

TILEYARD EDUCATION

ONLINE WRITING CAMP APRIL 2020 DAY 2 – APRIL 24th 2020

As K-Pop has grown, this market can serve as your side gig but also your mainstream gig considering the case of BTS and others acts who are signed to US labels.

1. Understanding of your competition

- International: We receive demos from writers including Grammy winners and mainstream writers. The major labels are definitely getting better quality demos from all around the world and also get demos from in-house domestic writers.
- Domestic: Most of the labels work with domestic writers who understand this market better and are easier to work with as they are fully committed. If there are mediocre songs for album tracks, labels will prefer to use domestic writer's songs due to the lower production fee.
- This is a competitive market so there's no easy bucket over here.

2. "On Brief" type of song

- It's actually hard to get an "on brief" song because most of the submissions are 1) not exactly tailor made to the brief, 2) not targeted to this market, and also most importantly 3) not suitable to the act. Just because you made a song for Selena Gomez, that doesn't mean it will get placed for K-Pop who wants Selena's vibe.
- The label may or may not know what they want. For instance, an act who sells 300K album units never follows their briefs when you see their singles. Even if you deliver what they wanted, that demo may not be selected.
- If you make a tailor made song, it has to be "very" suitable to the act based on the reference. The labels know if the demo is targeted to the act or not.

3. "I-am-the-brief" type of song

- Normally our singles are not based on the briefs. This is a way of outsmarting the labels knowing what your customers want and providing the right solution to them. We create an "Other Suggestions" folder and this gets more cuts than the reference based submissions.

- It's like falling in love with somebody at first sight so we know right away within 5 seconds (well this applies to most of the submissions).

4. Hit formula

- Most of the mainstream songs are more vibey when K-Pop is about a sure hook.
 - Also, some mainstream songs can be mom's organic home cook when K-Pop is about fast food.
 - For uptempo songs, the energy should never go down in the middle.
 - Below is just an example of JYP's K-Pop hit 'Dalla Dalla' recorded by ITZY which exceeded 188 million views. This market requires more production and sections than the mainstream.
 - MV <https://www.youtube.com/watch?v=pNfTK39k55U>
 - Breakdown 8-bar intro 8-bar verse (same music as intro with heavier beat) 8-bar pre-chorus (chords/pads come in)
 - Buildup / Never lose the energy 8-bar chorus HUGE DIFFERENCE (1) 1-bar drop/pause
 - 8-bar post/BIG chorus (same music as intro/first verse) (2) 4-bar verse beat change (Electro-styled)/rap breakdown
 - 4-bar verse beat change (Trap-styled)/rap breakdown
 - 8-bar pre-chorus (chords/pads come in)
 - 8-bar chorus
 - 1-bar drop/pause
 - 8-bar bridge (different chord change/progression)
 - 8-bar verse beat change (Electro)/rap breakdown
 - different from before 1-bar drop/pause/clock count off
 - 8-bar chorus 1-bar drop/pause
 - 8-bar post/BIG chorus (same music as intro/first verse but with Electro-styled beat from verse)
 - There has to be change of pace and one lead instrumental shouldn't drag the whole song for the whole track (gets repetitive and this is where edits/rework are required)

Sony ATV in Korea

Chunga

She is the strongest female act dance performance wise who's VERY strong on the digital charts.

- 25% writer share allocation for local adaptation require
- It's very important to understand this act's previous two singles below
- Suitable for dance performance and a sure hook are must-have elements

[KEY RANGE]

- Top – D# (Chest Voice)

[SONG CONCEPT & REFERENCE]

1. Single

- Trendy sound
- Dance performance is very crucial
- Maintaining the previous two singles' concept with maturity
- 'Snapping' <https://youtu.be/SxhPskMuhus>
- '벌써 12시' <https://youtu.be/L15ZZX9n56M>
- Reference

1 DANCE

- Tiësto, Mabel 'God Is a Dancer' <https://youtu.be/jnwDkVo6DxA>
- Daddy Yankee + Katy Perry 'Con Calma' <https://youtu.be/lmCEZhb-z-Q>
- Camila Cabello 'Should've Said It' <https://youtu.be/heGyMSpkGE8>
- Normani 'Motivation' <https://youtu.be/FKXSh14svlQ>

2 R&B

- Kiana Ledé 'Bouncin' <https://youtu.be/5Omzcb6zPmk>
- ABIR 'Tango' <https://youtu.be/Nd-kL7Txqpk>

