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

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#### On the Cover:

Ellie Rowsell, the lead singer of Wolf Alice. 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!

Nostalgia is a powerful emotion - and one that marketers frequently use to excite and engage their consumers. As we look back at 2016 so far, we've observed a decided yearning for a return to the 1990s. An inaugural "I Love the 90s Tour" kicks off this month featuring performances by Vanilla Ice, Salt N Peppa, Kid N Play, Coolio and more; "MTV Classic" debuts on August 1 and features programming entirely from the 90s and early 2000s; The Backstreet Boys are back in the studio working on a country song with Florida Georgia Line; Guns-N-Roses, PJ Harvey, Blink 182, Weezer and Deftones are all on the road again - with members of Pearl Jam and Soundgarden forming a supergroup. And there is a new crop of artists emerging with sounds that can only be classified as post-90s goodness. It's all about the "throwback." We explore how Millennial consumers (aka 90s kids) are driving this renewed demand for the fashion, entertainment and music of the 1990s in this month's "Eye of the Storm" article.

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

Jenn Ja Sultuan

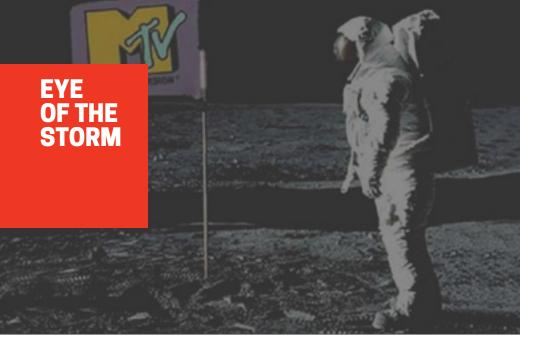
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# That's So 90's: What Goes Around Comes Around

By Ian Hecht, Jennifer Sullivan

In uncertain times, we return to the familiar looking for comfort. Millennials, born between 1980 and 2000, are faced with a world of uncertainty. While well-educated and rich in resources, Millennials are saddled with a poor economy and lack of jobs to meet the demand of the largest generation alive today. Faced with social pressures in a world of always-on media and "selfie" culture, Millennials are also faced with more scrutiny and less personal privacy than any generation in history.

While often considered spoiled by older generations, Millennials were raised in a world with infinite possibilities powered by technology. They are restless and passionate about making their mark on the world, yet saddled with debt and an uncertain job market. And they are becoming parents.

So what are they doing? They are relying on nostalgia to make sense of the world – or perhaps to escape it for just a few hours.

Millennials love 1990's pop culture- fashion trends, entertainment and music have all experienced a return to the decade that defined a generation. Choker necklaces, Doc Martins, grungy flannels and denim jackets are back. "Duck Tales," "Celebrity Death Match," "Magic School Bus," "Powerpuff Girls" and "Hey Arnold" are just a few titles in the massive number of 90's television shows returning to the small screen. Nickelodeon introduced a programming block called The Splat featuring primarily shows from the 1990s (formerly known as "The 90s Are All That"). "Independence Day" is back in theatres and kids hunting "Pokemon" once again.

Similarly, a broad spectrum of new music artists influenced by the 90's has emerged.

Electronic music is especially fond of the 90's. Duke Dumont's tropical tune "I Got U" samples Whitney Houston's "My Love is Your Love" to great effect. 3LAU twisted the iconic chorus of Corona's "Rhythm of the Night" in his high energy electro house single "The Night." And Cyril Hahn's remix of Destiny Child's "Say My Name" into an

addictive deep house cut effectively put his name on the map in the electronic music scene.

Hip Hop music had its Golden Age in the late 1980s and early 1990s - perhaps the most culturally relevant genre of music. 90's Hip Hop music was instrumental for many of today's top Hip Hop Acts. In a recent radio interview, Kendrick Lamar lists what he learned from his idols: Biggie taught him how to flow and be confident, Nas taught him the art of storytelling, and Tupac taught him how to connect with people on an emotional level. Joey Bada\$\$'s music is also heavily reminiscent of the 90's - his intricate lyricism is evocative of Nas. J. Cole's lyrical content is rooted in similar issues to that of 90's Hip Hop; societal problems, childhood experiences, and the struggle of being underprivileged. While Hip Hop today is decidedly more commercial (a la Drake or Kanye West), its popularity would not have been possible without the 90's artists who paved the way for their success.

