

**Do Often You See Yourself Represented In  
Music?**

Please Raise Hands

*Hello*

# Kenny Forrel

3300+ Climbing Pitch

Arianna "Ari" Gonzalez

# Kenny Forrel

## Orlando Local Artist

RnB influenced by Hip Hop/ Lofi

Groove inducing Production

Smooth moving, textured voice

Relatable lyrics often with  
themes of romance

Mysterious, layed back  
personality that translates into  
performance





# Target Audience

## ✦ Demographic

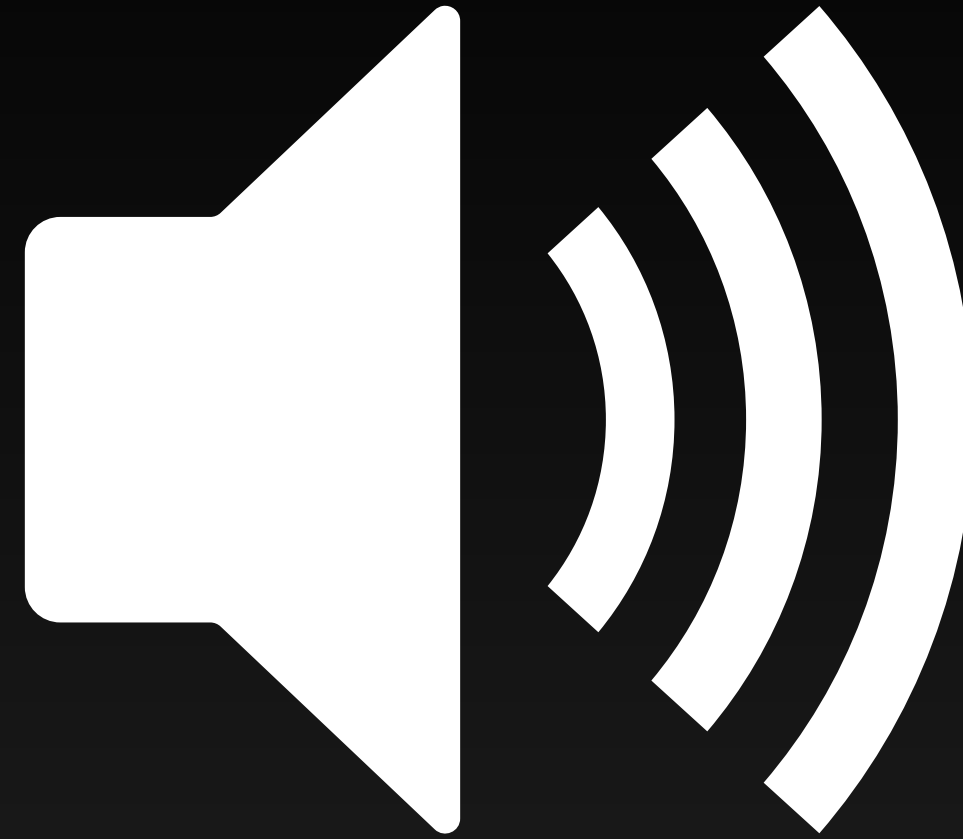
- 18-24
- WOC
- \$20-49,000 /y
- Single





# Kenny's Story

Starting circa 2002



**NOISE**

# Church and Family

## Catalysts for Greatness

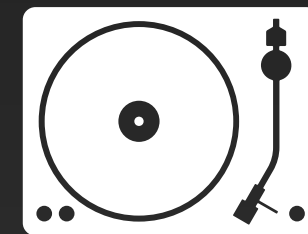
Grandfather and the Drum Set



Church oriented family... Momma knew what was up.



Family Idols made Personal



Centric and Chris Brown





## Learned Musicality



## Song Writing



## Versatility

Unreleased Sneak Peak: Super Saiyan

# LOFI

A lesser used genre influence in RnB

# Kenny's Image

Larger Men are do not have a lot of representation in RnB

Usher  
Trey Songz  
Maxwell  
D' Angelo  
Neyo

Barry White  
Cee Lo Green  
Curtis Mayfeild

# Hippie Hideout/ WTF



wtfmvm

Message



401 posts

3,250 followers

626 following

WE THE FUTURE 🌍

Brand

A Network of Conscious Artists 🌍

Music • Events • Media 🧑‍🤝🧑 Team: @wtfmda

Next up: #GetAClue 💡 (9/19) @cluelessllc

📌 JOIN THE MVMT 📌

[msha.ke/wtfmvm](https://msha.ke/wtfmvm)

