

Talent Spotlight

A talent round-up including an eco-friendly PHD student, a brutal crypto critic, and five emerging artists that are sure to put the Spring back into your step.

April 2023

Talent Spotlight

Welcome to the April edition of Opus Agency's Talent Spotlight Report, brought to you by the Strategy team!

Get informed on what is happening in the world and pop culture.

Read the highlights on which cultural shifts, emerging trends, and consumer interests are influencing media and talent.

Check out emerging personalities and talent to keep an eye on and consider for future stage opportunities.



What's Ahead

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Trends**

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**Speaker and Host
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Engagement

Engagement Trends

What content and people are grabbing consumer's attention

Mic'd Up

From spontaneous interviews and “Billy on the Street” style content, the next thing on social media is **turning the mic on the creator**, creating discreet “mic'd up” moments for viewers to hear their favorite influencer's **inner thoughts and commentary** as they engage in activities, from working out to grocery shopping to hitting the town.

De-influencing

Originated by online beauty gurus following [Mikayla Nogueira's “Mascara Gate” scandal](#), more people are using their platforms to tell fans **what not to buy** to push back against the growing pressure to spend more to hop on viral trends, and gain trust with their audience through transparency and authenticity. The popularity on Beauty Tok is oozing out into other online communities, **predicting a massive boom in de-influencing** content in Spring 2023.

Hacking for Happiness

Due to the events of the early 2020's, a cultural paradigm shift in the meaning of health and happiness has emerged. Now more than ever, consumers are pursuing health and wellness habits that bring **joy and positivity to the forefront of their life**, hacking their way to happiness through [feel-good social feeds](#), joyful movement, and return to playful design and activities to improve their lives and become their most joyous self.

Back to (AR)eality

Consumers look for technology to **enhance the reality** they are in, not take them out of it completely. This is why we see the hype of the Metaverse and ultra immersive VR dying down, while industries and brands [look to AR technology](#) to successfully enhance consumer experience and interact with them in a new way.

Cultural Moments

Latest news in Media, Music, and Pop Culture.

The Rumored “Vanderpump Rules” Affair, Explained



Glendale, Arizona Renamed 'Swift City' for Taylor Swift Tour



“Everything Everywhere All at Once” Is Big Winner at the Oscars



US moves forward plan to ban TikTok as AOC joins protests supporting app

The Weeknd is the world's most popular artist, Guinness World Records says



Women's college basketball sees higher TV ratings than NBA; women's sports leaders aren't surprised



Emerging Voices

Speakers & Hosts

Alicia Jay (she/her)

Industry of Focus: Thought Leader and Content Creator

Alicia Jay is a model, content creator, television host/personality, motivational speaker, and head of [CBS's "We Need to Talk"](#), the first ever all-women's sports show. Standing at 6'6", Alicia has built a loyal following and reputation of empowerment and strength, connecting with her audience about both the beauty and struggles of being a tall woman in society.

Rising to stardom by chronicling her dating experience on TLC's "My Giant Life", Alicia now uses her platform and blog, "[TallSWAG](#)", to share about her own journey to self-love as a tall woman, and has been featured in renowned publications such as BuzzFeed, E! News, and Elle Magazine.

With nearly 40,000 followers and counting, Alicia is on a mission to empower and uplift tall women all over the world, and is continuing to inspire and grow her audience with her authentic and infectious-confident online personality.

See for Yourself:

 [Instagram](#)

 [Website](#)



Andres Vidoza (he/him)

Industry of Focus: Technology and Media

Andres Vidoza is a technology YouTuber and content creator. With a unique mix of humor, expertise, and lifestyle content, Vidoza has carved out a unique space for himself in the tech YouTube space that feels personable, engaging, and approachable for tech experts and novices alike.

With an impressive 298k subscriber count, some of his most popular videos are riffs on the highly popularized vlog-style “Day in the Life” videos, revamping run-of-the-mill product reviews with content that is educational, and actually sees the product in action. This vlog-style video format is weaved throughout his videos, making his audience feel connected to him through the tech he uses.

He has expertly reinforced this connection through other social media platforms and YouTube comments, consistently engaging and creating community among his subscribers that keep viewers coming back. Vidoza “tells a story” with tech, not just educates on it, which is what makes him a true breakout star in the tech space.

