

*What The World Needs Now...
is Love Sweet Love
Kaleo
Noah Cyrus
Alma
Judah and the Lion
Sara Hartman
and more*

Your monthly
music forecast!

 memBrain

THE STORM REPORT

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July Talk, Photo by Shalan and Paul, (STORM 22, November 2014)

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.

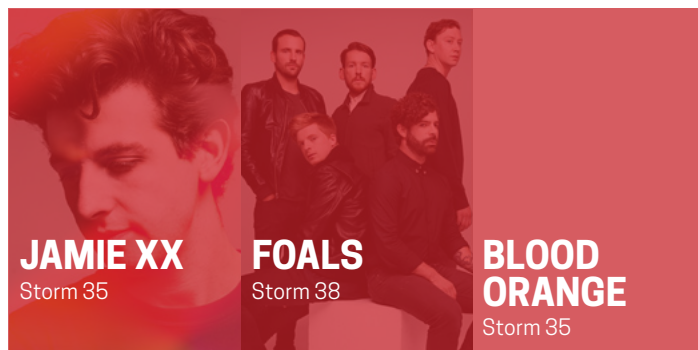
How do we know?

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!

In the spirit of celebrating the month of love and lovers, we’ve dedicated this issue of the STORM to the exploration of couples in the business of making music. From the match-ups to the break-ups, fans are just as fascinated by the stories behind the music as the songs they inspire. From Johnny Cash and June Carter to Jay-Z and Beyoncé, we’ve historically tuned in for a glimpse into the real-life love affairs of our favorite artists. Perhaps we are looking for a something that we can relate to - something that feels real? What we know for sure is that love and music are both universal and unifying forces. And as Dionne Warwick sang, “What the world needs now...is love, sweet love.”

Wishing you and the ones you love a very Happy Valentine’s Day!



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EYE OF THE STORM



Photo: Susan Wood, Getty Images

“What the world needs now.... is love, sweet love”

By Jennifer Sullivan and Malorie McCall

It is undeniable that music, and specifically, the love song has a way of connecting with us on a deeply emotional level. As listeners, it makes no difference if an artist has written a song for their lover “IRL” (in real-life) or have had a song written for them by a team of songwriters – we are fascinated by the love affairs of our favorite artists and the songs that they inspire. From speculation to which significant other a song is referring to, to lovers collaborating to create beautiful music together, everyone loves a good love story!

Google the term “musician couples” and you will inevitably be directed to the tempestuous love story of legendary country artists June Carter and Johnny Cash. June and Johnny met in 1950 backstage at the Grand Ole Opry, and their first duet came in 1964 with *It Ain't Me Babe*. Johnny's country anthem *Ring of Fire* was reported co-written by June, who claimed that the lyrics were meant to describe her feelings about falling in love with Johnny despite his volatile lifestyle. Fans were fascinated with the chaos and the chemistry that June and Johnny brought to the stage - and their story would later be immortalized for generations with the critically acclaimed film “Walk the Line.”

The explosive alchemy of musician couples has also proven to be a recipe for chart-topping hits and business opportunities. The famous folk rock duo Sonny and Cher had their first hit with *I Got You Babe* in 1965, a song that Sonny Bono wrote for himself and his then-wife, Cher – reportedly in their basement. The couple's relationship became so popular that they would later inspire the creation of “The Sonny & Cher Comedy Hour,” a variety show that featured Sonny and Cher in various skits and performances with special guests. The show ran for several years, only to be cancelled after the couple's divorce in 1974.

Yoko and John. Bobby and Whitney. Courtney and Kurt. We can look to decades of iconic lovers who captured the hearts and minds of fans around the world through their music – and their very public lives. Chris Brown's relationship with Rihanna is undoubtedly controversial, but before he was in trouble with the law, he was co-writing *Disturbia* with the Barbadian singer. Before they split up, The Dream and Christina Milian channeled their inner teen girl when writing the hit song *Baby* for Justin Bieber. And John Mayer & Katy Perry put their now

flamed-out love front-and-center when they co-wrote *Who You Love*, a John Mayer track featuring Katy Perry.

