

Let's Fest! Your Guide To Music Festival Season 2018

Alice Merton

Two Feet

Metro Boomin

Amy Shark

Superorganism

and more

Your monthly
music forecast!

 memBrain

THE STORM REPORT

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Portugal. The Man. 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.

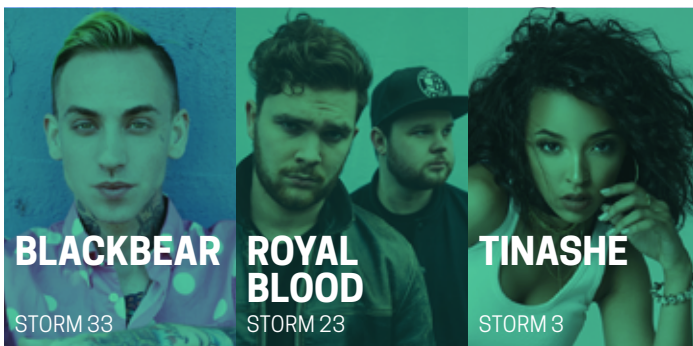
How do we know?

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

Music festival season is upon us and with it comes the annual quandary; “Is it worth \$100+/day to see a headliner plus a bunch of artists you might not know?” For many of us, the answer is YES! Festivals are one of the best places to discover new music and to meet like-minded music lovers! For others, the decision to go to a festival (or not) comes down to location, timing, and venue. My personal favorite festival experience (so far) has been South by Southwest (SXSW). Located in one of the coolest cities in the world (Austin, Texas), SXSW features intimate venues where you can catch your new favorite artist at a showcase before they are playing stadiums. And it is (mostly) indoors. This month’s “Eye of the STORM” article features some newer festivals that are on our radar and worthy of your consideration as well. And so which festivals are ticket-worthy? That’s something you’ll need to decide for yourself. Or, you could just opt out and stay home to watch a live stream of Coachella for what we like to call “Couchella.” It is the best seat in the house!



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EYE OF THE STORM

Music festival crowd
Photo by Edward Cisneros

Let's Fest! Your Guide To Music Festival Season 2018

By Grace Slansky and Jennifer Sullivan

Our obsession with music festivals grows every year – as do the crowds. Tickets to festivals like Coachella sell out in record-breaking time and even camping out now requires a waitlist! Thanks to the popularity of the festival format with fans (and the lucrative paychecks it offers its organizers and artists), new fests are popping up around the world every year. But as we approach music festival overload, which festivals are truly ticket-worthy?

In the sea of artists playing each festival, it's easy to pick 2-3 artists who you know and are excited to see. But does it justify the hundreds (or thousands) of dollars in tickets and travel expenses you will certainly rack up in the process? And while big names are inevitably a huge factor when it comes to selling out a festival, they are not the only factor. You don't need to go to Coachella to see Beyoncé perform. Ultimately, the festival experience is all about the shared community as well as discovery. Supporting artists provide the festival with its heart and soul (40% of this year's lineup at Coachella are alumni of The STORM Report!).

Who will you discover this year? And which festival is right for you? For this month's Eye of the STORM, we took a stab at identifying some smaller – but very exciting – festivals that are rapidly growing in popularity. Which festivals are you most excited about for 2018?

BOSTON CALLING

Boston, MA
May 25-27, 2018
bostoncalling.com

31%

Boston Calling supports are STORM artists

Boston Calling brings a highly curated line-up of your favorite artists to Massachusetts, rain or shine! Head to the Harvard Athletic Complex on Memorial Day weekend to see the likes of Khalid (STORM 47), Maggie Rogers (STORM 49), and Brockhampton (STORM 51) perform in historical New England. If it's just the promise of awesome

music isn't calling to you – pun definitely intended – check out the appearances by Natalie Portman and Jenny Slate, and a special live show from Pod Save America!

