



Global Pop album

- Think upbeat, fun + cool
- We want this track to be an upbeat, emotive, fun, energetic track
- Percussion is key (think layers of different and rhythmic drums).
- Key is to have a 'global' resonance mostly through african/tribal influences in
both the instruments and vocals (if you decide to put them in) as catchy vocal hooks are a plus.
- Don't want this to be too polished or glossy. A bit rough around the edges.
- As always it is good for tracks to have a growth and clear progression throughout
the track. We are looking for a constant rolling movement with a clear crescendo and climax towards the end.

References:

Sofi

Tucker - [Awoo](#)

Jain -

[Makeba](#)



Reply