See for Yourself:

 [YouTube](#)

 [Instagram](#)

 [TikTok](#)



Gabrielle Langhorn (she/her)

Industry of Focus: Environmental Activist

Gabrielle Langhorn is a content creator and integrative conservation and anthropology Ph.D. student at the University of Georgia, with a mission to change the way people approach sustainability.

Langhorn uses her platform, [@eco_og](#) to educate and simplify sustainability for her audience, and show the easy, accessible, and cost effective ways to make a positive impact on the environment and reverse climate change. She has gleaned 33k followers and counting for her invaluable education, expertise, and showcasing how she integrates it into her lifestyle online.

Amidst her online content and activism, she was recently featured on Spotify's Earth Day Climate Action Radio, and she just made her SXSW debut, hosting an "Eco Happy Hour" and served on panels talking about authenticity in the creator space.

See for Yourself:



Molly White (she/her)

Industry of Focus: Technology and Media

Molly White is a researcher, software engineer, speaker, and writer who is known as a “crypto critic”, and focuses her content on the cryptocurrency industry, blockchains, web3, and tech more broadly.

She runs the website [Web3 is Going Just Great](#) and publishes a regular [newsletter](#) where she humorously and brutally highlights examples of how cryptocurrencies, web3 projects, and the industries surrounding them are failing to live up to their promises, and airs out all of her thoughts and opinions to her over 102k followers on Twitter.

Molly White has made a huge impact on the industries through her content, and has developed a loyal following among crypto skeptics and enthusiasts alike. Her witty personality and engaging content has earned her mass recognition and influence in the field, and was named one of [CoinDesk's Most Influential People in 2022](#).

See for Yourself:

 [Twitter](#)

 [Website](#)



Temí Coker (he/him)

Industry of Focus: Artist and Thought Leader

Temí is a multidisciplinary artist and school teacher based in Texas. Temí Coker is widely known for his creative approach in photography and design. His goal is to help people tell and share their stories through different digital mediums. Being creative is more than just a hobby to him – it's his passion, and every day he gets the opportunity to show everyone the power of creativity and how it can change the world.

His mix of vibrant colors and textures come from his upbringing in Nigeria as well as his love for the [African Diaspora](#). His style focuses on evoking emotion through color, patterns and storytelling, all which has earned him projects for the Oscars, Peloton, Apple, and AT&T among others.

He was an Adobe Creative Resident for the 2018/2019 year, and has since been featured in a variety of publications like PaperMag and Essence, and has given a variety of talks and workshops at Adobe Max, Sony Alpha, and 99U.

See for Yourself:



RECAP



Alicia Jay
Thought Leader, Content
Creator
[@tallswag](https://twitter.com/tallswag)



Molly White
Software Engineer, Crypto
Skeptic
mollywhite.net



Andres Vidoza
Tech YouTuber
[@andresvendoza](https://twitter.com/andresvendoza)



Temi Coker
Multidisciplinary Artist,
Speaker
temicoker.co



Gabrielle Langhorn
Environmental Activist
[@eco.og](https://twitter.com/eco.og)

Entertainment

Entertainment Trends

The latest in music, film, and social media

Genre Fusing

Musical artists are more resistant to definition more now than ever before, as streaming has allowed listeners to tailor their music taste down to the finest nuances. With over [1,505 identified genres](#) (and growing), you would be hard pressed to find a music artist that is siloed to a genre, as they pull influence from a variety of genres and artists to create a flavor that is all their own.

Music Video Comeback

Music videos are back on the rise, as artists utilize them as opportunities to share (or hide easter eggs) to the deeper narrative of the music. Informed by the success and widespread analysis of [Taylor Swift's "Anti-Hero"](#) video, and [Miley Cyrus' video for "Flowers"](#), garnishing 106 million and 214 million views respectively, the demand for visual albums and engaging music videos to analyze will be answered, turning big music releases into cultural moments.

Sounds of Spring

As spring emerges and things start to warm up, so does consumer music taste. With the optimism and brightness of the season, consumers are celebrating the end of winter with upbeat, sunny pop, R&B, and indie rock.

Curated Discovery

People love being the one to discover new music and underrated artists first, but [still need some kind of co-sign](#) on them to give them a chance. This has led to increased demand for yet-to-be-discovered talent recommendations curated by trusted musicians, record labels, influencers, and streaming services.

Emerging Talent

anaiis (she/her)

With her introspective lyrics, mesmerising voice and moving visuals, the French-Senegalese artist and NYU Tisch alumni, anaiis, has drawn us in as she rises to fame in the Alt/R&B scene.

