

Hungry Like The Wolf: Artists as Restaurateurs

SYML

Maggie Rogers

Sam Bruno

Angus & Julia Stone

Fox Stevenson

and more

Your monthly
music forecast!

 memBrain

THE STORM REPORT

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On the Cover:

Marshmello. Photo courtesy of 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.

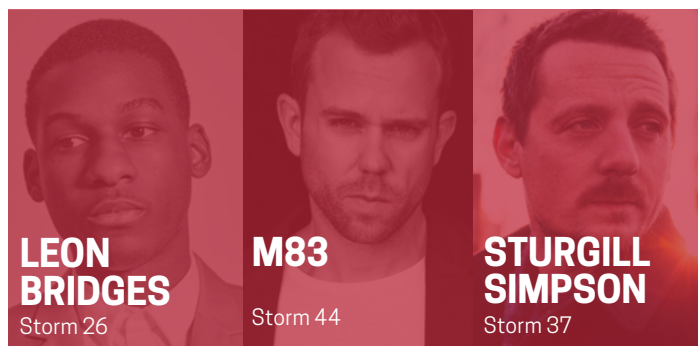
How do we know?

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

It’s almost Thanksgiving in the US, and so this special edition of the STORM report explores the increasingly popular trend of artists and food with our featured article “Hungry Like the Wolf: Artists as Restaurateurs.” From Sammy Hagar’s Cabo Wabo to Jimmy Buffet’s Margaritaville to Justin Timberlake’s Southern Hospitality, artists are leveraging their brand equity to create extensions that are not only lucrative, but also delicious! Featured on this month’s cover is one of our favorite STORM alumni, Marshmello (STORM #39), whose very name sounds like it would go well with pumpkin pie. Marshmello’s latest single with Billboard’s 2017 Woman of the Year Selena Gomez (STORM #2), entitled “Wolves,” was released on October 24th and is already one of the hottest tracks streaming on Spotify this week. Tune in to the American Music Awards on November 19 to see them debut the song together on stage. From all of us at memBrain, have a great holiday season -- and bon appétit!



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EYE OF THE STORM



Hungry Like The Wolf Artists as Restauranteurs

By Grace Slansky and Jennifer Sullivan

There are few things as singularly memorable as a great song or an extraordinary meal. Both can leave lasting impressions, whether it be that melody that makes its way into your mind late at night when everything else is quiet or that dish that was so satisfying that you find yourself craving it even when you're not hungry.

In this modern age of sensory overload, memorability is crucial. With that in mind, it can only benefit an aspiring artist to be associated with successful ventures across other industries. Niche involvement serves as an asset when one is striving to distinguish themselves from the ever-growing pool of talent, so it only makes sense that some artists would try their hand at a restaurant industry endeavor.

Noteworthy musicians Bon Jovi (JBJ Soul Kitchen), KISS (Rock & Brews), Justin Timberlake (Southern Hospitality), Moby (TeaNY), Lady Gaga (Joanne Trattoria), Kenny Rogers (Kenny Rogers Roasters), and Dierks Bentley (Dierks Bentley's Whiskey Row) have all taken the plunge into the restaurant industry in recent years as well. Their social media presence and devout following make their involvement marketable, and ultimately benefit both the establishments and their brand as celebrities.

Hungry for more? Here are just a few of the artists who have found success in both music and food:

THE WAHLBERGS // WAHLBURGERS

Former New Kids On The Block member Donnie Wahlberg and Marky Mark and the Funky Bunch front man Mark Wahlberg went into business with older brother Paul several years ago in the hopes of creating the next big family burger joint. Wahlburgers has grown from a single Boston-adjacent location to a franchise with over 15 locations and is still expanding. Not only did Donnie and Mark utilize their family name to expand their business, they took it a step further with a full-blown reality show documenting the trials and tribulations of launching what they hope will become a burger empire. Wahlburgers is in its eighth season on A&E, and season premieres have seen upwards of 3.3 million viewers. Those kinds of numbers are good exposure for both the family and the restaurant chain, not to mention the popular show and chain are good for keeping the aging stars relevant to the public.

