

LDH Europe / International Pop group produced by Afrojack



LDH EUROPE is a new Rotterdam-based joint venture company between Afrojack and LDH JAPAN Inc., one of the leading artist management companies in Japan. LDH JAPAN Inc. houses some of the most popular pop groups in Japan, whom in total bring in over 2 million people annually through their live tours in Japan. LDH JAPAN Inc. provides its own 360 degrees artist management model which Afrojack seeks to recreate in Rotterdam. Afrojack is heading LDH EUROPE as the CEO.

Within LDH Europe we are developing an international girl pop group that will be (co) produced by Afrojack.

Deadline: End of August 2019

Label: TBD

Genre: Pop (Up-Tempo)

REFERENCE TRACKS:

- Jessie J, Ariana Grande, Nicki Minaj – “Bang Bang”
- Little Mix – “Black Magic” / “Woman Like Me”
- Ava Max – “Sweet but Psycho”
- Jessie J – “Price Tag ft. B.o.B”
- Mabel – “Don't Call Me Up”
- Meghan Trainor – “All About That Bass”

Target Age Group: 15 – 25 Years

LOOKING FOR

Style / vibe: Cool POP tracks with great catchy hooks

Musically: Full demo songs. Tracks with hooks

Tempo range / style: Up-tempo / Dancing is an important part of the performance, so a choreography will be a definite element, so preferably we like to receive up-tempo pop song suggestions

Topics: Anything that relates to (younger) kids within the above-mentioned age group, so no heavy stuff. It will need to reflect their age, so no heavy drama's, pornography, divorces etc.

Additional: Songs that younger people can easily sing along with / relate to. Topics that younger girls / a girl group can sing about. Not to kiddy but also not to mature for now.