Following her debut release “Nina”, a liberation chant and reclamation of freedom, she went on to release her transcendent project, “Darkness at Play”, executively produced by Grammy winner Om'Mas Keith, which reflects her observations of the world, seeking hope amidst injustice, and explorations of the divine feminine as a healing force.

After supporting Daniel Caesar on his U.K. tour, she delivered an empowering talk at TEDxLondonWomen and went to Brazil for a month long residency in Salvador da Bahia, during which she re-kindled her Senegalese heritage with the blossom of Afro-Brazilian culture.

See for Yourself:



[YouTube](#)



[Instagram](#)



[Spotify](#)



Blue Lab Beats

Blue Lab Beats are a North London-based, jazz-hop, electronica duo comprised of producer NK-OK ([Namali Kwaten](#)) (he/him) and multi-instrumentalist Mr DM ([David Mrakpor](#)) (he/him). The pair are an integral part of the city's diverse modern scene that integrates musicians from the worlds of jazz, hip-hop, R&B, and electronica.

What began as a sharing of ideas and jamming in NK-OK's blue bedroom became a ritualistic musical journey that led to the duo's first EP project "Blue Skies", which charted in 12 countries.

They have since been nominated for Best Jazz Act at MOBO Awards 2021, nominated at Jazz FM Awards 2022 in three categories including Album of the Year and UK Jazz Act of the Year and won a Grammy award in 2022 for their production on Angelique Kidjo's Mother Nature LP (Best Global Music Album). Blue Lab Beats are rapidly rising, the last few years hot with accolades and releases that is single-handedly reigniting the London Jazz scene, and exciting music-lovers with their unique sound.

See for Yourself:



[YouTube](#)



[Spotify](#)



[Instagram](#)



[TikTok](#)



Chappelle Roan (she/her)

Chappell Roan is a singer and songwriter based in Los Angeles. After Roan won a school talent show in the eighth grade, her mother encouraged her to perform around town, and she soon began posting her music online, gaining attention for her dreamy pop sounds, glittery, cool-girl aesthetic, and advocacy for the queer community.

Since mid-February, Roan's show has been the hottest ticket around, and has grown her audience through audience participation- each night of her tour with a different dress code theme to get the audience involved in her shows. Her roving, rhinestone-covered party summons fervent devotees decked out in feathers, pajamas, and cowboy hats, and attending her show, there's a buzzy sense of witnessing a star being born. She commands a room with an array of singles she's released since 2020, and buttressed by her recent viral TikTok hit, "Casual," Roan seems primed to meteorically take off in 2023 and beyond.

See for Yourself:



Flowerovlove (she/her)

Teenage musician Flowerovlove fuses an affinity for nature and soothing melodies into an introspective love story on self-growth. Since writing her first song at the age of 13, flowerovlove's sound has quickly propelled her to new heights, offering up wistful lyrics, bright vocals, and an injection of pop punk. Portraying her own growth like the unstoppable and beautiful growth of a flower, the London-based singer and schoolgirl has captivated the hearts of Gen Z with her relatable lyricism and sunny personality.

Despite being in the infancy of her career, the singer has already been named BBC Radio 1's Future Artist Of The Month, one of VEVO's Artists To Watch for 2023, supported Role Model on his tour, and even modelled in Gucci campaigns. With tracks like "Hannah Montana", "Malibu", and "I Love This Song" garnering huge traction online, the singer's DIY-style tunes and music videos have struck a chord with Gen Z. At the tender age of 17, it's clear that flowerovlove is set for stardom.

See for Yourself:



Trousdale

Trousdale is a powerful female band out of the University of Southern California's esteemed Popular Music program, consisting of Quinn D'Andrea (she/her), Georgia Greene (she/her), and Lauren Jones (she/her). Their pop/folk sound coupled with their feminine and whimsical aesthetic connects with the modern listener through feelings of empowerment, nostalgia, and relatability- these feelings aided by their visuals giving major "Powerpuff Girl's, but all grown up" vibes.

Their melodic and heartfelt harmonies are often compared to The Chicks and The Staves, but the girls draw inspiration from a wide array of music, including Crosby Stills and Nash, Kacey Musgraves and HAIM. Driven by their passion to empower young women, Trousdale is committed to making quality music that spreads a message of self-acceptance and love.