BOTTLEROCK

Napa Valley, CA
May 25-27, 2018
bottlerocknapavalley.com

20%

Bottlerock supports are STORM artists

Napa Valley's nod to food and music, Bottlerock appeals to both the wine-tasting foodies and the teenage die-hard fans. Bottlerock, presented by Jam Cellars, attracts an unusually broad target demographic across generations with their impressively curated lineup. With Bruno Mars one minute and Earth, Wind, and Fire the next, even attendees with the most eclectic music tastes are sure to find more than a few shows to enjoy. Check out this month's featured artists Alice Merton, NoMBE, and Tank and the Bangas, to see some buzz-worthy up-and-coming talent live!

FIREFLY MUSIC FESTIVAL

Dover, DE
June 14-17, 2018
fireflyfestival.com

36%

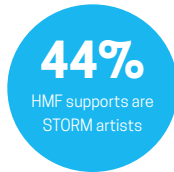
Firefly supports are STORM artists

This is only Firefly's 7th year in existence and already it has one of the most impressive lineups circulating the web. The 4-day festival will feature appearances from Eminem, The Arctic Monkeys, Lil Wayne, Logic (STORM 12), and SZA just to name a few. However, Firefly is not solely about the extraordinary lineup. The festival emphasizes the entire experience, giving participants the opportunity to shop for one-of-a-kind handmade items at The Market, join the electric crowd in a silent disco at The Thicket, or throw up your hammock and relax among the trees in The Nook. For something new, spend a few hours at Treehouse Sessions, a space devoted to highlighting up-and-comers across all genres of music.

(Continued on Page 5)

HANGOUT MUSIC FEST

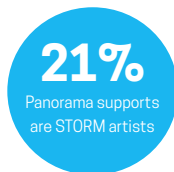
Gulf Shores, AL
May 18-20, 2018
hangoutmusicfest.com



For anyone who is in search of a true beach vibe, head straight to Gulf Shores, AL. There you will find ocean-side condos for rent, cocktails on the shore, and VIP treatment available for purchase. Where else can you catch Portugal. The Man (STORM 13) and Tash Sultana (STORM 46) playing sets in close proximity to the crashing waves? If you need a break from the blaring music, there is beach volleyball, a summer camp themed activation and a puppy kissing booth! You can even get fake married onsite at the wedding chapel. Grab your bathing suits and your tickets to this unique festival experience.

PANORAMA

New York City, NY
July 27-29, 2018
panorama.nyc



With Panorama, Goldenvoice gives you the opportunity to see The Weeknd one day and Janet Jackson the next, all while surrounded by all the culture and restaurants that New York City has to offer. Aside from seeing the headliners, at Panorama attendees get the chance to see former STORM artists including St. Vincent (STORM 16), Migos (STORM 26), and Lo Moon (STORM 42). Don't miss the opportunity to see STORM 50 featured band Greta Van Fleet, who sold out every stop of their first tour in 2017 even before dropping a full-length album!

We were thrilled to see so many former artists featured in The STORM Report headlining and supporting the major festivals this year – and we are looking forward to discovering even more as we mine for the hottest and most buzzed-about performance this year.

TOP 2018 MUSIC FESTIVALS AT A GLANCE

Name	Dates	Location	Lineup Released?	% STORM Artist (Supports)
COACHELLA	4/13/18 - 4/15/18 4/20/18-4/22/18	Indio, CA	Yes!	40%
SHAKY KNEES	5/4/18 - 5/6/18	Atlanta, GA	Yes!	24%
HANGOUT MUSIC FEST	5/18/18 - 5/20/18	Gulf Shores, AL	Yes!	44%
BOTTLEROCK	5/25/18 - 5/27/18	Napa Valley, CA	Yes!	20%
BOSTON CALLING	5/25/18 - 5/27/18	Allston, MA	Yes!	31%
THE GOVERNOR'S BALL	6/1/18 - 6/3/18	New York, NY	Yes!	43%
BONNAROO	6/7/18 - 6/10/18	Manchester, TN	Yes!	25%
FIREFLY	6/14/18 - 6/17/18	Dover, DE	Yes!	36%
MAD COOL	7/12/18 - 7/14/18	Madrid, SPAIN	Yes!	16%
PANORAMA	7/27/18 - 7/29/18	New York, NY	Yes!	21%
LOLLAPALOOZA	8/2/18 - 8/5/18	Chicago, IL	Not Yet	N/A
OUTSIDE LANDS	8/10/18 - 8/12/18	San Francisco, CA	Not Yet	N/A
AUSTIN CITY LIMITS	10/5/18 - 10/7/18 10/12/18 - 10/14/18	Austin, TX	Not Yet	N/A