Taylor Swift's “long list of ex-lovers” has famously been the fodder of tabloid headlines. Her songs are well documented to be love letters (and letters of loves lost) to and about her former boyfriends. Until recently, it was a little-known fact that Taylor's relationship with producer Calvin Harris resulted in the summer 2016 hit single *This Is What You Came For* (featuring Rihanna). The song was co-written by Harris and a then mysteriously unknown songwriter named Nils Sjoberg. After her breakup with Harris, Taylor publicly abandoned the pseudonym and claimed to have written the melody as well as the lyrics to the song - causing a very public disagreement on Twitter with Harris.

The legendary Prince famously penned many songs under pseudonyms with far less public drama. And while he worked with hundreds (if not thousands) of musicians, had many friends and several long-term romances – none combined or lasted as long as his relationship with Sheila E. for whom he wrote the breakthrough hit song *The Glamorous Life*. Their romance grew to the extent that Prince proposed to her one night in Europe in 1987 when the band was in the middle of playing “Purple Rain.” While Prince and Sheila E. ultimately parted ways, they would forever be joined in history as passionate collaborators.

Whether steamy or sultry, romantic or vulnerable, we can't help but be drawn to any kind of collaboration between real-life lovers. Ariana Grande + Mac Miller. Beyoncé + Jay Z. Miranda Lambert + Blake Shelton (and now Gwen Stefani + Blake Shelton). The chemistry is palpable – and it creates a lasting connection with the listener.

Love and music are similar in that they are both universal and unifying forces. Perhaps we are looking for a something that we can relate to – or perhaps we are simply seeking something that feels real.

(Continued on Page 5)

(Continued) When we seek even the slightest detail about the inspiration behind the song, it's our way of acknowledging that this music has become a part of us.

Love songs and songs inspired by love affairs are so much more than noise. They're made of the things that make us human. And that's worth singing about.

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

STORM TRACKER



Toro Y Moi
(STORM No. 5)



Circa Waves
(STORM No. 26)



The Strumbellas
(STORM No. 35)

TORO Y MOI

Toro Y Moi (Storm 5) is one of the many artists joining forces for the new song series *Our First Days*; a program that supports political and social causes under fire. It began Inauguration Day and will continue for Trump's first 100 days in office.

CIRCA WAVES

Everyone's favorite Liverpool indie rockers, Circa Waves, are back with a new album. They've already released the single 'Wake Up' and the new album promises to bring a comeback. *Different Creatures* will be released on March 10. (Storm 26)

THE STRUMBELLAS

With the new year comes a new tour for The Strumbellas. Following the release of their album *Hope*, the band will be touring starting in April. (Storm 35)

Events and happenings during the month of November.

GRAMMY AWARDS WEEK

The week of February 6-12 is not only the week before Valentine's Day, it's also Grammy Week. On February 12th, the 59th Annual Grammy Awards will be held in Los Angeles. James Corden will be hosting this year's event, with performances by Metallica, John Legend, Keith Urban, and Carrie Underwood, among others.

MARCH MUSIC MADNESS

March will feature new album releases and lots of hype. On March 10th, The Shins return with Heartworms. On the 17th, Conor Oberst returns with Salutations joined by Spoon's Hot Thoughts. And before the month runs out, Nelly Furtado sneaks in her latest album The Ride on the 31st.

THE 89TH ACADEMY AWARDS

The Oscars are coming up on February 26th and all eyes are on La La Land and Moonlight. With actresses like Natalie Portman, Ruth Negga, Emma Stone and Meryl Streep and actors like Casey Affleck, Ryan Gosling, Andrew Garfield and Denzel Washington, it's sure to be a must-see TV event.

ROAD TO COACHELLA

Start figuring out if flower crowns are still in because it's time for Coachella. The 2017 festival will mark Lorde's first show in three years and headliners will include Beyoncé, Radiohead and Kendrick Lamar. Smaller artists like Twin Peaks, Raury and K.Flay are among the many acts rounding out an exciting lineup.

