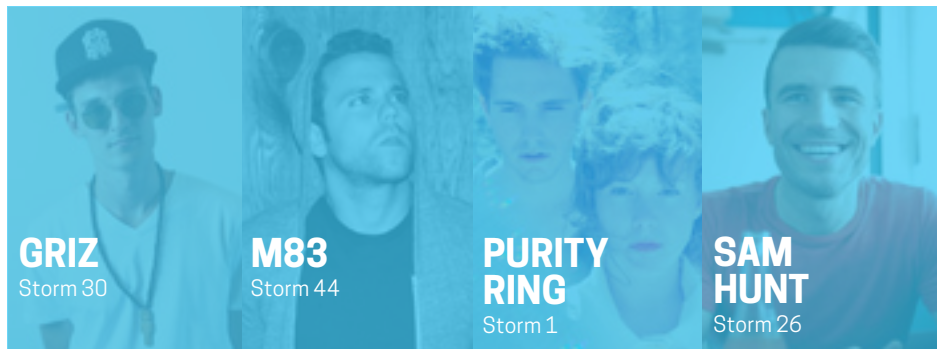


# STORM TRACKER

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

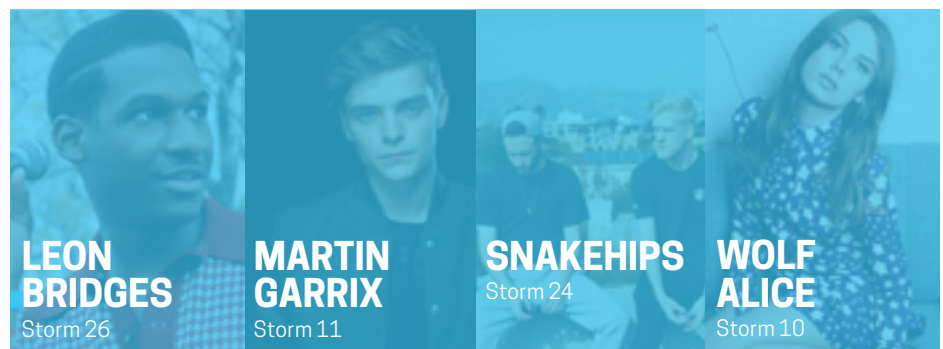
## STORM Alumni at Festivals

STORM Alumni are taking over the festival circuit! With 75 STORM alumni playing Bonnaroo (38% of the lineup), and 85 at Lollapalooza (46%), it's set to be a stormy summer.



### STORM ALUMNI AT BONNAROO (75/200)

Ellie Goulding, M83, HAIM, Halsey, CHVRCHES, Bryson Tiller, Leon Bridges, Father John Misty, Purity Ring, Sam Hunt, Flosstradamus, GRiZ, Blood Orange, Lord Huron, RL Grime, X Ambassadors, St. Lucia, Vince Staples, Misterwives, Goldlink, Cashmere Cat, and many others



### STORM ALUMNI AT LOLLAPALOOZA (85/183)

Ellie Goulding, G-EAZY, HAIM, M83, Halsey, Flosstradamus, Martin Garrix, Grimes, Bastille, Leon Bridges, Bryson Tiller, Miike Snow, GRiZ, Local Natives, Vic Mensa, Zhu, The Arcs, Vince Staples, St. Lucia, A\$AP Ferg, Alessia Cara, Cashmere Cat, Tory Lanez, Seven Lions, X Ambassadors, Melanie Martinez, FIDLAR, Wolf Alice, Saint Motel, and many more.

Events and happenings during the month of June.

## ALBUM RELEASES

Ready for a playlist refresh? Lucky for you, a handful of your favorites are dropping new albums in the month of June.

Red Hot Chili Peppers announce their new album 'The Getaway.' This release comes highly anticipated, as it's the first new album in over five years.

Lo and behold, Classixx has announced the conclusion of their latest album "Faraway Reach." The kings of dance music have collaborated with all kinds of big names, such as T-Pain and Passion Pit to deliver the perfect summertime album.

Bad ass duo, Alison Mosshart and Jamie Hince are almost ready to release The Kill's latest album, "Ash & Ice." They have released their first single "Doing It to Death" along with a music video which involves choreographed dancers in all black and a slew of hearses as props, staying very true to The Kill's brashness.

Nick Jonas' Album "Last Year Was Complicated" is the now solo-artist's third album. Jonas admits he has poured his heart and soul into this new album, and finds himself vulnerable.

Tracks tell the story of break ups and other critical moments in Jonas' life.