And while Coachella, Austin City Limits, Lollapalooza, and Bonnaroo are still considered the “Big Four,” we are even more excited about festivals that showcase emerging talent while also exploring convergence topics like technology, fitness, comedy, gaming, food, and beyond. From more established convergence-driven events like South by Southwest (SXSW) in Austin, Texas (March 9-18, 2018) to smaller, younger festivals like Treefort Music Festival in Boise, Idaho (March 21-25, 2018), look for festivals to continue to rely on innovation and inclusivity as they fight for differentiation in a sea of festival options.

Festivals aren't for everyone. But every festival is unique and so you may not know until you try going to one if you will like it - or not! And if that still doesn't convince you to get out and experience being immersed in thousands of screaming fans in the hot sun, you might start by trying to check one out from the comfort of your living room thanks to live-streaming platforms. It's undoubtedly the best seat in the house!

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

BANNERS

Mike Nelson, known professionally as BANNERS (STORM 34) licensed the track "Someone To You" from his most recent EP for use in the latest promotional video for American Idol 2018.



Banners
(STORM No. 34)



Alessia Cara
(STORM No. 30)

ALESSIA CARA

The 60th Annual Grammys was a big night for 21-year-old sensation Alessia Cara (STORM 30), winning the coveted title of "Best New Artist!"

PORTUGAL. THE MAN

Portland-based group Portugal. The Man (STORM 13) is still riding the wave of their hit "Feel It Still." The group's chart-topper has been boosting their notoriety for months, and at this year's Grammy Awards, the track earned them "Best Pop Duo/Group!"



Portugal. The Man
(STORM No. 13)

Events and happenings for your radar.

MUSIC MADNESS

March is an important month for basketball fans across the country, but not all the frenzied fans will be at the court. NCAA's March Madness Music Festival, 72-hours of free live performances in San Antonio, is sure to include some of your favorite artists. Although the lineup has yet to be released, previous years have included Bruce Springsteen, Rihanna, and Fergie.

COUCH-ELLA

Coachella 2018 sold out in 3 hours... but fear not! Fans who are eager to see the impressive lineup of artists (including quite a few STORM Alumni) can tune in to live.coachella.com to watch a live-stream of the star-studded event.

AND THE OSCAR GOES TO...

The Grammys may be over, but awards season is far from done. On March 4th, tune in to ABC for the biggest awards show of the year, The 90th Academy Awards. And while the big music prizes include nominations for the usual suspects, the 2018 Oscar may go to Mary J. Blige, Radiohead's Jonny Greenwood, or Sufjan Stevens (who is nominated for the first time this year).

EPIC FILM SEASON




If college basketball isn't your speed, there are some highly anticipated blockbusters hitting theaters! A Wrinkle In Time will bring its all-star cast (including Oprah Winfrey and Reese Witherspoon) to the big screen on March 9th. Stephen Spielberg's Ready Player One will be released on March 30th.

GAME ON, BROHEME

On March 24th, critically-acclaimed video game developer Josef Fares is bringing players an entirely new kind of game. A Way Out is a split-screen co-op adventure, meaning you play with a partner of your choosing for the duration of the prison-break.