LUDACRIS // CHICKEN + BEER

Chris Bridges, a.k.a. Atlanta rapper Ludacris has made a couple attempts to enter the world of dining, but none have been as successful as his Atlanta Airport eatery, Chicken + Beer. The casual dining establishment is named for Luda's 2003 double-platinum album Chicken-n-Beer. Surrounding the opening of the restaurant, the beloved rapper took advantage of his following of 9.2 million on Instagram and the connection to his famed album to drum up business for the establishment.

JAY-Z // THE 40/40 CLUB

JAY-Z is the epitome of a hip hop mogul. His forays in business span from the music streaming service Tidal to the venture capital firm Arrive, and he is currently the third wealthiest rap artist with an estimated net worth of \$610 million. With such a diverse group of investments already under his belt, it should come as no surprise that JAY-Z, born Shawn Carter, has a hand in the restaurant business as well.

In 2003 Mr. Carter established the 40/40 Club, an upscale sports bar, lounge, and restaurant that offers customers a variety of ways to enjoy the establishment including a three-tier membership model. Upon creation of the club famed rapper said, "I love sports and wanted to create an environment that is conducive to match my lifestyle, while watching the games at the same time." That is exactly what he has created. With a menu of classic game day snacks, upscale entrees and cocktails galore, JAY-Z has fashioned a place that his die-hard fans can experience sports the way the rapper himself might.

JOE JONAS // HINTERLAND

Joe Jonas got his start as a member of the boy band The Jonas Brothers, but has since branched out on his own in a number of ways. He took his own music career in a new direction in 2015 by starting his band DNCE, and around the same time he made the crossover to restaurateur as well. The 28-year-old singer opened his Santa

Monica restaurant Hinterland in 2015 and has been racking up the rave reviews ever since its star-studded soft launch. The spot's refined menu keeps it a favorite in the eyes of local foodies, and Joe's celebrity status makes it a must-see destination for his fans.

It is not a surprise that Joe decided to jump into the world of food. His father owns a very successful North Carolina restaurant called Nellie's Southern Kitchen, which doubles as a venue for live music. The already-recognizable family is a great example of successfully marrying both family businesses: music and food.

Musicians who enter the restaurant business aim to give fans a unique new way to connect with their favorite artists while also extending their brand for years to come. And while many of these artist-owned restaurant ventures may ultimately fail, this growing trend is indicative of artists seeking new, more consistent streams of revenue beyond their music.

STORM TRACKER

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



Post Malone
(STORM No. 30)

POST MALONE

To say Post Malone (STORM #30) is blowing up would be an understatement. The 22-year-old musician's single "rockstar," (featuring 21 Savage) is holding firmly to the number one spot on Spotify's Global Top 50, United States Top 50, and Billboard's Hot 100. He also recently headlined Voodoo Fest in New Orleans.



Ty Dolla \$ign
(STORM No. 12)

TY DOLLA \$IGN

R&B singer Ty Dolla \$ign (STORM #12) released his most recent album "Beach House 3" on October 27th and has already done a spot on "Jimmy Kimmel Live!" The album, which has been called "superbly refined," features Future (STORM #36), Lil Wayne, YG, and Swae Lee of Rae Sremmurd (STORM #23) just to name a few.



St. Vincent
(STORM No. 16)

ST. VINCENT

St. Vincent (STORM #16) just dropped her 5th solo album "MASSEDUCTION," to critical acclaim. The avant-garde singer was featured on the latest cover of Nylon, and quoted saying that while creating the album, "I was focused on writing the best songs I'd ever written."



Courtney Barnett
(STORM No. 26)

COURTNEY BARNETT

Courtney Barnett (STORM #26) has developed a cult following thanks to her clever lyrics and indie-rock sounds. Earlier in the year, she began a collaboration with Philly musician Kurt Vile – and on October 13th the two released their first collaborative album, "Lotta Sea Lice." The LP has been receiving rave reviews and the pair are currently on a multi-nation tour.