## MOVIE RELEASES

Stop Never Stopping: Comedian Andy Samberg stars in comedy "Stop Never Stopping" which portrays a singer/rapper whose popularity is in jeopardy after his album flops, leaving him to try and figure out a life without stardom.

Teenage Mutant Ninja Turtles: Out of The Shadows: Everybody's favorite childhood show is making it's way back to the big screen in early June. Make sure you get to theaters to revisit your favorite pizza eating, crime-fighting turtles in this 2014 sequel.

Warcraft: Greetings, Warcraft fanatics, the Warcraft movie premiere is just a matter of weeks away. This movie promises fantasy violence as warriors flee their homes in attempt to settle in a place with less annihilation.

## UPCOMING TOURS

Queen Beyoncé's tour continues. Missed her LA shows? Shame on you! It's okay though, because she'll be touring all over the US until her European leg in October.

Justin Bieber's "Purpose Tour 2016" has commenced. The heartthrob will continue making appearances throughout the US over the next few months.

A little band called Guns N' Roses is kicking off their "Not In This Lifetime" reunion tour this June. With tickets averaging \$275 a pop, this is by no means a cheap night out, but it certainly will be a night to remember.

## AWARD SHOWS

The Tony Awards will be airing live on June 12, recognizing the achievement of the Broadway Theatre in New York. James Corden will host this year's 70th annual Tony Awards show.

## FESTIVAL SEASON

As summer starts heating up, so do the festivals. Itching to travel? Primavera Sound might be the perfect festival for you. Taking place in Barcelona in early June, Primavera has over a hundred performances taking place throughout the city. Major headliners include LCD Soundsystem, Radiohead, Tame Impala, and many more.

Ready to get hot and sweaty in Tennessee? Bonnaroo is back and ready to rock your socks. Pearl Jam, LCD Soundsystem, and Ellie Goulding should be reason enough to pitch a tent and bear the heat.

The Roots picnic is returning this June for it's 9th reunion with arguably one of its' strongest lineups yet. Future, Leon Bridges, and Usher will be headlining this Philadelphia festival with many other strong acts.

Governors Ball: New York's first successful festival, the Governors Ball offers up some of the best acts, in the best city. The famous New York City skyline will double as a backdrop for like Kanye West, The Strokes, The Killers, Purity Ring, Miike Snow and so many more.

# THE 20 ARTISTS ON OUR RADAR

Rank	Artist	Audio/Video	Label	Target Demo	Score
1	SIGALA	 	Ministry of Sound	Teenagers, College Kids	14479
2	JAIN	 	Spookland	Teenage Girls, College Kids	3889
3	BISHOP	 	Teleport Records	Teenagers, College Kids	1725
4	DON DIABLO	 	Protocol Recordings, Axtone Records	Teenagers, College Kids	1123
5	MIIKE SNOW	 	Downtown Records, Columbia Records	College Kids, Young Professionals	223
6	ST. LUCIA	 	Neon Gold Records	College Kids, 20-Somethings	193
7	THE HEAD AND THE HEART	 	Sub Pop	College Kids, 20-Somethings, Young Professionals	152
8	METHYL ETHEL	 	4AD & Dot Dasht	20-Somethings, 30-Somethings	110
9	HUDSON THAMES	 	Motown & Universal Records	Youth, Teenage Girls, College Kids	103
10	CHARLOTTE DAY WILSON	 	Record Mob	College kids, 20-Somethings, Young Professionals	101
11	BUNT	 	Interscope Records	Teenagers, College Kids, Young Professionals	82
12	CAR SEAT HEADREST	 	Matador Records	College Kids, 20-Somethings, Young Professionals	73
13	STURGILL SIMPSON	 	Atlantic Records	College Kids, 20-Somethings, Young Professionals	62
14	JAZZ CARTIER	 	Independent	College Kids, 20-Somethings	35
15	WHITE DENIM	 	Downtown Records	20-Somethings, Young Professionals, 30-Somethings	35
16	JASON ROSS	 	Anjunabeats	College Kids, 20-Somethings	N/A
17	DEAP VALLY	 	Island Records	20-Somethings, Young Professionals	21
18	DIET CIG	 	Father/Daughter Records	20-Somethings, Young Professionals	11
19	ESCONDIDO	 	Kill Canyon Records	College Kids, 20-Somethings, Young Professionals	5
20	HUMANS	 	Hybridity Music	College Kids, Young Professionals, 20-Somethings	2

## 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



**IAN'S  
TOP PICK!**

**1**

# SIGALA

📺 13.7K 📺 65.1K 📺 331K

🔊 Electronic House

© Kygo, Matoma, Robin Schulz

Jack-of-all-trades, Sigala (AKA Bruce Fielder), is a London-based house DJ/ Producer/Recorder. His influences oscillate from '90 house music to R&B, guaranteeing a spot on your party playlist. His debut single "Easy Love," was released in 2015 and quickly hit number 1 on the UK Singles Chart.