STORM WARNING

THE 20 ARTISTS ON OUR RADAR

Rank	Artist	Audio/Video	Label	Target Demo	Score
1	ALICE MERTON	 	Paper Plane Records Int.	College Kids, 20-Somethings, Young Professionals	11517
2	TWO FEET	 	Majestic Casual, Loud Pack ent.	Teenagers, College Kids, 20-Somethings	2280
3	METRO BOOMIN	 	Republic Records, GOOD Music	Teenagers, College Kids, 20-Somethings	1588
4	AMY SHARK	 	Wonderlick Entertainment	College Kids, 20-Somethings, Young Professionals	1539
5	SUPERORGANISM	 	Domino Records	Teenagers, College Kids	1064
6	BROCKHAMPTON	 	EMPIRE Distribution, Question Everything, Fool's Gold Records	Teenagers, College Kids, 20-Somethings	661
7	NOMBE	 	TH3RD BRAIN Records	College Kids, 20-Somethings	229
8	THE ACES	 	Red Bull Records	20-Somethings, Young Professionals	109
9	LARKIN POE	 	Tricki-Woo Records	College Kids, 20-Somethings, 30-Somethings	73
10	LOGAN MIZE	 	Big Yellow Dog	20-Somethings, 30-Somethings	72
11	NEW HOPE CLUB	 	Steady Records	Teenagers	66
12	KIANA LEDÉ	 	Republic Records	Teenagers, College Kids, 20-Somethings	42
13	JIMMIE ALLEN	 	Broken Bow Records	20-Somethings, 30-Somethings, Young Professionals	28
14	LATROIT	 	House of Latroit, Armada, Be Rich, Ministry of Sound	College Kids, 20-Somethings	26
15	PRIESTS	 	Sister Polygon Records	College Kids, 20-Somethings	8
16	TANK AND THE BANGAS	 	Unsigned	20-Somethings, 30-Somethings	7.9
17	THE FLOOZIES	 	All Good Records	College Kids, 20-Somethings	6
18	KOLARS	 	KOLARrecords	College Kids, 20-Somethings, Young Professionals	5
19	SOUL SCRATCH	 	COLEMIN RECORDS	20-Somethings, 30-Somethings	2
20	LUKE PELL	 	n/a Independent	20-Somethings, 30-Somethings, Young Professionals	1

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 ALICE MERTON

 3247  24911  80157

 Pop




© Florence + The Machine, Sia


Alice Merton has experienced the kind of meteoric rise that can only be achieved by a rare combination of complex melodies and striking vocals. The singer-songwriter has only released an EP, and already her single "No Roots" has over 55 million streams on Spotify. Not to mention, she won 2018's European Border Breakers Award!

Photo © by Paper Plane Records Int 2017



2 TWO FEET

 6744  53.2K  35.1K

 Alternative

© alt-J, Chet Faker

Bill Dess, professionally known as Two Feet, blends jazz influences with an electronic background and his trademark baseline to create melodic tracks. In the less than two years that he has been on the scene he has already amassed over 3 million Spotify monthly listeners!

Photo © by Shane McCauley 2017



**GRACE'S
TOP PICK!**

3

METRO BOOMIN

📺 2.54M 📺 520K 📺 262K

🔊 Hip-hop

© Offset, 21 Savage

Metro Boomin began his career producing for Future (STORM 36), but since then he has released over a dozen Top 20 hip-hop tracks and a similar number of gold and platinum RIAA certifications. He has released collaborations with 21 Savage, Migos, Big Sean, and Gucci Mane just to name a few, making him one of the most in-demand beatmakers in the world.

Photo © by BAZ 2017

IAN'S
TOP PICK!

4

AMY SHARK

📺 10K 📺 65.2K 📺 11.5K

🔊 Pop, Electro-Pop

© Robyn, Lorde

In just a couple short years, Gold Coast native Amy Shark has amassed over a million monthly listeners on Spotify, not to mention sold out tours and a support slot with Sia. Her single "Adore" went platinum three times in her home country and her debut EP Night Thinker has been incredibly well received.

JENNIFER'S
TOP PICK!



5 SUPER-ORGANISM

📺 6041 📺 14.3K 📺 19.4K

🔊 Indie Pop, Art Pop

© Björk, St. Vincent

Eight-person outfit Superorganism thrives off of their own quirky image. The group surrounds itself with a carefully cultivated mystique, and their tracks are equally wacky. At the start of this year the group released the colorful single "Everybody Wants to Be Famous" in advance of their first album and fans have rallied behind it, generating over 2 million streams in less than 1 month.