HOLIDAY SEASON, AWARD SEASON

The seasons may be changing, but award season is marching on. Here are the upcoming award shows to watch:

On Nov. 8th Brad Paisley and Carrie Underwood host the Country Music Awards (CMAs)

On Nov. 19th music consumers have the American Music Awards to look forwards to. For the first time in the history of the award show, the red-carpet pre-show will be live streamed exclusively on Twitter.

2017 HOLIDAY JAMS

Eager to get into the holiday spirit, brush up on some Christmas carols, and listen to familiar voices serenading you as you make your winter meals? Among the anticipated holiday album releases this year are Gwen Stefani's "You Make Me Feel Like Christmas," "Everyday Is Christmas" from Sia, Cheap Trick's "Christmas, Christmas," and Hansen's long-awaited follow-up holiday album "Finally, It's Christmas."

RAINY DAY GAMING

If the winter has you stuck inside, have no fear – games are here. Buzz-generating games are hitting the shelves just in time for your vacation binge. Pokémon fans have already started gearing up for the November 17th release of Pokémon Ultra Sun and Pokémon Ultra Moon, both of which will be available for the Nintendo 3DS. If Pokémon isn't your thing, consider EA's Star Wars Battlefront II, a controversial release that has been receiving major press since the first beta was released.

CINEMATIC SCORES TO ♥

Movies and the holidays go hand in hand. Pixar's Coco (Nov. 22nd) is the studio's most music-driven film to date, telling the story of a young boy with a penchant for guitar with by Oscar-winner Michael Giacchino.

Star Wars: The Last Jedi (Dec. 15th) will feature a score composed by John Williams, who returns to the saga for the 8th time! With 5 Academy Awards and countless nominations under his belt, this highly-anticipated new score is bound to be a cinematic work of art.

THE 20 ARTISTS ON OUR RADAR

Rank	Artist	Audio/Video	Label	Target Demo	Score
1	SYML	 	Netwerk Records	Teenagers, College Kids, 20-Somethings	1392
2	MAGGIE ROGERS	 	Capitol records	College Kids, 20-Somethings	1025
3	SAM BRUNO	 	Atlantic Records	Teenagers, College Kids, 20-Somethings	584
4	ANGUS & JULIA STONE	 	Netwerk Records, Universal Music Group	Teenagers, College Kids, 20-Somethings	564
5	FOX STEVENSON	 	Spinnin' Records, Monstercat, Liquicity	College Kids, 20-Somethings	507
6	FRANK TURNER	 	Xtra Mile Recordings, Interscope Records,	20-Somethings, 30-Somethings, Young Professionals	266
7	JOSEPH	 	ATO Records, PIAS Recordings	20-Somethings, Young Professionals	160
8	TOO MANY ZOOZ	 	N/A	20-Somethings, 30-Somethings, Young Professionals	127
9	TOKYO MACHINE	 	Monstercat	College Kids, 20-Somethings	102
10	ALEX CAMERON	 	Secretly Canadian	20-Somethings, 30-Somethings	88
11	KNOX FORTUNE	 	Independent	College Kids, 20-Somethings	61
12	LOUIS FUTON	 	Foreign Family Collective	College Kids, 20-Somethings	52
13	ONE DAY	 	Elefant Traks	20-Somethings	51
14	DYLAN JOEL	 	Warner Music Australasia	Teenagers, College Kids, 20-Somethings	24
15	BRUNO MAJOR	 	Virgin Records, Bruno Major	College Kids, 20-Somethings	20
16	FEVER HIGH	 	Sire Records	20-Somethings, Young Professionals	6
17	LILLIE MAE	 	Third Man Records	20-Somethings, 30-Somethings, Young Professionals	5
18	YOUNG LYXX	 	Y\$M, Young N Made	College Kids, 20-Somethings	1
19	MADDS	 	MADDS	Teenagers, College Kids, 20-Somethings	N/A
20	ZOOLOGY	 	Majestic Casual Records	College Kids, 20-Somethings	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