Recent years have seen the return of acts like The Backstreet Boys, Sugar Ray, Smash Mouth, Korn, Slipnot, Pearl Jam and Third Eye Blind to the stage. There is also a crop of new artists drawing inspiration and sounds from the likes of Smashing Pumpkins, Sonic Youth, The Pixies, Weezer and so on.

One of the most notable newer artists bringing back the 90s grunge rock sound is Wolf Alice. Wolf Alice's grungy guitar crunch on the single "Moaning Lisa Smile" sounds like vintage Nirvana or Hole. Crowd favorite "Bros" is cut from the same cloth as the Smashing Pumpkins' anthem "1979." And the lush "Silk" starts out like a Mazzy Star ballad before segueing into something more akin to Sneaker Pimps.

Millennial demand for 90's nostalgia is poised to impact our content for years to come. What will Generation Z bring back into vogue? Only time will tell.

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

# STORM Summer Festivals: Part 2

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



**Galantis** (STORM No. 35)



KSHMR (STORM No. 35)



Felix Jaehn (STORM No. 35)



Lost Frequencies (STORM No. 35)

#### **TOMORROWLAND**

Europe's Dance Music mega-festival is back in Boom, Belgium, sporting a lineup of the world's best DJs. STORM alumni in attendance include: Galantis, KSHMR, Felix Jaehn, Lost Frequencies, Sigala, Martin Garrix, Matoma, and Sam Feldt

#### **FYF FEST**

Eclectic as ever, FYF has a stellar lineup of rock, indie, and electronic acts. Headliners at the LA-based festival this year include Kendrick Lamar, LCD Soundsystem, Tame Impala, and Grace Jones. Storm Alumni: Beach House, Blood Orange, CLASSIXX, Denzel Curry, DIIV, Father John Misty, Grimes, Jagwar Ma, Kelela, Mac DeMarco, Rae Sremmurd, Tame Impala, and Vince Staples



**Beach House** (STORM No. 35)



**Blood Orange** (STORM No. 35)



CLASSIXX (STORM No. 35)



**Denzel Curry** (STORM No. 35)

#### MADE IN AMERICA

What better way to celebrate labor day than by going to a music festival? For those in the Philadelphia area, Made in America has you covered with a diverse lineup of hip hop, electronic, and indie acts. Storm Alumni: Jamie xx, Chance the Rapper, Martin Garrix, Bryson Tiller, Grimes, Gary Clark Jr., Tory Lanez, St. Lucia, and Car Seat Headrest



**Jamie XX** (STORM No. 35)



Chance the Rapper (STORM No. 35)



Martin Garrix (STORM No. 35)



Bryson Tiller (STORM No. 35)

### STORM FORECAST

Events and happenings during the month of July.

# JULY ALBUM RELEASES

Released on July 8, Wildflower marked The Avalanches first album in 16 years. Well worth the wait, the sample rich album is an electronic music journey, and a must-listen.

Schoolboy Q's latest album, Blank Face LP, was also released on July 8 via Interscope Records. The album has big features from the likes of Kanye West, Jadakiss, and Miguel, and has been received as some of Schoolboy Q's best work.

## **MOVIE RELEASES**

Featuring an all-star cast with the likes of Jared Leto, Will Smith, and Margot Robbie, Suicide Squad hits theatres on August 5. In the movie, a mix of well-known and unknown villains are recruited by the government to team up and complete a task deemed too dangerous for superheroes.

The Secret Life of Pets was released on July 8, and is on pace to be the highest grossing movie of July. In the movie, a spoiled terrier (voiced by Louis C.K.) gets upset when his owner adopts a large unruly dog, and after the pair get lost they must work together to make it back home.

Who you gonna call? Ghostbusters is back in a long-awaited return to the big screen that was released on July 15. Director Paul Feig brings a fresh take on the classic comedy, with some of the funniest actors in the business including Melissa McCarthy, Kristen Wiig, and Kate McKinnon.

#### **AWARD SHOWS**

MTV's biggest night of the year, the VMA's will air on Sunday, August 28 from Madison Square Garden.

## AUGUST ALBUM RELEASES

DJ Snake's debut album, Encore, is set to come out on August 5 via Interscope records. The hit single "Middle" has already been released, but collaborations with Justin Bieber and Travi\$

Scott will finally see the light of day upon the release.