Photo © Jonangelo Molinari

**2** JAIN

📺 11K 📺 66.9K 📺 71.1K

🔊 Pop

© Christine and the Queens, Lost in

Pradise, Charli XCX, Lorde  
French babe, Jane, pulls her musical inspiration from all of the eclectic places she's called home. From Madagascar to the Congo, she's honed in on her passion to create music. Her fan base only increased exponentially when Jayden Smith featured her on his Beats1 radio show.

Photo © Paul and Martin







“Bishop Briggs sure has a set of pipes on her: Husky, swaggering, sensual.”  
—noisey.vice.com

### 3 BISHOP

5K 1K 5.3K  
Indie Pop  
© Sia, Halsey, Banks

English singer, Bishop Briggs was first turned onto music through the Karaoke bar seen in Japan. After moving to LA to pursue her musical career, Bishop is captivating fans

with her eclectic songs filled with angsty lyrics.  
Photo © George Robertson

4 DON DIABLO  
202K 1.8M 114.9K  
Electronic Dance  
© Oliver Heldens, Chocolate Puma  
Don Pepijn Schipper, also commonly referred to as Don Diablo, is a Dutch DJ and producer of Electro-house music. Unlike other DJ’s in the industry, Diablo separates himself by vocalizing in most of his tracks. You will likely recognize his first single, “blow,” if you’ve spent any time in the international club scene.  
Photo © Thomas Piekert Weeserik



# 5 MIIKE SNOW

79.2K 420K 31.5K

Indie Electro Pop

© Passion pit, Empire of the Sun, MGMT, Bagraiders, Cut Copy

The Swedish-American trio, Miike Snow, boasts experienced producers/song writers who have worked with Britney Spears, and Katie Perry. The group has released a multitude of hits, starting with “Animal” in

2009. They’ve consistently delivered fun songs with catchy hooks, and their latest album iii, is no exception with songs like “Genghis Khan.”

Photo © Nick Zinner, Joachim Belaieff and Henrik Korpi





## 6 ST. LUCIA

📺 27.9K 📺 102.3K 📺 12.3L

🔊 Indie Electronic Pop

© Atlas Genius, RAC, CHVRCHES, Washed out, Neon Indian, Toro Y Moi

Singer/Songwriter Philip Grobler grew up in South Africa where he nurtured his love of music as a member of the Drakensberg Boys Choir School. After traveling the globe, Grobler decided to make New York city his home. In the Big Apple he began using his influences of his childhood to create a unique sound of synth-pop.

Photo © Shervin Lainez



## 7 THE HEAD AND THE HEART

📺 9K 📺 34.2K 📺 9.6K

🔊 Indie Folk

© Dawes, Edward Sharpe & The Magnetic Zeros, The Lumineers

Indie folk band formed in Seattle in 2011 and began making Americana music with country rock influences. They started out playing in local pubs and bars, but it wasn't long before they began reaching audiences around the US and touring with big names such as Vampire Weekend.