Photo © by Jordan Hughes



6 BROCKHAMPTON

📺 175K 📺 53.5K 📺 213K

🔊 Hip-Hop, Alt-Hip-Hop, R&B

© The Dogg Pound, Kanye West

Brockhampton straddle the line between "boy band" and "rap group" with their fifteen members who range from rapper to art directors. The group act as a creative agency, record label, and thriving music group with a die-hard fanbase. Their latest album, SATURATION III, completes their SATURATION album trilogy, and with their "LOVE YOUR PARENTS" 2018 tour just starting up, this creative collective is picking up serious steam.

Photo © by Ashlan Grey 2017



7 NOMBE

📺 5735 📺 12.5K 📺 5320

🔊 R&B

© Frank Ocean, James Blake

German recording artist Noah McBeth, better known as NoMBE, has been praised for his resonating voice by fans, critics, and Pharrell alike! His forthcoming debut album They Might've Even Loved Me is one worth waiting for, with each song serving as a tribute to the women in his life.

Photo © by Ruin Garner 2017



8

THE ACES

📺 4579 📺 9800 📺 N/A

🔊 Pop-Rock, Indie Pop

© HAIM, Tegan and Sara

Hailing from Utah, The Aces are a band composed of sisters Cristal and Alisa Ramirez, along with Katie Henderson and McKenna Petty. Their debut EP, "I Don't Like Being Honest," debuted in June, featuring the 80's inspired "Stuck" and true pop hit "Physical."

Photo © by Alexander Bortz 2018



9

LARKIN POE

📺 9458 📺 297K 📺 30.4K

🔊 Roots Rock, Folk Rock

© Gary Clark Jr. and The Black Keys

Sisters Rebecca and Megan Lovell are referred to as "the little sisters of the Allman Brothers" with their blend of blues, southern harmonies, gritty electric guitar riffs and slides that comprise their roots rock sound. They have previously hit the road as support for Bob Seger, Gary Clark Jr and Queen, and have been the opening and backing band for the likes of Conor Oberst and Elvis Costello.

Photo © by Robby Klein 2017 2

"Larkin Poe are not only highly professional, nearly perfect musicians, they also manage to add a new passion, modernity, and elegant coolness to the genre of Rock."
— Vogue



10 LOGAN MIZE

📺 22.1K 📺 38.9K 📺 3943

🔊 Country

© Blake Shelton, Chase Rice

Country musician Logan Mize, is among the most fan-driven artists we have seen. His commitment to his audience pushed him to embark on his first solo acoustic tour, traveling over 20,000 miles in a 1989 Chevy station wagon. His latest album *Come Back Road* debuted at number 2 on the iTunes Country chart.

Photo © by Robby Klein 2017



11 NEW HOPE CLUB

📺 137K 📺 220K 📺 402K

🔊 Pop

© Why Don't We, One Direction

British boy band trio New Hope Club first gained some notoriety with their cover of "Wake Up" by the Vamps. Their version caught the bands attention, and The Vamps signed them to their own Steady Records imprint. Guitar-laden pop tracks and smooth voices have made these three guys a teen sensation.

Photo © by Dean Sherwood 2017



12 KIANA LEDÉ

📺 71.7K 📺 194K 📺 526K

🔊 Pop, R&B

© Kehlani, Pia Mia

Kiana Ledé is a rising star who easily transitions between music and acting. Fresh off MTV's "Scream" and now filming the Netflix Comedy series "The Better Half" starring hip hop legend Rev. Run. Kiana just released her R&B styled, hard-beat-driven "FairPlay" on Republic Records. Also, keep an ear out for her soulful, woman-power-anthem, "Big Spender" on the Fifty Shades Freed soundtrack.

Photo © by Mike Woods 2017

13 JIMMIE ALLEN

📺 23.9K 📺 8466 📺 350

🔊 Country, Pop Country

© Jason Aldean, Keith Urban

Jimmie Allen's grooving country rhythms have earned him a song in a Super Bowl commercial, spots at the famous Bluebird Café, and a Diet Coke ad with superstar Taylor Swift. Now they can be heard on his self-titled EP, with tracks like "Best Shot" and "Blue Jean Baby" that prove the artist's understanding of the country genre.

