CHHIMA

CHHINA

"WE HEAR HIM SPIT MELODIC BARS AND A CATCHY CHORUS TO MATCH ON A JUMPY INSTRUMENTAL THAT MAKES YOU WANT TO MOVE YOUR BODY."

- THE UPPER ENTERTAINMENT 2022

"CHHINA TAKES THE LISTENER ON A STEP BY STEP PROCESS TO BLISS WITH A SICK FLOW, VIVID AND CATCHY LYRICS, A THICC BASS LINE AND A GROOVE GUARANTEED TO MAKE YOU MOVE."

- THE MUSIC BELOW 2020

ABOUT CHHINA

CHHINA IS A RAPPER/PRODUCER FROM TORONTO, CANADA WHO SPECIALIZES IN THE PRODUCTION OF AUDIBLE PAINKILLERS.

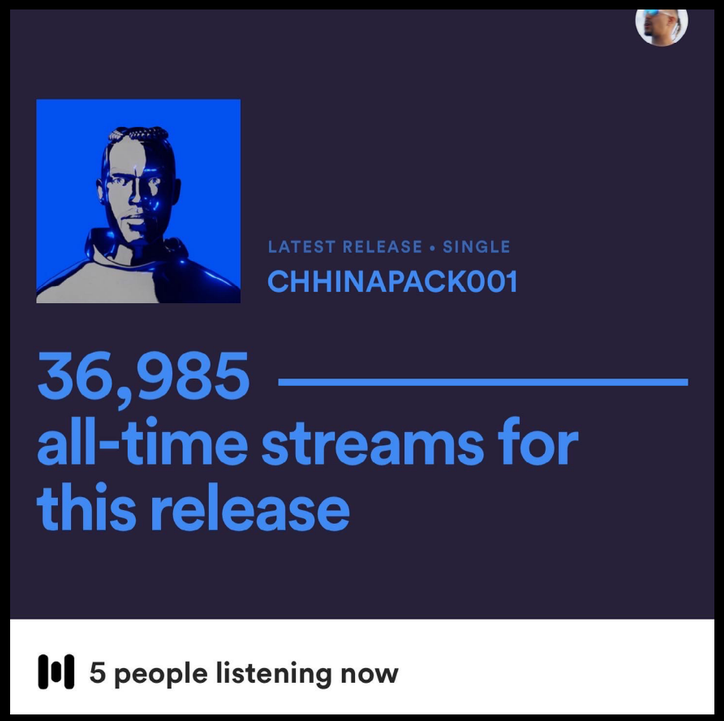
DURING HIS CAREER HE HAS WORKED WITH A NUMBER OF OTHER PRODUCERS SUCH AS ELIJA PARIS (BOI 1NDA, OVO) AND CATCH CARTER (JOEY BADASS, JAZZ CARTIER).

CHHINA HAS ALSO BEEN PLAYED NUMEROUS TIMES ON TORONTO'S #1 RAP RADIO STATION FLOW 93.5, AS WELL AS KISS FM IN LAGOS, NIGERIA.

OVER THE PAST YEAR CHHINA HAS AMASSED ALMOST 150K VIEWS ON HIS YOUTUBE CONTENT. CHHINA HAS ALSO BEEN FEATURED IN ARTICLES AND PLATFORMS ON 6IXBUZZTV AND THE UPPER ENTERTAINMENT.

CHHINA IS NOW WORKING ON A SERIES OF 6 NFT RELEASES TITLED CHHINPACK. THEY INCLUDE 10 INTERACTIVE 3D MODELS AND TWO SINGLES IN EACH PACK. THESE NFTS WILL HAVE FULL UTILITY IN A VIRTUAL WORLD HE IS CREATING CALLED CHHINA'S WORLD.

THIS WORLD WILL ACT AS A HUB FOR MUSIC FANS TO SOCIALIZE AND ENGAGE WITH VIRTUAL PERFORMACES FROM CHHINA AND OTHER ACTS. CHHINA'S UPCOMING PROJECTS ARE SOLELEY ORIENTED AROUND WEB3.0 AND THE POTENTIAL IT OFFERS.