SILVER SCREEN SEQUEL

Danny Boyle's ingenious film Trainspotting is hopping aboard the bring-back-a-classic train. T2: Trainspotting will feature the original cast including McGregor. The film's set to release March 17th so use these next few weeks to re-watch the original.

THE 20 ARTISTS ON OUR RADAR

Rank	Artist	Audio/Video	Label	Target Demo	Score
1	KALEO	 	Elektra/Atlantic Records	College-aged students, 20-something year	14824
2	NOAH CYRUS	 	RECORDS, LLC	Teens, College-aged students	4983
3	ALMA	 	PME Records	20 year olds, college students	3367
4	JUDAH AND THE LION	 	N/A	20-something year, 30-something year olds	2064
5	SARA HARTMAN	 	Vertigo/Capital	Older teens, College-aged students	216
6	ELLA VOS	 	N/A	High school to college aged students	133
7	FOREVER IN YOUR MIND	 	Hollywood Records	Pre-teens, teens	111
8	THE REGRETTES	 	Warner Bros. Records	Pre-teens, teens, high school students,	74
9	DILLISTONE	 	Seeking Blue	20-something year olds, College-aged students	35
10	LIONE	 	STMPD RCRDS	College-aged students, 20-something year	33
11	ALISON WONDERLAND	 	EMI Music Australia	20 year olds, college students	28
12	DAWG YAWP	 	Old Flame Records	20-30 year olds	25
13	LO MOON	 	Columbia Records	College-aged students, 20-something year	21
14	TIFFANY ALVORD	 	N/A	Pre-teens, teens, high school students	21
15	MRVLZ	 	Artist Intelligency Agency	20-something year olds, College-aged students	14
16	JENNY & TYLER	 	N/A	20 - 40 year olds, Christian couples	5
17	MERESHA	 	Sonic Dolphin	Teens, College-aged students	5
18	LAWRENCE	 	Same Wavelength, LLC	20-something and 30-something year olds	0
19	AMBASADORS OF EARTH	 	N/A	20 year olds, college students	N/A
20	EMI SUNSHINE	 	N/A	Pre-teens, Teens	N/A

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 playlist** by clicking on the buttons above.

SYMBOL KEY



Twitter



Facebook



YouTube



SoundCloud



Genre



Similar Artists

1 KALEO

🐦 25240 📺 126170 📺 138655
🔊 Indie Rock, Alternative, Indie folk
© Bishop Briggs, Shakey Graves, BORNS

Kaleo has a raw sound that claws at you with pain and passion. Their, brooding, pure indie sound is a masculine version of the popular dark-pop sounds akin to Lorde.
Photo © by Alexandra Valenti 2016

"The band's dark, spooky ballad "Way Down We Go" is the perfect showcase of Julius Son's otherworldly vocals."

— Rolling Stone





2

NOAH CYRUS

📺 547555 📺 208652 📺 410531

🔊 Pop, Synth Pop, Indie pop

© Bea Miller, Hailee Steinfeld, Lana Del Rey

Noah Cyrus may be Miley Cyrus' little sister but she holds her own as an artist. She is the teenage answer to the timeless, old Hollywood glamour sound that came back with Lana Del Rey. Cyrus takes a slow and sensual approach to her music, with bit of an edge.

Photo © by Joseph Llanes 2016

"Cyrus' raspy vocals connect with Labrinth's soulful croons as they sing about a love that's toxic, but one that neither can walk away from."

— Billboard



3

ALMA

📺 10008 📺 21615 📺 15006

🔊 Pop, Indie Pop

© Bebe Rexha, Alunageorge, Pia Mia

Alma's voice grooves inbetween a subtle house beat until she hits with you an empowered but emotional feeling, grabbing your attention.

Photo by Andrei Kipahti 2016

4

JUDAH AND THE LION

📺 25146 📺 46087 📺 10948

🔊 Americana, Rock, Alternative, Bluegrass

© Twenty One Pilots, Imagine Dragons

Banjo playin' adventurers Judah & The Lion don't see barriers in music, only new sounds to discover. What they find returns in a technically skilled sound with an emotional finesse.