TOP 20 ARTISTS OF 2017

Rank	Artist	Audio/Video	Label	Target Demo	Score
1	JULIA MICHAELS	 	Republic Records	Teenagers, College Kids	58119
2	RAG'N'BONE MAN	 	Best Laid Plans, Columbia	Teenagers, College Kids, 20-Somethings	40391
3	OFENBACH	 	Big Beat / Warner Music, Crosswalk Records,	20-Somethings, Young Professionals	20329
4	KALEO	 	Elektra/Atlantic Records	College-aged students, 20-something year	17659
5	CHEAT CODES	 	Spinnin' Records, Parlophone, 300	20-Somethings, Young Professionals	13250
6	KHALID	 	RCA Records, Columbia Records	College Kids, 20-Somethings	8116
7	LAUV	 	ABC Tunes	Teenagers, College Kids, 20-Somethings	5751
8	GREY	 	Republic Records	Teenagers, College kids	4577
9	BILLIE ELLISH	 	Darkroom/Interscope Records	College kids, 20 somethings	4540
10	ALMA	 	PME Records	20 year olds, college students	4024
11	NOAH CYRUS	 	RECORDS, LLC	Teens, College-aged students	3270
12	BARNS COURTNEY	 	Virgin, Capitol	20-Somethings, 30-Somethings	3180
13	PETIT BISCUIT	 	Petit Biscuit Music	Teenagers, College Kids, 20-Somethings	1946
14	PIA MIA	 	Interscope Records	Teenagers, College Kids, 20-somethings	1792
15	OZUNA	 	Sony Music Latin	20-somethings, Young Professionals	1537
16	LEMAITRE	 	Astralwerks	College kids, young professionals	1456
17	NAV	 	XO, Republic	Teenagers, College Kids, 20-Somethings	1379
18	JUDAH & THE LION	 	N/A	20-something year, 30-something year olds	1111
19	TASH SULTANA	 	Lonely Lands	20-Somethings, Young Professionals, 30-Somethings	935
20	KNOX HAMILTON	 	Prospect Park Records	College Kids, 20-Somethings	476

CLICK HERE FOR



1 SYML

📧 1491 📺 9220 📺 N/A

🔊 Indie Rock

© Hozier, Vance Joy

Brian Fennell began writing and recording songs in his basement recording studio outside of Seattle, using the name SYML which means simple in Welsh. His hauntingly beautiful songs are quickly gaining recognition and his emotional single "Where's My Love" has over 35 million streams on Spotify. Look out for a new EP in the new year.