Photo © Gus Black



## 8 METHYL ETHEL

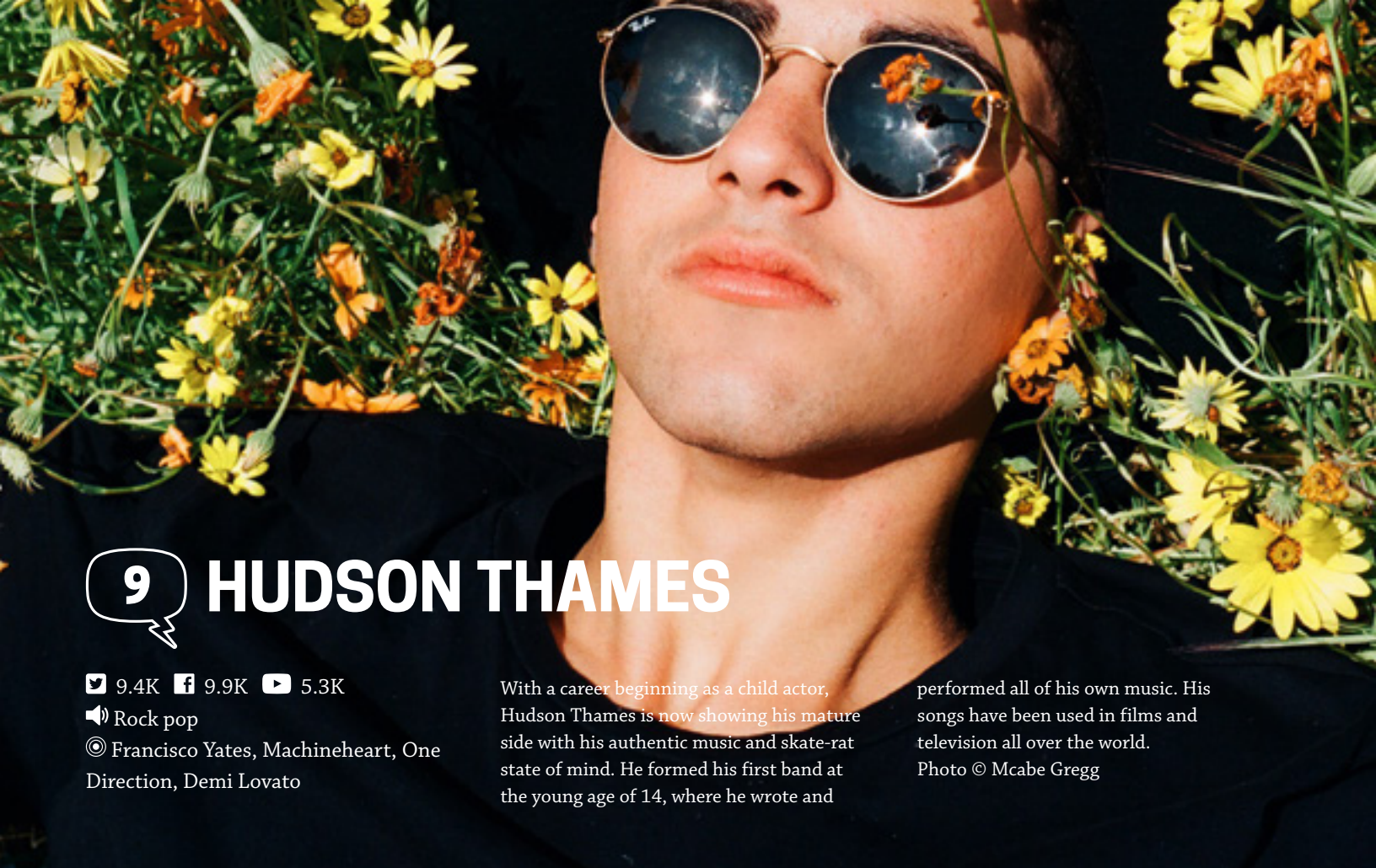
📺 1K 📺 11.8K 📺 527

🔊 Psychedelic Pop

© Jamie XX, James Blake, FKA Twigs

Methyl Ethel has gained traction worldwide, despite not having any U.S. label backing. In 2015 they were featured in a Rolling Stones article as one of the "10 New Artists You Need to Know: October 2015." You can catch them as an opener for big act Courtney Barnett in the next year.

Photo © Mia Mala McDonald



# 9 HUDSON THAMES

📺 9.4K 📺 9.9K 📺 5.3K

🔊 Rock pop

© Francisco Yates, Machineheart, One Direction, Demi Lovato

With a career beginning as a child actor, Hudson Thames is now showing his mature side with his authentic music and skate-rat state of mind. He formed his first band at the young age of 14, where he wrote and

performed all of his own music. His songs have been used in films and television all over the world. Photo © McCabe Gregg



# 10 CHARLOTTE DAY WILSON

📺 1.1K 📺 2.2K 📺 168

🔊 Soul

© Fleet Foxes, Animal Collective

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 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 © Devon Little

“Charlotte Day Wilson offers gospel-tinged R&B that speaks to a life fueled by the hustle.”  
—Pitchfork.com

# 11 BUNT

368 10.2K 2.3K

EDM

© Avicii, Mumford & Sons

Trailblazers Levi and Nico of BUNT. are known for bridging the gap between folk/country and EDM music genres. Their tracks are a hybrid of electronic mixes and banjo solos, creating a truly authentic sound. The duo continues to push boundaries and create a stir within the music industry today, which has been on the radar of major publications such as The Rolling Stone.