Photo by Sully Sullivan



5

SARA HARTMAN

📺 2300 📺 13175 📺 4105

🔊 Dark pop, Indie rock

© Laura Marling, Lorde, Sara Bareilles

Hartman has a talent for straddling the line between strong and vulnerable vocals for a cinematically simple sound.

Photo © by Jennifer Stenglein 2016



6

ELLA VOS

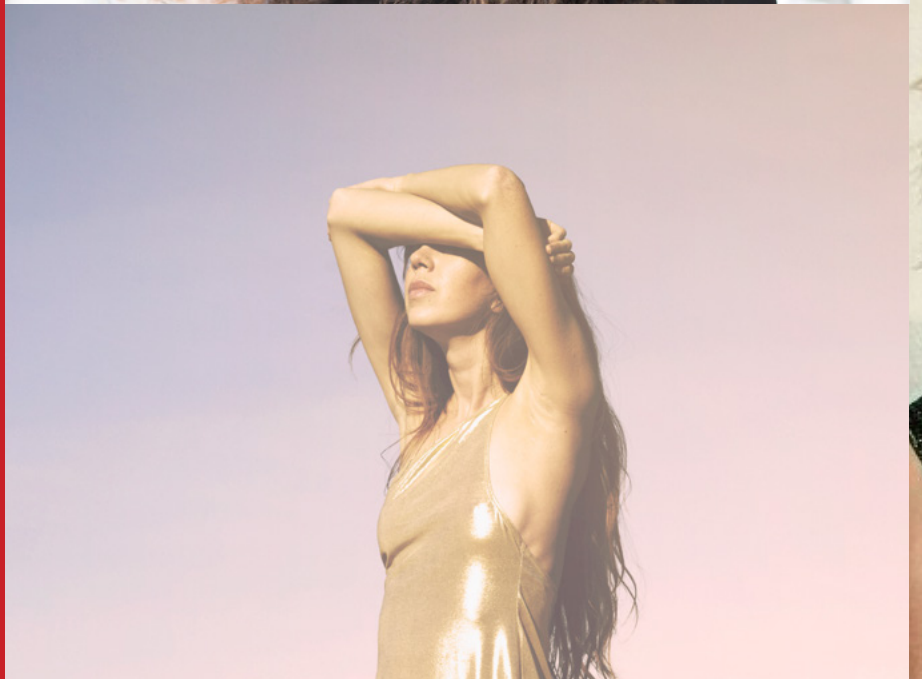
📺 732 📺 1,822 📺 N/A

🔊 Dark pop, Indie pop

© Lana Del Rey, Ms Mr, Vallis Alps

Vos' locals are like the mesmerizing visual of paint flowing over a surface. She has an understated but poignant sound.

Photo © Joanna Rentz 2017





7

FOREVER IN YOUR MIND

📺 63149 📺 287687 📺 92401

🔊 Pop

© One Direction, Jonas Brothers

The ever progressing culture of boy bands finds its next iteration in the polished and adorable boys of Forever in Your Mind.

Photo © Provided by Label

8

THE REGRETTES

📺 4562 📺 5002 📺 785

🔊 Punk rock, pop punk

© Kate Nash, Hey Violet, Courtney Love

Cupcake punk rockers The Regrettes have a fun and fierce sound matched by lead singer Lydia Knight's poignant lyrics about

feminism and youth.

Photo © by Jen Rosenstein



"The Regrettes' punky pop songs have a casual, telling-it-like-it-is honesty whether tackling body image or dead-end relationships."

— LA Times



9

DILLISTONE

📺 N/A 📺 1410 📺 N/A

🔊 EDM, Indie dance

© Madeon, Broods, London Grammar

The slower but more sensual version of artists like Madeon, Dillistone creates songs perfect for montages of nighttime bonfires and long drives with windows down.