POSTED ON CHHINA'S INSTAGRAM 3 WEEKS AFTER RELEASE

LINK TO YOUTUBE VIDEO WITH 40,000 + VIEWS

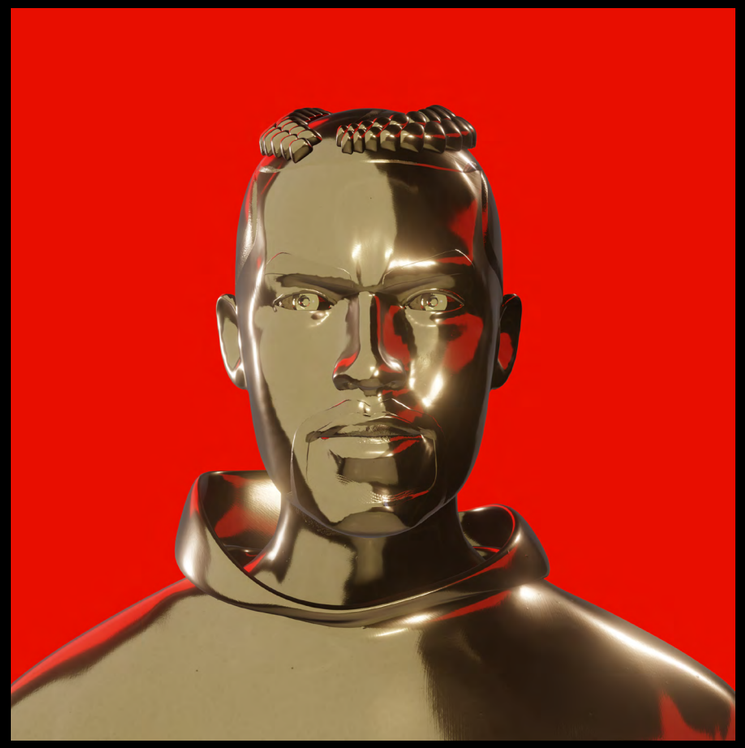
CHHINAPACK001

CHHINA'S PREVIOUS RELEASE

"CHHINAPACK" IS A SERIES OF 6 RELEASES THAT INVOLVE FULLY INTERACTIVE NFTS WHICH HAVE UTILITY IN A VIRTUAL MULTIMEDIA SOCIAL HUB THAT IS CURRENTLY UNDER DEVELOPMENT. CHHINAPACK001 IS THE FIRST DELIVERY AND IT INCLUDES 2 SINGLES AND 10 UNIQUE NFTS WHICH ARE PURCHASEABLE ON OPEN SEA.

THE REASON THE VIDEO FOR "FANTASTIC" SHOWS CHHINA AS VIDEO GAME CHARACTERS IS BECAUSE WE WANT TO SHOW THAT CHHINA IS ENTERING THE WORLD OF THE METAVERSE. WHICH IS WHY AT THE END HE IS FULLY ANIMATED AND GETS ACCESS TO A TOKEN THAT SHOWS HIM ENTERING "CHHINA'S WORLD"

THIS PACK AMASSED OVER 80,000 STREAMS ACROSS ALL PLATFORMS AND WAS PLAYED ON NUMBEROUS RADIO STATIONS AND CLUBS IN LAGOS, TORONTO, AND THE UK.



CHHINAPACK002

"CHHINAPACK" IS A SERIES OF 6 RELEASES THAT INVOLVE FULLY INTERACTIVE NFTS WHICH HAVE UTILITY IN A VIRTUAL MULTIMEDIA SOCIAL HUB TITLED "CHHINA'S WORLD", WHICH IS CURRENTLY UNDER
DEVELOPMENT.

CHHINAPACK002 IS THE SECOND INSTALLMENT OF THE SERIES AND IT INCLUDES 2 SINGLES THAT WILL BE RELEASED ON ALL PLATFORMS, AS WELL AS 5 UNIQUE NFTS THAT WILL BE AVAILABLE FOR PURCHASE ON OPEN SEA.

NFT HOLDERS ARE ABLE TO RECEIVE EXCLUSIVE BENEFITS THROUGH A TIERED SYSTEM BASED ON THE NUMBER OF NFTS THEY HOLD.

CHHINA PLANS TO RELEASE THIS WITH A VIDEO AS WELL AS GET PLACEMENTS ON INTERNATIONAL BLOGS AND RADIO STATIONS.

THE CHHINA'S WORLD NFT COLLECTION WAS RELEASED IN MARCH 2022 AND IS RAPIDLY APPROACHING 50 HOLDERS

LIFESTYLE MUSIC VIDEO

"LIFESTYLE" IS THE SECOND TRACK OFF "CHHINAPACK002" AND THE VIDEO FOR IT WILL BE RELEASED TWO WEEKS AFTER THE PACK RELEASES. THE VIDEO TAKES INSPIRATION FROM "DR. BIRDS" BY GRISELDA AND "DIET COKE" BY PUSHA T.