Photo © Kai Bechtle Modern Photography



# 12 CAR SEAT HEADREST

8.3K 24.6K 2.7K

Indie Rock

© Animal Collective, Modest Mouse, Frankie Cosmos, Porches, Chastity

Musician and songwriter, Will Toledo, has been creating vibey tunes under the name Car Seat Headrest since 2010. Inspired by bands from R.E.M. to Animal Collective, the English major began writing songs on his computer and using the built in microphone. Today he has graduated to smarter technology, but stays true to his melodic roots.

Photo © Anna Webber





13

# STURGILL SIMPSON

📺 8.3K 📺 24.6K 📺 2.7K

🔊 Country

© Waylon Jennings, Shovels & Rope, Nikki Lane, Todd Snyder, Merle Haggard

Sturgill Simpson made his name in music after he left his former band to become a solo artist in 2012. With strong Southern routes, Simpson has become widely praised for his progressive country music. He has referred to himself as a “modern Waylon Jennings,” and fans aren’t disagreeing. Photo © Reto Sterchi

**JENNIFER'S  
TOP PICK!**



## 14 JAZZ CARTIER

📺 54.9K 📺 157.5K 📺 16.6K

🔊 Hip Hop

© Future, Young Thug, Kayne West

22 Year old rapper from Toronto started out performing locally and quickly became positioned as the next big rapper after releasing his mixtape “Marauding in Paradise.” Just nine months later, Cartier released his latest project, “Hotel Paranoia,” which displays bold lyrics with a versatile sound.

Photo © Louis Mora



15

## WHITE DENIM

📺 12.6K 📺 60.8K 📺 2K

🔊 Indie Rock

© The Walkmen, Black Lips, The War on Drugs, Kurt Vile

This four person rock group came together in 2005 in Austin, Texas, creating garage-punk infused sounds. Fast forward to over a decade later, their latest album, *Stiff*, boasts

an eclectic compilation of soulful blues and psychedelic folk, which can be heard in single “Ha Ha Ha (Yeah)”.

Photo © Drew Anthony Smith

“White Denim realizes a sound truly its own on *Stiff*.”

— *Austinchronicle.com*

16

## JASON ROSS

📺 20.9K 📺 40K 📺 N/A

🔊 Progressive House

© Above & Beyond, Armin van Buuren

It hasn't taken long for 26-year-old Jason Ross to make a name for himself amongst Anjunabeat fanatics. Winning over fans with his dance-worthy tracks, Ross has gained praise for his beautiful melodies and unique progressive sound.

Photo © Kaitlin Parry







17

## DEAP VALLY

 17.4K  72.9K  10.1K

 Rock

© Death From Above 1979, FIDLAR, The Orwells

Lindsey Troy and Julie Edwards make up the all female guitar/drum duo, Deap Vally. They first met in a crocheting class in Los Angeles, and after exchanging CDs they decided to partner. Their first single "Gonna Make My Own Money," helped earn their feminist reputation. Their songs are filled with bold messages and bluesy undertones.

Photo © John Stavas



## 18 DIET CIG

📺 5.4K 📺 12.5K 📺 N/A  
🔊 Pop Punk  
© Girl Pool, Chastity Belt, Car Seat Headrest

The stars aligned for the duo Alex Luciano and Noah Bowman after meeting at a house show in New York. Together they create candid music, reminiscent of 90's pop-punk. Luciano delivers lyrics of relationship troubles and adolescent struggles, while Bowman compliments her feminine voice with the his unfaltering drum beats.  
Photo © Andrew Piccone

## 19 ESCONDIDO

📺 2.5K 📺 6K 📺 N/A  
🔊 Indie Folk  
© Rayland Baxter, Anderson East,  
The Apache Relay

Tyler James, former member of Edward Sharpe and the Magnetic zeros, and Jessica Maros met after they had both moved to Nashville to pursue their musical careers. After discovering their aligned tastes in music, they teamed up to make a record of western-inspired tracks. Since 2013, they have made appearances on Conan O'Brien, and NBC's Nashville.  
Photo © Talia Shipman



“After dabbling in spacious, arid arrangements on their desert-influenced debut, Nashville duo, Esccondido dials up the intensity on "Heart is Black," from their upcoming second album "Walking With a Stranger.”  
— The Wall Street Journal



## 20 HUMANS

📺 2.1K 📺 7.5K 📺 798  
🔊 Indie Rock  
© The Glitch Mob, Miike Snow, Hot Chip

Peter Ricq and Robbie Slade formed Canadian band, Humans, in 2010 with the intent of making you get up and dance. Pulling inspiration from their indie rock roots, they have made experimental music accessible to the masses.  
Photo © Lauren D Zbarsky

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