2. Album tracks

- Reference
- Lolo Zouaï 'Moi' https://youtu.be/hBY2xsS_w8A

Writing Groups

Group 1	Group 2	Group 3	Group 4
Amit	Kevin	Michael	Jordan
Richard		Brodie	
Ruby	Daniel	Emily	Rebecca
	Joel		
Group 5	Group 6	Group 7	Group 8
Nick	Weronika/Greg	Stephen	Gary
Dror			
Chiara	Madeleine	Giulia	Michaela
		Maria	

Message from Management

Celina is one of the priority artists signed to the Mugal venture, she's also signed to Virgin EMI on the label side. Please see below some info on her. Looking for Urban Pop songs like Ariana Grande, Kehlani as well as Indian fusion records like Urban Pop mixed with Punjab instrumentation. As for Nana please don't do a spam email to the roster I would prefer a select few to work on an exclusive basis on these tracks as Kehlani has them and is working on some song ideas so no social media clips on IG etc.. Maybe just give the writers a brief to write songs for Ella Mai and Kehlani as a target.

1. NANA ROGUES

Kehlani - <https://drive.google.com/open?id=1F7EJMKSm4cenGeFtUJle3NNqFyqzDwyr>

2. CELINA SHARMA

Celina Sharma is a 17 years old artist of Indian, Maltese and English descent, whose a multi-talented triple threat, her vocal ability has been compared to the likes of Ariana Grande and Beyonce with her powerful vocals. This year BBC Radio 1 in recognition of her talent announced Celina as the BBC Radio 1 Asian Network Future Sound 2019 and has tipped her as an artist to watch for 2020. CELINA has been regarded as one of the hottest singer-songwriter pop talents from a very early age, she was chosen by Guy Sebastian to perform as his prestigious annual Christmas show to thousands in Sydney aged only 12, becoming the youngest solo artist to ever perform at this showpiece calendar event. She has created a real buzz in a short space of time having released 'Say Yes' in collaboration with Indian electronic producer, SHAAN, this song was A listed by BBC Asian Network and heavily supported across Sirius XM stations across North America. She has since gone on to perform at Sunburn City Festival Mumbai in front of 80,000 fans and supporting latin boy sensations CNCO at the American Airlines Arena, Miami in front of packed 30,000 capacity arena and closed the tour at the iconic O2 Shepherd's Bush Empire, London. Celina's debut release called "**We Are One**" was chosen to be the ICC Indian Team's Cricket World cup Anthem which is playlists on Radio 1, Red FM as well as being synced as the official theme tune for the Live TV broadcast of this years Cricket World Cup campaign in conjunction with the Bharat Army. **Celina** has recently released her debut single "**Lean On**" which features man of the moment and India's number 1 rapper **Emiway Bantai** and followed up with her second release on Virgin EMI Universal called **Chalo**.

FOLLOW CELINA

[INSTAGRAM \(104K\)](#) – [TIK TOK \(675K\)](#) – [SPOTIFY](#) – [YOUTUBE \(275K\)](#) - [VEVO](#)

RELEASES (MUSIC VIDEOS)

CHALO (Single 2)

<https://www.youtube.com/watch?v=EaKq1ALhKQM>

Lean On ft. Emiway (Debut Single)

<https://www.youtube.com/watch?v=1ADnTiQ8Pko>

Must Be Love

https://www.youtube.com/watch?v=yCNKPmAxV_0

ACCREDITATIONS & AWARDS

2019 BBC Radio Future Sounds Winner
2019 Brit Asia Nomination - Best Artist

2019 Brit Asia Nomination - Best Newcomer



Brief

Captain Amerika is a brand new Youtube Gaming channel by content creator Jagjot Hayre. Jagjot has supplied me with a video clip which shows off all of his best bits whilst playing Call of Duty Modern Warfare and would like bespoke music to fit with the gameplay from the video.

Jagjot is looking for a Hip Hop Instrumental, which will not be too distracting from the gameplay or voiceover. He would also like to appeal to some of his current fanbase, who happen to be Arabic with Trap elements throughout. As this is a ten-minute video, he would like some variation in the range of beats, with none playing for more than 3 mins.

Intro Music is also welcome or music during the voiceover that encompasses Marvel or Captain America. This should be “Marvel” style theme music, but still sound fairly unique to his brand.