THE B&W VIDEO SHOWS CHHINA IN A FULL WHITE SPACE WHICH WILL BE FILLED WITH SUBTLE 3D ANIMATION TO CONTINUE THE NFT AND WEB 3.0 THEME. THIS STYLISTIC CHOICE WAS ALSO MADE DUE TO THE FACT THAT THIS SONG'S MAIN FOCUS IS THE LYRICS. CHHINA WANTED TO CREATE A COMPLEXLY SIMPLE VIDEO THAT CAN ALLOW VIEWERS TO STILL FOCUS ON THE BARS.

THE VIDEO WILL BE SHOT IN TORONTO BY ONE OF CHHINA'S TEAM MEMBERS AND WILL BE EDITED BY CHHINA HIMSELF. THE RELEASE PLAN IS TO GET IT PREMEIRED ON SIDEDOOR MAGAZINE, COLORS STUDIOS, OR COMPLEX MUSIC CANADA.

- VIDEOGRAPHER : JADEN CREARY SPENDER
- BUDGET : GBP 350
- PROJECT DATE : APRIL 13, 2022

LYRIC SHEET

RELOAD

ALL DA GYALLI WANNA WINE PON DIS
ALL DA GYALLI WANNA WINE PON DIS
WINE PON ME, BABY PON DIS
SHE LIKE THE WAY I 1-2 STEP
LIVE AND DIRECT YOU WON'T SEE ME ON THE NET
QUICK AND FAST MAN QUICK AND FAST
GYAL SEE ME ONLINE SHE CLICK FAST
CUZ MAN STYLE SPECIAL
I KNOW YOU FEEL MY PAIN THRU THAT BASS AND TREBLE
I RELATE TO A GYAL NAMED MARY JANE
WAGWAN BABY, BONJOUR, CA VA?
C'MON GIRL, LEMME SEE YOU SHAKE POUR MOI
C'MON GIRL, VOULEZ VOUS COUCHER AVEC MOI SOISOIR
ARE WE HEADED TO THE CLUB OR WE HEADED TO THE BAR

FLOW KEEP SWITCHIN UP, CASH KEEP STACKIN UP
FOLKS TRYNA @ ME, IT AINT ADDIN UP
NOW YOU TRYNA CATCH ME, YOU AINT CATCHIN UP
SORRY HOMIE, YOU AINT FAST ENOUGH
IT DONT REALLY MATTER THOUGH, I'M IN MY FAST LANE
SHAWTY WANT A FAST MAYNE, CHHINA NOT A FAST MAYNE
SORRY MAMI, I LIKE TO TAKE IT SLOW
LEMME SEE YA DROP, DROP IT LOW
SHOW ME HOW U MOVE WHILE I COUNT BANK ROLLS
SMOKE O'S, I MAKE YOU GO BOZO
NO PHOTOS MAYNE, I'M TOO FAR GONE
IM OFF A BLUNT AND A LITTLE PATRON

ALL DA GYALLI WANNA WINE PON DIS
ALL DA GYALLI WANNA WINE PON DIS
WINE PON ME, BABY PON DIS
SHE LIKE THE WAY I 1-2 STEP
LIVE AND DIRECT YOU WON'T SEE ME ON THE NET
QUICK AND FAST MAN QUICK AND FAST
GYAL SEE ME ONLINE SHE CLICK FAST
CUZ MAN STYLE SPECIAL
I KNOW YOU FEEL MY PAIN THRU THAT BASS AND TREBLE
I RELATE TO A GYAL NAMED MARY JANE
WAGWAN BABY, BONJOUR, CA VA?
C'MON GIRL, LEMME SEE YOU SHAKE POUR MOI
C'MON GIRL, VOULEZ VOUS COUCHER AVEC MOI SOISOIR
ARE WE HEADED TO THE CLUB OR WE HEADED TO THE BAR