Photo © by Adrian Ragasa 2017



2 MAGGIE ROGERS

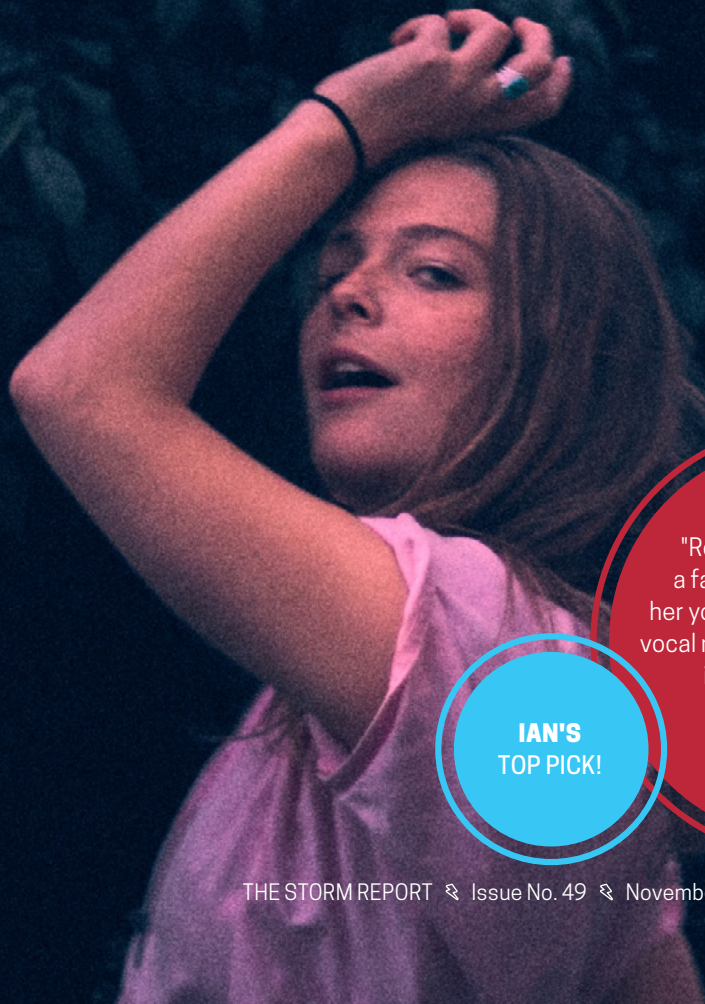
📧 36.1K 📺 234K 📺 67.9K

🔊 Alternative Pop

© Banks, Tash Sultana

Maggie Rogers first hit the scene as an NYU undergraduate student when a video of Pharell Williams endlessly praising her single "Alaska" went viral. Since then her career has taken off, recently releasing an EP and concluding a world tour, all the while staying consistent with her dedication to music and narrative.

Photo © by Katia Temkin 2017



"Rogers, who grew up on a farm and played banjo in her youth, blends folk-inspired vocal melodies and heady beats in a way that wows."

— Rolling Stone

IAN'S
TOP PICK!

3 SAM BRUNO

5498 16.3K 11.7K

Pop, Electro-Pop

© Ryn Weaver, Phoebe Ryan

Sam Bruno is a performer, songwriter, producer, and recording engineer, who has worked with big names including Britney Spears, Icona Pop, Nicki Minaj, and Lady Gaga. Her debut EP "I Am Sam, Pt. 1" was released June 2017 and her track "Search Party" has over 7 million Spotify listens.

Photo © by Jimmy Fontaine 2017



4 ANGUS & JULIA STONE

57.8K 1M 17.3K

Folk, Indie-Pop

© Ben Howard, Iron & Wine

This Australian sibling singer/songwriter team plays off of each other with contrasting vocals, spanning across folk and indie pop. This year, the duo released their fourth studio LP "Snow," which has received overwhelming support from the fans in different parts of the world, keeps in line with the lyrical narrative we have come to expect from them.

Photo © by Jennifer Stenglein 2017

GRACE'S TOP PICK!





5 FOX STEVENSON

📺 21.1K 📺 148K 📺 45.5K

🔊 EDM, Future Bass, Drum & Bass

© Martin Garrix, Curbi

Fox Stevenson prides himself on being unimpeded by the imposed limitations of any one particular genre. His exploration of dance music in conjunction with his knowledge of art and the current human condition makes for unexpected narrative within his increasingly popular electronic tracks, and his EP "For Fox Sake" (released on October 27th) is already gaining traction among fans.

Photo © by Honey Read Photography 2016



6 FRANK TURNER

📺 163K 📺 310K 📺 35.5K

🔊 Folk-Rock

© The Gaslight Anthem, Jason Isbell

British folk-rock singer-songwriter Frank Turner has been wowing fans with strong guitar and punk influence, and his latest single "There She Is" is no exception. Turner uses his work as a platform for messages ranging from politics to recovery, layered in catchy melodies and grounded vocals. Keep an ear out for his new album "Songbook," coming out on November 24th.

Photo © by JJ Medina



7 JOSEPH

📺 9627 📺 26.7K 📺 7694

🔊 Folk

© Haim, The Lumineers

Hailing from the Pacific Northwest, Joseph is a trio comprised of sisters Allison, Meegan, and Natalie Closer. The three hone in on perfect harmonies a synchronicity that must be genetic, particularly evident on their latest EP "Stay Awake."