Duo behind the hits "No Flex Zone" and "No Type," Rae Sremmurd, are back with their second album "SremmLife 2," out on August 12. The lead single "By Chance," has already had considerable radio play, and the album promises collaborations with Juicy J. Lil Jon, and D.J Mustard.

# **CONCERT TOURS**

Justin Beiber's Purpose Tour recently ended with a finale in Madison Square Garden on July 18, but that's not the last we've heard from him in July. Released on July 22, he was featured on Major Lazer's single "Cold Water," which is the first time since "Where Are U Now" that Diplo and Beiber have worked together.

Rhianna's Anti tour is wrapping up after an almost six month run, filling stadiums in the US and Europe. Her final show is in Zurich's Letzigrung Stadion on August 12.

YouTube sensation Lindsey Sterling's summer tour is taking her all around the US and Canada through to the end of the summer. With stops including Panorama Festival and Lollapalooza, there are plenty of opportunities see the multi-talented performer in person.

## **THE 20 ARTISTS ON OUR RADAR**

Rank	Artist	Audio/Video	Label	Target Demo	Score
1	ALAN WALKER	<b>•</b>	Sony	Teenagers, college kids, young professionals	49354
2	KEVIN GATES		Atlantic Records	20-somethings	5268
3	HAYDEN JAMES		Future Classic	Young professionals, college kids	3421
4	FOALS		Warner Bros.	Young professionals, 20-somethings	1926
5	ROBERT DELONG		Glasnote Records	Young professionals, 20-somethings	1582
6	KAYTRANADA		XL Recordings	College kids, young professionals, 20-somethings	1157
7	GALLANT		Mind of a Genius	College kids, 20-somethings	1092
8	HOUNDMOUTH		Rough Trade Records	College kids, 20-somethings	929
9	JAI WOLF		Foreign Family Collective	Teenagers, College kids	795
10	JAMES BLAKE		Polydor	Young professionals, 20-somethings	615
11	BOY & BEAR		Universal Music Group	Young professionals, 20-somethings	300
12	JAHKOY		Def Jam Recordings	Young professionals, college kids, 20-somethings	298
13	SOAK		Rough Trade Records	Young Professionals, 20-somethings	245
14	RIVER TIBER		Independent	College kids, 20-somethings	181
15	LUCIUS		Mom + Pop	Teenagers, college kids	159
16	MIDNIGHT TO MONACO		Future Classic	Teenagers, college Kids	108
17	<b>У</b> ОТТО		Anjunadeep	20-somethings, 30-somethings	96
18	HOTEL GARUDA		PRMD Music	Teenagers, college kids, 20-somethings	80
19	TENNYSON		Independent	Teenagers, College Kids	16
20	DAWN		Bad Boy Records	20-somethings	4





#### 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 playlist** by clicking on the buttons above.

### **SYMBOL KEY**



Twitter



Facebook



YouTube



Sound Cloud



Genre



Similar Artists





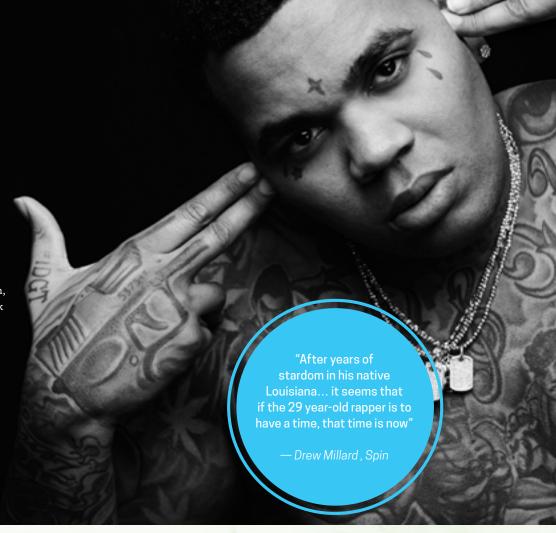
**y** 715K **f** 4.02M ▶ 1.72M

■) Hip-Hop

© Future, Rich Homie Quan

Kevin Gates' sound is strikingly dynamic: his lyrics are jarringly honest and autobiographical, while his productions ranges from tough trap beats to ambient sonics. This unique contrast has created a die-hard fanbase to support him, his debut full-length album for Atlantic Records, Islah, beat out Adele's 25 during its debut, to peak at No. 2 on the Billboard 200.

