Columbia Briefs:

BTS:
Pop songs with an R&B feel. Positive lyrics. Not straightforward, up the middle pop. Also open to Motown-esque Jackson 5 type songs

The Chainsmokers:
Huge singles only, as their favorite songs have mostly been written and produced on their own. The brief they gave is Empire of the Sun meets Miike Snow, with production along the lines of Kanye/Daft Punk/The Weeknd. The 1975 is also a great reference.

Diplo:
Working on "California 2" and wants hooks and songs from artists like 24k Goldn, Ian Diorr, Trippie Redd, Kid Laroi, Arizona Zervas, MGK, Blackbear, etc.

Kid Laroi – A+ producer sessions – more pop leaning

Kina:
Moody songs/hooks with deep emotion. Also looking for big artist features.

Selected Brief

Lil Nas X:
BEATS!! Looking for versatile, experienced urban/pop songwriters that have an amazing rapport with artists. Producers would have to be able to make Nas feel comfortable in the room (once quarantine is over) so they can get the best out of him. Looking for unique sounds with lots of energy (can have pop appeal). We need another big mainstream song. This is a MASSIVE priority.

Lil TJay – A+ producer sessions. Melodic hook ideas.

Jawsh 685:
Flips of popular records in an uptempo Caribbean/Island style vein

Kid Laroi:
Looking to take the next logical step to becoming a big pop star. Big, tasteful rap/pop hooks

Noah Cyrus:
sincere, emotional pop records with acoustic elements. With some tempo is good. Avoid sarcastic or bratty lyrics and songs about being sad.

Powfu:
Influences ranging from XXXtentacion to Blink 182. Needs lo-fi. hip-hop, alternative beats and is open to hook ideas as well.

Polo G – A+ producer sessions. Producers need personality & high energy. Sessions in ATL/LA. Beat packs as well.

Tyga:
105 BPM club banger beats! Can do club records or pop songs. Need session ideas (once quarantine is over) or outside hook ideas. Big crossover club records.

StaySolidRocky (beats):

Song references:
Kodak Black - No flockin
King Von - Crazy Story
Lil Zay Osama - Ambitionz as a Rider
J Green - influence

Artist references:
MoneyMan
Roddy Rich
J Green