



**PITCH**

**BRITTNEY CARTER  
FEAT.  
SERIOUS KLEIN  
"RELENTLESS"**

# MORE ABOUT THE ARTISTS

## BRITTNEY CARTER

The 28 years old MC is Chicago hip hop's best kept secret. After having released numerous freestyles on YouTube, 9 singles and having collaborated with various artists (e.g. Add-2 and Phonte), she has proven her strong ability to deliver pure art with her sharp words and savage flow. In fact, in the last year Carter's flows have caught the eyes of some of hip-hop's biggest names and she has established a reputation as a fierce live performer, appearing alongside stars like Chuck D and Jay Rock. Further artists that co-signed Brittney are Saba and REASON (TDE).



11.1 K



3.3 K



5.9 K



Freestyle: We Are One (932 views)

## SERIOUS KLEIN

Since releasing his first mixtapes ten years ago, the German Ghanaian rapper has performed with Alicia Keys, has rapped in front of thousands of people at the biggest music festival of Europe (Openair Frauenfeld) and has cemented himself as one of the most inventive players in the German hip hop scene.



25.7 K



7.3 K



1.2 K



COLORS Show: 91 Flex (1.6 M views)

# MORE ABOUT THE SONG

## GENRE STYLE

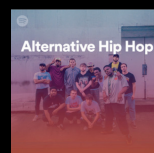
**Conscious rap:** the song could refer to any rap considered woke by the standards of its time. The lyrics are powerful, and the delivery is almost poetic.

**Jazz rap:** the song presents a hip-hop/jazz Fusion that is tantalizing.

## MOOD STYLE

- for starting the day off right
- for a dose of lyricism
- for destress and chill out
- for the revival of the Underground hip hop

## PLAYLISTS THAT COULD MATCH THE MOOD/SONG



## WHAT HAS BEEN DONE IN MARKETING SO FAR?

The song is the first single of Brittney Carter's upcoming album "Student 'til I become a master". The artist has already strongly teased the collaboration with the German rapper. In addition to that, she has consistently worked on increasing her social media presence as well as engagement with her fans.

## **WHAT WILL BE DONE IN TERMS OF MARKETING AFTER THE RELEASE?**

“Relentless” will be strongly promoted on social media. In terms of Digital Marketing, sponsored ads will be placed on Instagram and Facebook. It is also expected to have various blogs as well as online magazines promoting and/or reviewing the song.

## **MORE ABOUT THE AUDIENCE**

The audience loves to discover new music and appreciates lyrical and laid-back raps. They also like to analyze the lyrics of songs and prefer artists with an underground ethos. They are predominantly aged between 18 and 30.