LIFESTYLE

THE ONE WHO CLEARS THE PATH CONTROLS ITS DIRECTION
I LET MY TEST BECOME MY TESTIMONY FREE ME FROM PERFECTION
DRUMS HEAVIER THAN THE WEIGHT I CARRY MENTALLY
THE WEIGHT I CARRY PHYSICALLY GET SMOKED SO RELIGIOUSLY MAN
SO WHO THE HELL TRYNA SAY I AIN'T THE HOTTEST ONE OUT
LEMME BREAK IT DOWN, I CAUSE SO MUCH STRESS WITH THE PRESSURE I CAN PUT DOWN
CUZ I STAY WITH IT, MY LETHAL WEAPON FROM THE STATIONARY SECTION
THE INK DRIES AND I GET RECKLESS
HOLY GRAILS FOR MY SNEAKERS , HOLY CROSS ON MY NECKLACE
MY SWAGGER'S INFECTIOUS, AND MY ENERGY IS TOO PRECIOUS
I PROTECT IT WITH MY LIFE, GUARDED
I'M FROM THE GARDEN OF EDEN, THE JUNGLE OF EVIL WHERE EVIL BLENDS WITH THE PEOPLE
JEALOUSY DISGUISED BY A SMILE AND AN APPLAUD
IT BUYS TIME FOR THE PLOT, ALL I WANNA BUY IS PLOTS OF LAND
STAY AWAY FROM THE STORIES, AND FROM THE GRAM, THAT'S INSTANT GRATIFICATION, I INSTANTLY SMOKE A GRAM

AND A HALF, OR 3.5, OR A GODDAMN O
WATCHU KNOW, WATCHU KNOW, WATCHU KNOW ABOUT THIS
WATCHU KNOW ABOUT MY LIFESTYLE
WATCHU KNOW ABOUT MY LIFESTYLE
YEAH, YEAH
WATCHU KNOW ABOUT MY, WATCHU KNOW ABOUT MY
WATCHU KNOW ABOUT MY, MY, LIFESTYLE

WARM BODIED, WARM HEARTED AMONGST THESE COLD HEARTS
IF I DON'T SEE YOU AT THE TOP, YOU'LL GET A POSTCARD
SHE SAID DO YOU CRY, I SAID BABY DO YOU BLEED
WATCH WHERE YOU PLANT SEEDS, BE CAREFUL WHO YOUR TREES FEED
UNDERSTAND SOMETHING, I DON'T STOP TIL I WON
THIS GENESIS NUMBER 1, LOOK WHAT YOU MADE ME BECOME
I AIN'T LOOKIN FOR PERFECTION, I'M SEARCHING FOR COMPLETION
I SEEN MY FAIR SHARE OF SNAKES, RATS, ROACHES, AND LEECHES
THIS AIN'T THE ZOO THO THIS THE JUNGLE THE LIONS DON'T SLEEP IN CAGES
AND THE VULTURES SEE MURDER FROM ABOVE, PRE MEDITATED
REAL BROTHERS DON'T CHANGE, THE ONES THAT DO PLANNED IT
IT'S A VERY LONELY JOURNEY, TOOK ME TIME TO UNDERSTAND IT
EVERYBODY GOT A HUNGRY HEART, SOME ONLY FOR CHEAP FOOD
STAND ON SHOULDERS OF GIANTS AND SEE WHO CAN REACH YOU
VERY FEW, BUT VERY MANY STILL DANGEROUS BENEATH YOU
EVEN IF YOU DOWN TO DOWN EARTH, DON'T MEAN YOU AIN'T SEAFOOD
I SWIM WITH BIG SHARKS, BIG WHALES SOME OF THEM GOT BIG HEARTS
THE REST OF THEM GOT BIG TEETH THAT WILL TEAR YOU APART
CHEW THROUGH THEM CHROME HEARTS SWEATERS THEM BIG BRAND LETTERS
UNDERNEATH WE SEE WHICH MAN IS REALLY BETTER, CHHINA

AND A HALF, OR 3.5, OR A GODDAMN O
WATCHU KNOW, WATCHU KNOW, WATCHU KNOW ABOUT THIS
WATCHU KNOW ABOUT MY LIFESTYLE
WATCHU KNOW ABOUT MY LIFESTYLE
YEAH, YEAH
WATCHU KNOW ABOUT MY, WATCHU KNOW ABOUT MY
WATCHU KNOW ABOUT MY, MY LIFESTYLE