Photo © Photo by Jimmy Fontaine







**∑** 5719 **f** 46.8K **▶** 7289

Downtempo Electronic

Jamie xx, Caribou

Hayden James burst on to the scene in 2013 with his laid-back disco single "Permission to Love," on Australia's Future Classic label. His next hit "Something About You," featuring sensual vocals, atmospheric synths, and bubbly drums, charted in multiple European countries and was remixed by the likes of Odesza and Gazzo.

Photo © 2016



**У** 214К **f** 1.03М ▶ 197.9К

Nock

© Friendly Fires, Wild Beasts

Hailing from Oxford England, Foals are an indie rock band with a poppy, jittery, upbeat, math rock sound. They are recognized as one of the UK's best live acts, as they have won

the 2013 Q Award for Best Live Act, and were twice nominated for the NME Award for Best Live Act.

Photo © Photo by Nabil, 2015





**У** 24.8K **f** 67.1K **▶** 11.7K

(I) Electronica

Mot Chip, Joywave

Robert DeLong creates experimental dance music that takes from a variety of electronic subgenres from house to dubstep to moombahton. He's known for using a variety of MIDI controllers during his performance, including keyboards, drum pads, and even video game controllers.

Photo © Photo by Myles Pettengill



# **KAYTRANADA**

**У** 90.2K **f** 361.4K **▶** 32.8K

R&B, Electronica

Anderson .Paak, Mura Masa

Kaytranada, born Louis Kevin Celestin, is a producer and DJ, creating insanely groovy jams that range from soul to disco to R&B. His break came after his Soundcloud remix of Janet Jackson's "If" went viral. His long awaited debut album, 99.9%, was released on May 6, 2016 featuring big names such as Anderson .Paak, AlunaGeorge, Goldlink, and

Photo © Photo By Liam McCrae 2016



# **GALLANT**

**У** 17.9K **f** 47.2K ▶ 12K

(1) R&B

© DVSN, Majid Jordan

Born Christopher Gallant, the Maryland native's striking falsetto and emotive singing style leave an impression that is hard to forget. His debut album "Ology," puts his voice front and center with smooth R&B instrumentals to back him up, and includes "Skipping Stones," a single co-produced with Jhene Aiko.

Photo © Photo by Nikko La Mere







**¥** 240K **f** 821.6K **▶** 182K

■ Electronica, R&B

© Jamie xx, Four Tet

James Blake is an English singer, songwriter, and producer from London. His earliest work incorporated many elements of dubstep, yet his sound has changed over the years to bring his voice and piano arrangements to the foreground. His latest album, "The Color in Anything," is a soulful exploration through an ambient electronic soundscape of what remains after heartbreak.

Photo © Photo by Nabil Elderkin 2016

"Listening back to Blake's records in chronological sequence is like hearing a ghost gradually assume material form [...] out of digital ether."

—Mark Fisher



**У** 29.3K **f** 200.4K ▶ 14.1K

◀) Folk, Indie-rock

© Wilco, Fleet Foxes, Mumford & Sons

Boy & Bear is an Australian indie folk-rock band whose optimistic, pop sound has made them a staple on Australia's radio playlists. Their first two albums, "Moonfire" and "Harlequin Dream" both reached the top ten of the Australian album charts, with "Moonfire" winning Album of the Year at the 2011 ARIA awards.