Photo © by Cole Janeteas 2015

10 LIONE

📺 3761 📺 10295 📺 N/A

🔊 EDM, Future Bass

© Madeon, Martin Garrix, Porter Robinson

Lione sits comfortably in the middle of the current rush for hip, young DJ's. His music is a forray into the popular pop-edm style perfect for nights out.

Photo © by unknown



11

ALISON WONDERLAND

📧 95628 📺 431548 📺 32413

🔊 EDM, trip hop, chillwave

© Hippe Sabotage, Flosstradamus, GTA

Wonderland combines the in-demand sound of dark pop with the even more popular need for dance hits.

Photo © by DONSLENS 2016



"Queen of cool brings trap to the masses."

— Rolling Stone AUS

12

DAWG YAWP

🐦 363 📺 2589 📺 170

🔊 Folk Rock

© The Beatles, The Wild Feathers, George Harrison

Almost like the brain child of George Harrison's adoration for Indian culture and Paul's folk/rock style, Dawg Yawp carries the torch of a classic sound.

Photo © Michael Wilson, 2016



13 LO MOON

📺 648 📺 2432 📺 870

🔊 Indie, Alternative, Dark pop

© The xx, Massive Attack

A gradual sound that builds itself off of awakening sounds that keep you on your feet. Lo Moon combines the best parts of indie and electronic music for a calming but alluring result.

Photo © provided by management



14 TIFFANY ALVORD

📺 363025 📺 2634568 📺 2925612

🔊 Acoustic Pop, Indie

© Carly Rae Jepsen, Taylor Swift, Maroon 5

Tiffany Alvord uses her upbeat and smooth vocals to turn pop hits into acoustic covers.

Photo © by Vu Ong, Vu Photography 2012



15 MRVLZ

402 2725 N/A

EDM, Future Bass

© Martin Garrix, Marshmello

MRVLZ is a producer duo coming out with pop dance music with a fist-pumping pace. They first came on the scene after winning a remix contest of Marshmello's hit, "Alone."

Photo © by Ken Morse 2017



IAN'S
TOP PICK!



16 JENNY & TYLER

📧 11788 📺 34190 📺 9547

🔊 Pop-folk, Christian music, Indie-folk

© Radical Face, Secondhand Serenade

Every music collection needs the token somber but swelling sound of Jenny & Tyler for rainy mornings.

Photo © by Max Hsu 2015



17 MERESHA

📧 66138 📺 15617 📺 7110

🔊 Latin, Indie pop, Pop

© Grace Mitchell, Phoebe Ryan, Cardiknox

The perfect voice to provide vocals on a DJ's track, Meresha combines aspects of dance, pop and funk for a fresh sound.

Photo © by NoFreeze 2017



18 LAWRENCE

📺 1885 📺 9942 📺 6267

🔊 Soulful pop, indie folk

© Bruno Mars, Jackson 5, Jason Marz, Michael Bublé

The talented brother-sister duo Lawrence combine the positivity and funk of a Jackson 5 song with the grounded feel of modern indie pop songs.

Photo © by unknown

19 AMBASSADORS OF EARTH

📺 50 📺 N/A 📺 394

🔊 R&B, Hip Hop, Pop

© Raury, Kendrick Lamar, Vince Staples

AOE (Ambassadors of Earth) are a super-group comprised of acclaimed Grammy-Winning producer Dawaun Parker and multi-instrumentalist, singer, songwriter and visual artist Phil Beaudreau, who have just announced they will be releasing their debut EP entitled Homecoming. AOE has a soothing and stirring voice overlaid precise beats for a skilled combination of calming but trance-like beats.

Photo © by Illustration by AOE



20 EMI SUNSHINE

📺 2454 📺 504K 📺 22K

🔊 Americana, Country, Folk

© Brandi Carlisle, June Carter, The Weepies

Emi Sunshine may be young, but her penchant for powerful vocals and beautiful acoustics shows her maturity. She stands to be the next generation's leader of indie-folk.

Photo © by Steven C. Brummette 2016

SOURCES

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Thanks for reading! See you next month.