Coming off a highly successful EP, "What Happiness Is" in 2021, Trousdale is currently on their first headlining North American tour, spreading their message of empowerment and uplift across the US.

See for Yourself:



[YouTube](#)



[Spotify](#)



[Instagram](#)



[TikTok](#)



RECAP



Anaiis
Alternative R&B Artist
[Listen on Spotify](#)



Flowerovlove
Indie Pop Punk
[Listen on Spotify](#)



Blue Lab Beats
Jazz-Hop Duo
[Listen on Spotify](#)



Trousdale
Pop/Folk Band
[Listen on Spotify](#)

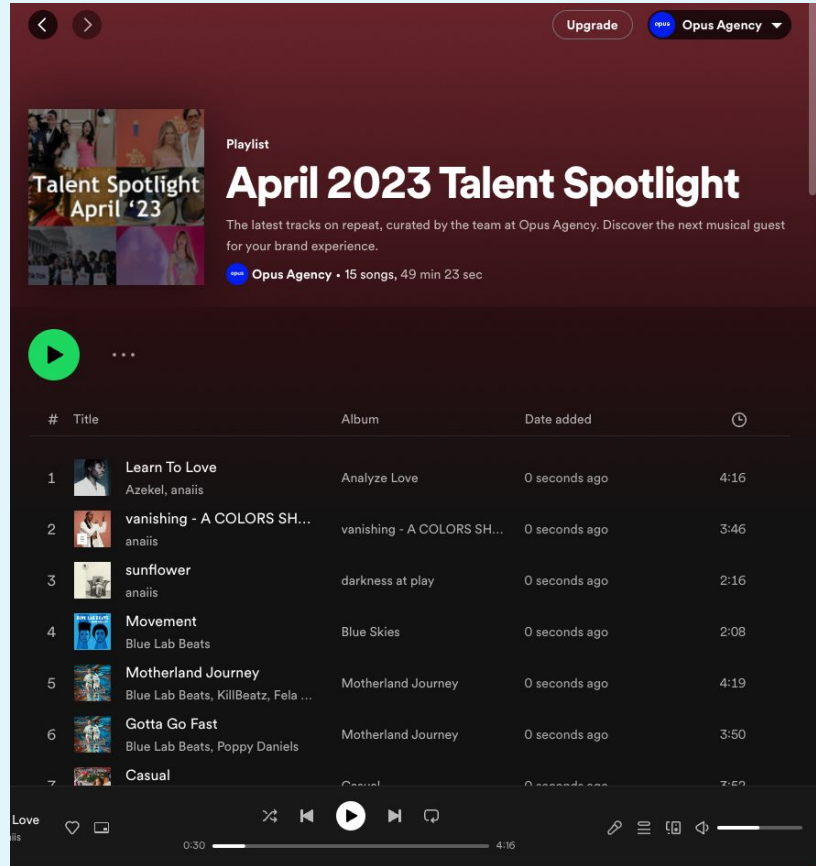


Chappelle Roan
Dreamy Pop Artist
[Listen on Spotify](#)

Check Out Our Playlist!

Check out our Spotify and YouTube playlists, showcasing our emerging talent picks for March, curated by the team at Opus Agency!

Head to our [Talent Reports Page](#) to listen now.










Playlist

April 2023 Talent Spotlight

The latest tracks on repeat, curated by the team at Opus Agency. Discover the next musical guest for your brand experience.

Opus Agency • 15 songs, 49 min 23 sec

#	Title	Album	Date added	
1	 Learn To Love Azekel, anais	Analyze Love	0 seconds ago	4:16
2	 vanishing - A COLORS SH... anais	vanishing - A COLORS SH...	0 seconds ago	3:46
3	 sunflower anais	darkness at play	0 seconds ago	2:16
4	 Movement Blue Lab Beats	Blue Skies	0 seconds ago	2:08
5	 Motherland Journey Blue Lab Beats, KillBeatz, Fela ...	Motherland Journey	0 seconds ago	4:19
6	 Gotta Go Fast Blue Lab Beats, Poppy Daniels	Motherland Journey	0 seconds ago	3:50
7	 Casual	Casual	0 seconds ago	7:50

Love
0:30 4:16

April 2023

Talent Spotlight

Thank you for checking out the April edition of Opus Agency's Talent Spotlight Report!

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Contact:

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Thank You.