Photo © Photo by Luke Kellet 2015





12 JAHKOY

¥ 11.7K **f** 6531 ▶ 3289

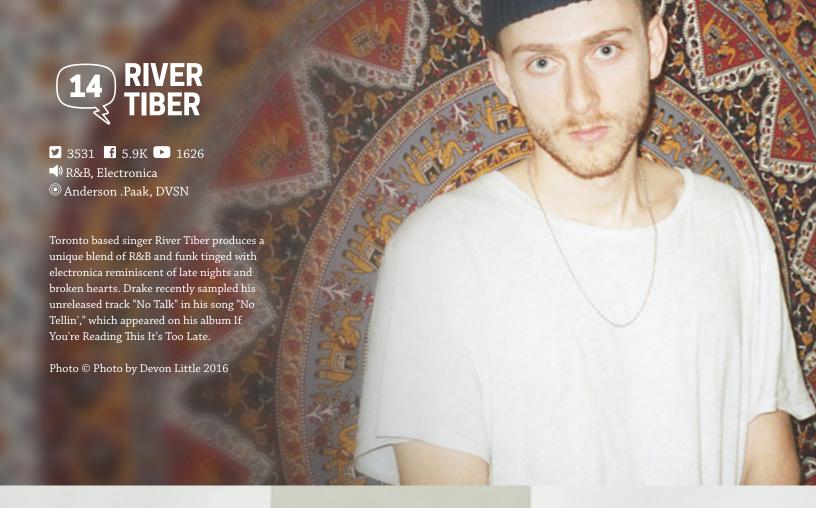
**■**) R&B

O DVSN, Roy Woods

Singer, songwriter, and rapper, JAHKOY describes his brand of emotive electronic R&B as bipolar. Coming from Toronto like so many other synth-based R&B artists of late such as The Weeknd and PARTYNEXTDOOR, his forthcoming album "Temptations" has already been co-signed by Pharrel, despite the two never having met.

Photo © Photo by Ararsa Kitaba 2016







# **LUCIUS**

**№** 18.9K **f** 60.8K **№** 12.8K

Indie Pop

® St. Vincent, Sam Fermin, PHOX

Lucius was created when voice majors Jess Wolfe and Holly Laessig quickly became friends during their studies at Berklee School of Music. The group has since expanded into a quintet and garnered praise from the likes of The New York Times, Rolling Stone, and NPR. Photo © Piper Ferguson 2016





- У 298 **f** 1840 ▶ 44
- House, Electronica
- © Chromeo, Tuxedo

Midnight to Monaco are an electronic duo consisting of Canadian singer Ricky Ducati and LA-based producer Donnie Sloan. Their unique brand of house combines Ricky's pop vocals with Donnie's knack for producing funky baselines, and has seen remixes from upcoming producers such as Wheathin and Com Truise.

Photo © Nicholas Painted by Robert McGinnis 2015 "Their infectious drive taken in tandem with bold, thematic elements is what makes Midnight To Monaco more than your average music makers""

— Nest HQ



# YOTTO

- **3** 3062 **f** 12.4K ▶ 46.6K
- Deep House
- © Dusky, Cubicolor

Finnish DJ and producer creates deep, groovy cuts that have seen praise from all over the dance and pop music worlds. Pete Tong named his remix of Rufus' "Like an Animal," the essential new tune on his BBC Radio 1 weekly radio show, and Yotto was tapped by Coldplay to remix their track "Adventure Of A Lifetime," which was well received by critics.

Photo © Miro Kalliola 2015



# 18 HOTEL GARUDA

**У** 9425 **f** 35.8K ▶ 963

House, Bass House

© Kaskade, Autograf

Hotel Garuda, the combination of DJ's Manila Killa & Candleweather, quickly rose to the top of the blogosphere with their inventive bass house remixes and remakes. With official remixes done for the likes of Lana Del Rey, Galantis, BANKS, and Kiiara, Hotel Garuda released their debut single "Smoke Signals" on PRMD music, Avicii's record label, to critical acclaim. With all this momentum, Hotel Garuda are surely a duo to keep your eyes on.

Photo © Jasmine Safaeian 2016



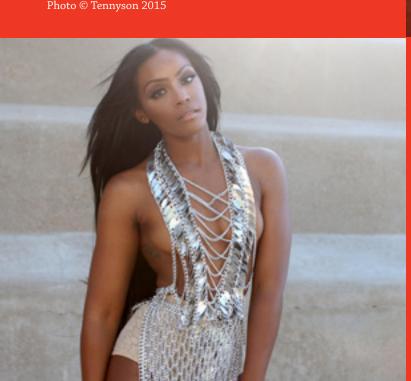
# **TENNYSON**

**У** 6439 **f** 15.8K ▶ 2944

(I) Electronica

© Cosmo's Midnight, Wave Racer

Tennyson is Luke and Tess Petty, a brothersister electronic producer duo hailing from Canada. Their music is characterized by electronic chirps and beeps sprinkled over ambient synth chords, with the occaisonal vocal pairing. While they are still teenagers, Tennyson have already remixed Skrillex's "Stranger' with Skrillex himself; a promising co-sign to a group so young. Photo © Tennyson 2015





# 20 DAWN

**У** 710К **f** 216.5К ▶ 16,947

R&B, Electronica

© Brandy, Kelly Rowlandy

Dawn Richard began her career as a member of Danity Kane before transitioning into the trio Diddy-Dirty Money and finally into her solo career as DAWN. Her most recent album, Blackheart, is a dive into electronica, while its predecessor, Goldenheart, displays her unique R&B sound.

Photo © Anonymous

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