

From: Greig Watts greigdw@me.com
Subject: China A&R | Outdustry PHARAOH, MY DEADLINE , NOON on the 14th January
Date: 11 January 2021 at 15:57
To: Greig Watts greigdw@me.com

GW

Hi Everyone

I hope you are well

Here is a another new lead from China for PHARAOH

I Need new songs or songs that are like the brief, submitted by Noon (uk time) on Thursday 14th January, so I can listen and pitch in the afternoon.

Please upload to our disco link below, giving me all writers splits and publishing info and letting me know which lead its for

<https://s.disco.ac/cmbkgfknkre>

I'm looking forward to hearing what you do!

All the best

Greig Watts
DWB

[View this email in your browser](#)

格外音乐 OUTDUSTRY A&R

Song Brief

Ref: og_ocn_anr_songbrief_0166

Date: 2021/01/11

Artist: Pharaoh

Label: AYO!

Deadline: 2021/01/15

No. songs: 1

Style: Melodic Rap / R&B

References:

[LOVE. - Kendrick Lamar / Zacari](#)

Notes:

Looking for a love song with a R&B hook and melodic / soft rap for the verse, a cool but tender vibe. There should be a clear rap section for Pharaoh to rap on, instead of melodies throughout. The label might bring in a singer for the R&B hook if necessary.



Artist biography: You can say Pharaoh is one of the coolest underground rappers of China nowadays. He attended *The Rap of China* twice but both being eliminated in very early stage, yet it hasn't affected him for being very well-respected in the hip-hop circle for the slightest. He is the representative of Chinese hardcore rap, and is called the Chinese Eminem because of the similarity in their voices and the style of their raps and lyrics. Aside from being

signed to AYO! - a label and promoter who puts on some of the most welcomed Hip-Hop music festivals among the young generation, Pharaoh is also the founder of the Walking Dead label, signing a bunch of other hit makers nowadays such as Yang Hesu (KeyNG), FOX, Young Chigga and more. His music earned him over 2 million followers on Weibo and over 1.3 million followers on Netease Music - a very impressive number for someone who did not fully "debut" from any TV show.

With his 2020 album, Pharaoh started to include some soft, vulnerable and emo tunes in his releases.

Recent singles:

[Bai Bian Jiu Jing - Pharaoh](#)

[World In His Pulip - Pharaoh](#)

[Truancy Drama - Pharaoh](#)