Photo © by Ebru Yildiz 2016

8

TOO MANY ZOOZ

14.2K 527K 61.2K

Brasshouse

© GRiZ, BADBADNOTGOOD

Too Many Zooz is a brasshouse trio that got their start playing in New York City subway stations. Since videos of their street performances went viral, the band has had the opportunity to perform live with Beyoncé, record a single with Kaskadee, and embark on a multi-nation tour. Their high-energy performance and niche sound make them a band worth watching!

Photo © by Michael Weintrob 2017



JENNIFER'S
TOP PICK!

9

TOKYO MACHINE

10.6K 15.3K N/A

EDM, Chiptune, Bass House

© Anamanaguchi, Jauz

Tokyo Machine's unique brand of EDM combines endearing 8-bit sounds with vicious, heavy basslines. His distinctive sound has earned him multiple releases on Monstercat with hundreds of thousands of plays each. Keep an eye on this rising star!

Photo © provided by management



10

ALEX CAMERON

4990 17.8K 4033

Rock, Indie

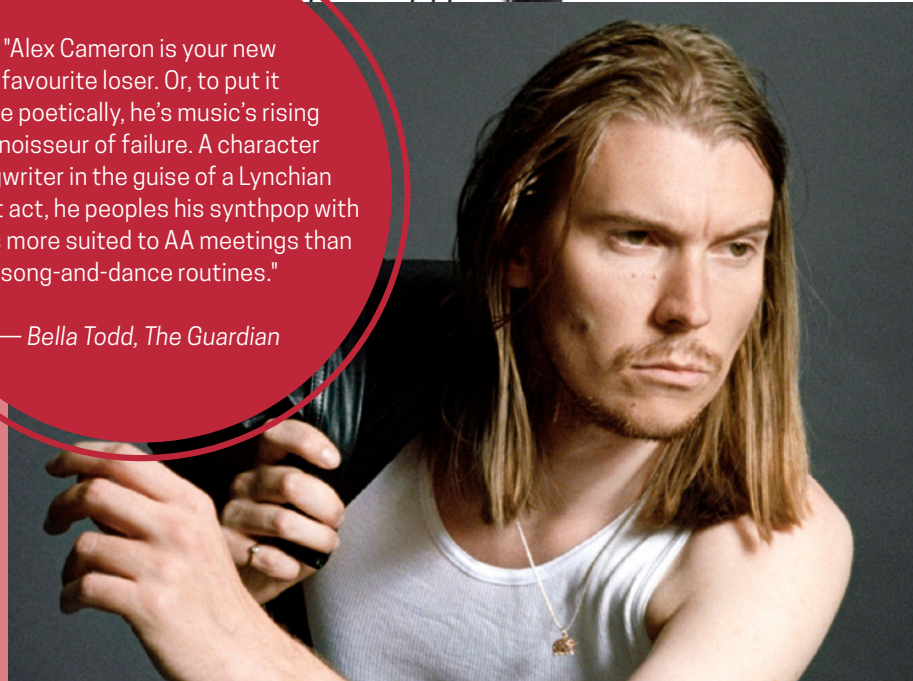
© Mac DeMarco, Unknown Mortal Orchestra

Alex Cameron got his start as a member of the electronica act Seekae, but is best known for his solo career in which he adopts the persona of a failed entertainer. He uses his music to highlight and navigate failure, which he regards as underexplored in music.

Photo © by ChrisRhodes 2017

"Alex Cameron is your new favourite loser. Or, to put it more poetically, he's music's rising connoisseur of failure. A character songwriter in the guise of a Lynchian cabaret act, he peoples his synthpop with stories more suited to AA meetings than song-and-dance routines."