Photo © by Jason Lee Denton 2017



"Blue Jean Baby" alone shows Allen ready for commercial success, the EP's remaining four tracks cement the young songwriter as one of pop country's most exciting new voices."

— Rolling Stone



14 LATROIT

8759 12.7K 164

House, EDM, Deep House

© Duke Dumont, Chris Lake

After spending years honing his sound in the Detroit Underground, house music producer Latroit netted his first Grammy this year with his remix of Depeche Mode's "You Move." With a steady release schedule of hip shaking tracks and a weekly radio show on EDM.com, Latroit is poised to continue his momentum into 2018.

Photo © by Ted Prescott 2017



15 PRIESTS

📺 N/A 📺 3767 📺 N/A

🔊 Punk Rock, post-punk

© Bikini Kill, Savages

Priests are an ironically named punk band hailing from Washington D.C. whose lyrics openly criticize aspects of our society. Also the heads of Sister Polygon Records, Priests released their debut album “Nothing Feels Natural” to critical acclaim in early 2017.

Photo © by Audrey Melton 2016

16 TANK AND THE BANGAS

📺 12.4K 📺 113K 📺 19.4K

🔊 Funk, Soul

© Anderson .Paak, Lianne La Havas

Tank and the Bangas is a funk and soul group from New Orleans that mixes spoken word poetry into their music. The group won NPR’s Tiny Desk Contest in 2017 and its no surprise why, with the group’s childlike and lighthearted sensibilities.

Photo © by Gus Bennett Jr. 2017



17 THE FLOOZIES

📺 16.2K 📺 77K 📺 3111

🔊 Electronic, Funk, EDM

© Big Gigantic, GRiZ

Brothers Matt and Mark Hill create funk-laden electronic music that pulls from eclectic influences ranging from Chris Cornell to Kavinsky. Their mixture of live instrumentation and electronic elements feels more laid-back than typical electronic fare, and is on display in their latest album, “Funk Jesus.”

Photo © provided by Management

18 KOLARS

📺 381 📺 15.5K 📺 N/A

🔊 Art Pop, Rock, Disco

© The Killers, T. Rex

Rob Kolar and Lauren Brown make up KOLARS, the barrier-breaking duo act that bridges genres to make what they have referred to as "Desert Disco," "Glam-a-Billy," and "R&Beyond." Despite having hit the scene last year, the band is garnering quite a bit of buzz from Huff Post, Lemonade Magazine, and Conan O'Brien just to name a few!



"KOLARS play their unique blend of 70s glam rock, 90s grunge and twangy country with every inch of their body."
— *Paste Magazine*



19

SOUL SCRATCH

📍 650 📺 3287 📺 N/A

🔊 Funk, Soul, R&B

© The Commodores, The Roots

Funk-heavy outfit Soul Scratch is founded on the healing principle of music. Their recent release full-length album *Pushing Fire* is no exception, with tracks like "Be Kind" and "Look How Far We've Come" which offer a refreshingly positive listening experience.

Photo © by Elko Photography 2015



20

LUKE PELL

📍 114K 📺 28.1K 📺 395

🔊 Country

© Toby Keith, Dierks Bentley

Former US Army Captain and West Point graduate Luke Pell pulls from his real-life experience to create country music made to resonate with people. In part because of his relatable demeanor and in part due to the almost one hundred shows he plays each year, Pell is gaining a loyal following. He released his self-titled EP earlier this year and is already back on the road!

Photo © by Sam Carbine 2017

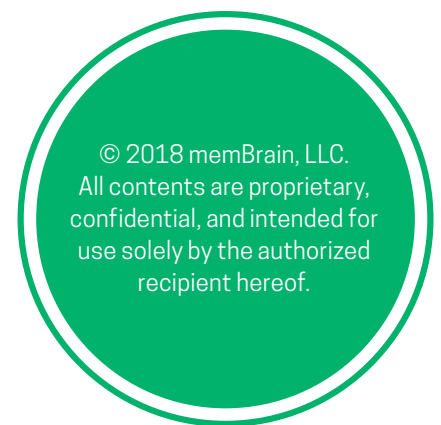


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