RELEASE PLAN + BUDGET

Timeline + Release Dates

April 15, 2022 - Announce CHHINAPACK002 on Social Media
April 20, 2022 - Tease Single 1
April 29, 2022 - Send Single 1 to Radio Contacts
May 15, 2022 - Release NFT Collection on OpenSea with Social Media announcement
May 15, 2022 - Send CHHINAPACK002 Release Package to Radio Contacts and Blogs
May 13, 2022 - Host Listening Party
May 30, 2022 - Release CHHINAPACK002 on all Streaming Platforms
May 30, 2022 - Website Room 2 Opening and Social Media Update
May 30, 2022 - Send Single 1 to Radio Contacts Again (See Radio Page)
May 30, 2022 - Send both Singles for playlisting through online services and Playlist page
May 30, 2022 - Send Single 1 to DJs
June 5, 2022 - Tease video for Single 2
June 10, 2022 - Send CHHINAPACK002 Release Package to Radio Contacts and Blogs
June 10, 2022 - Send CHHINAPACK002 Release Package to WEB3.0 Influencers
June 15, 2022 - Merchandise Drop 1 (limited runs for every 24hrs, purchases come with EP)
June 15, 2022 - Radio Interview 1
June 15, 2022 - "Making of CHHINAPACK002" BTS release on YouTube and Instagram
June 20, 2022 - Radio Interview 2
June 22, 2022 - Radio Interview 3
June 30, 2022 - Release Remix of biggest song with other artists

Budget Breakdown (GBP)

COSTS	*ESTIMATED*	*ACTUAL*
PRODUCTION	100	150
VIDEO (IN FULL)	250	350
LISTENING PARTY	800	1100
ETHEREUM FEES	100	120
TRANSPORTATION	50	30
ADVERTISING + PROMO	3000	3050
MERCHANDISE	150	200
TOTAL	*4450*	*5000*

FOR THE RELEASE OF CHHINAPACK002 THERE IS A WORKING BUDGET OF GBP 5000 AND IT WILL BE USED IN FULL. MAJORITY OF THE
BUDGET WILL BE USED FOR ADVERTISING AND PROMO AS THAT IS WHAT CHHINA CURRENTLY NEEDS TO WORK ON TO REACH A NEW AUDIENCE. THIS WILL INCLUDE ONLINE ADVERTISING, PUBLICATIONS, AND AIR PLAY.

THE SECOND BIGGEST EXPENDITURE WILL BE THE LISTENING PARTY WHICH IS BEING HELD RIGHT BEFORE THE RELEASE. THE REASON FOR THE LISTENING PARTY IS TO ALSO ALLOW CHHINA TO PERFORM THE SONGS LIVE. THE BIGGEST COSTS ASSOCIATED WITH THE EVENT INCLUDE: THE VENUE, SECUIRTY, BAR BACK, AND PERFORMERS.

THE REST OF THE ASSOCIATED COSTS ARE TO DO WITH THE CREATION OF THE RELEASE. THE BEAT, THE NFTS, THE VIDEO, AND MERCHANDISE CREATED FOR THE RELEASE.

TYPOGRAPHY

DRUK WIDE

DRUK WIDE

DRUK SUPER

BEBAS NEUE

CHHINA

CHHINA

CHHINA

CHHINA

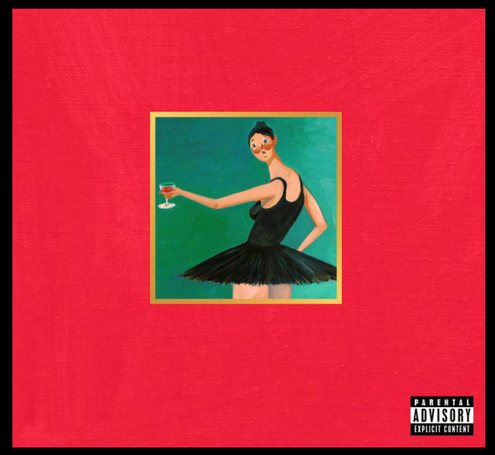
CHHINAPACK002

CHHINAPACK001

000000	Black
0551EB	Blue RYB
76F902	Lawn Green
E80F00	Vermilion
FFFFFF	White

SIMILAR ARTISTS + MEDIA

Travis Scott - *Rodeo (2015)*
Album Cover
Similar "Action Figure" look with *CHHINAPACK*



Kanye West - *MBDTF (2010)*
Album Cover
Similar Colour Palette (Strong Reds)

Pusha T - *Diet Coke (2022)*
Music Video
Similar B&W Vibe for *LIFESTYLE* Video

Gunna - *DS4Ever (2022)*
Album Cover
Similar Head Bust Style

REFERENCES

Gunna. "DS4Ever". YSL, 300, 2022

Scott, Travis. "Rodeo". Epic Records, 2015

T, Pusha. "Diet Coke". GOOD Music, 2022

West, Kanye. "My Beutiful Dark Twisted Fantasy". GOOD Music, 2010

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