— Bella Todd, *The Guardian*



11

KNOX FORTUNE

7074 2637 898

World

© Buddy, Sam Smith

Knox Fortune is a self-sufficient artist, producing his own material, writing his own songs, and even drawing his own album artwork. He first gained notoriety when he lent his voice to Chance the Rapper's single "All Night," which won him a Grammy even before he had released his debut single. His latest album "Paradise" explores his solo sound.

Photo © by Bryan Allen Lamb 2017

MHC VOY

12

LOUIS FUTON

📺 9554 📺 61.3K 📺 938

🔊 EDM, Future Bass, R&B

© Mura Masa, ESTA

Louis Futon is a Los Angeles-based producer who has made a name for himself in the electronic music scene over the past two years. His remixes and singles have amassed over 60 million online streams, and in the last year he has toured with big names including ODESZA and Louis The Child.

Photo © by William Selviz 2017



13

ONE DAY

1730 33K 4249

Rap, Hip-Hop

© OutKast, Logic

Hailing from Sydney, One Day is an Australian hip hop collective comprised of Horrorshow, Spit Syndicate, Joyride, and Jackie Onassis.

The crew have been friends since high school, and play off of their dynamic relationship and long-standing history in their work. Photo © by Cole Bennetts 2014



14

DYLAN JOEL

1851 25.6K 4075

Hip-Hop

© Ty Dolla \$ign, Citizen Kay

Dylan Joel is an Australian Hip-Hop star on the rise, working to blend the sounds of Hip-Hop, Gospel, and Soul. His frequent sampling and poignant lyrics make for tracks that have mainstream appeal, and his most recent single "Hola, Hola" is no exception.

Photo © by Danielle Hansen 2017





15 BRUNO MAJOR

📺 5449 📺 8711 📺 1487
🔊 Alternative
© Sabrina Claudio, Sam Smith

This past year, singer-songwriter Bruno Major has been writing a new song every month, an equally daunting and impressive mission. He recorded and released a new song every full moon for a year and the resulting album, "A Song For Every Moon," is one worth listening to!

Photo © by Lily B Webb 2017



16 FEVER HIGH

📺 288 📺 1150 📺 140
🔊 Electro-Pop, Pop
© The Like, The Ting Tings

Fever High is duo comprised of singer/multi-instrumentalists Reni Lane and Anna Nordeen. Their tracks are rhythmic and catchy, with a flair for melodic hooks. Look out for their first full-length album, "FHNY," coming out on 11/10.

Photo © by Jeff Allen 2017



17

LILLIE MAE

📅 1983 📺 14.6K 📺 822

🔊 Americana

© honeyhoney, Jamestown Revival

Lillie Mae is an American singer and songwriter known for playing fiddle and mandolin in Jack White's all-female live band. She has since dedicated her time to her

solo career, and recently released "Forever and Then Some", an album with undeniable Americana roots.

Photo © by Laura Partain 2016



18 YOUNG LYXX

19 4731 N/A
Alt Rock, Garage, Punk
© 21 Savage, Kodak Black

Young Lyxx is an emerging artist in the Hip-Hop and Rap community, who prides himself on bringing his bi-coastal perspective to the genre. He received the most notoriety for his single "Right Girl" recorded with Trinidad James, and recently released his latest single "This One."

Photo © by Phil Mao 2017

19 MADDS

20.5K 280K 2732
Folk, Country
© Flume, Illenium

MADDS is a 22-year-old international DJ and producer, with a growing fan base both for her music and influencer status. She has been featured as EDM.com's Top 10 Female DJs and featured in GQ, Maxim, Kitten Galore, and C Heads Magazine, quickly racking up a reputation as one of the most sought after DJ/influencer combos.

Photo © by Taj Nihal 2016



20 ZOOLOGY

79 4332 646
Synth-Pop, Dream Pop
© CHVRCHES, MS MR

Zoology is a duo that is bringing airy vocals and decisive beats to the synth-pop space. Their single "Negai" incorporates some jazz influence, rounding out the other two 2017 releases "100" and "Maroon."

Photo © by Toby Harvard 2017



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