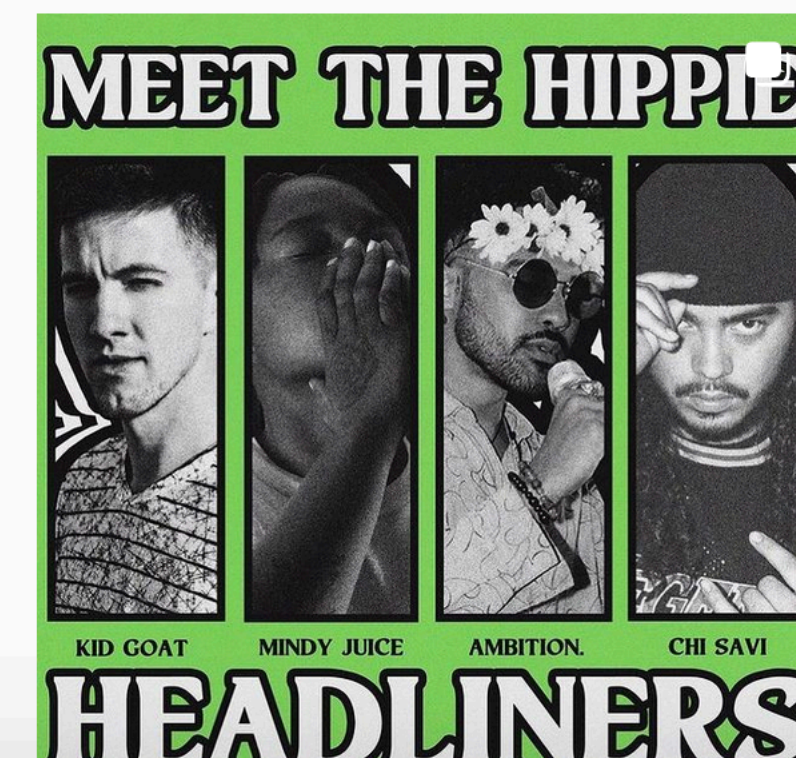
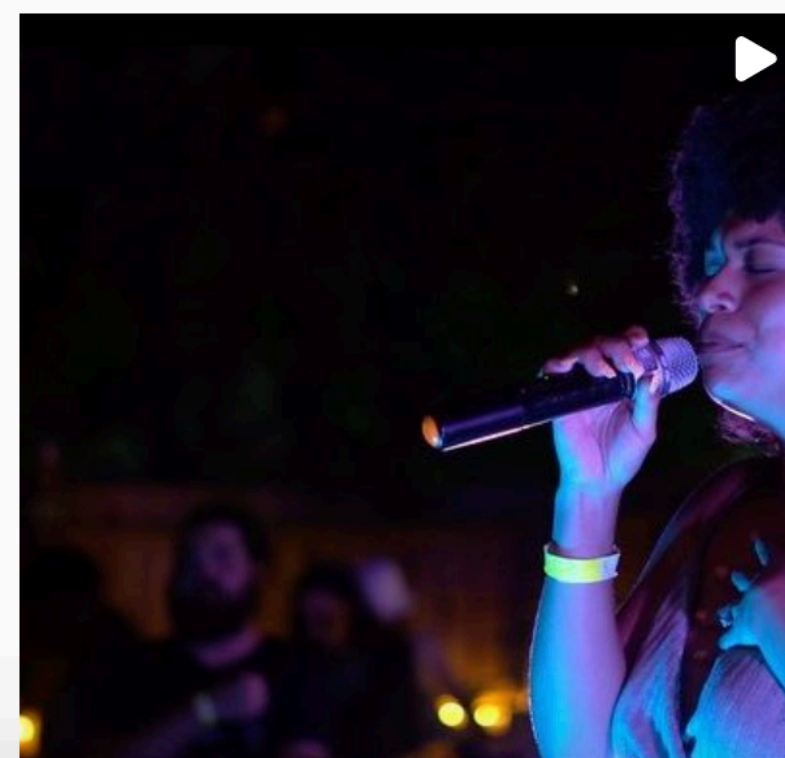
Followed by wtfmda, saiteitayo, gagaoverkava +62 more

POSTS

REELS

IGTV

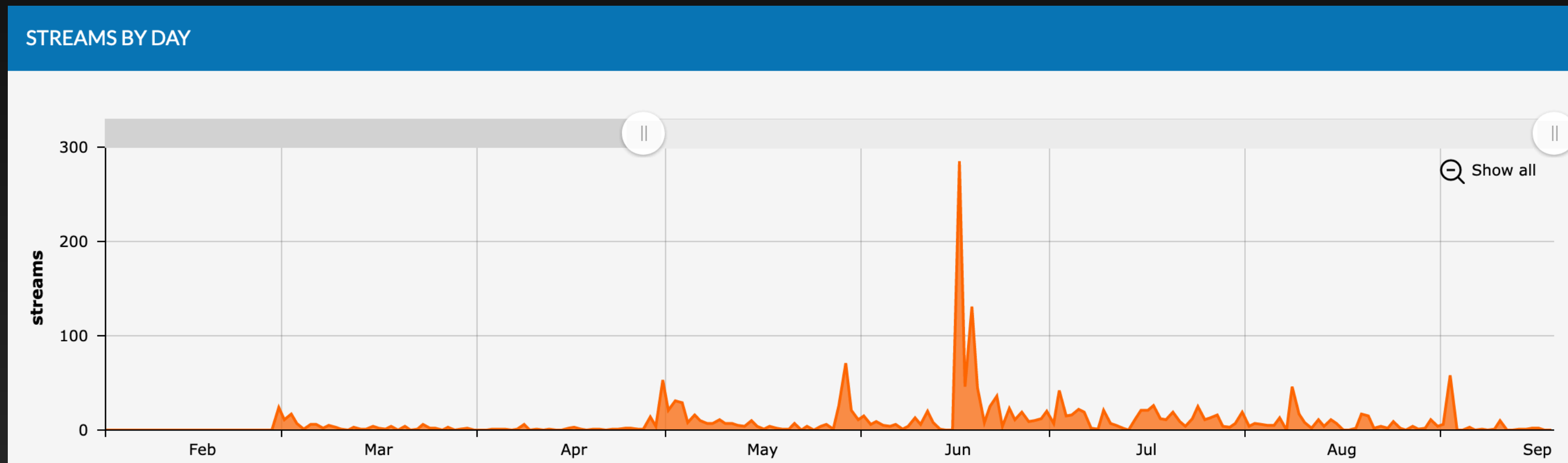
TAGGED





# Organic Stats (Distrokid)

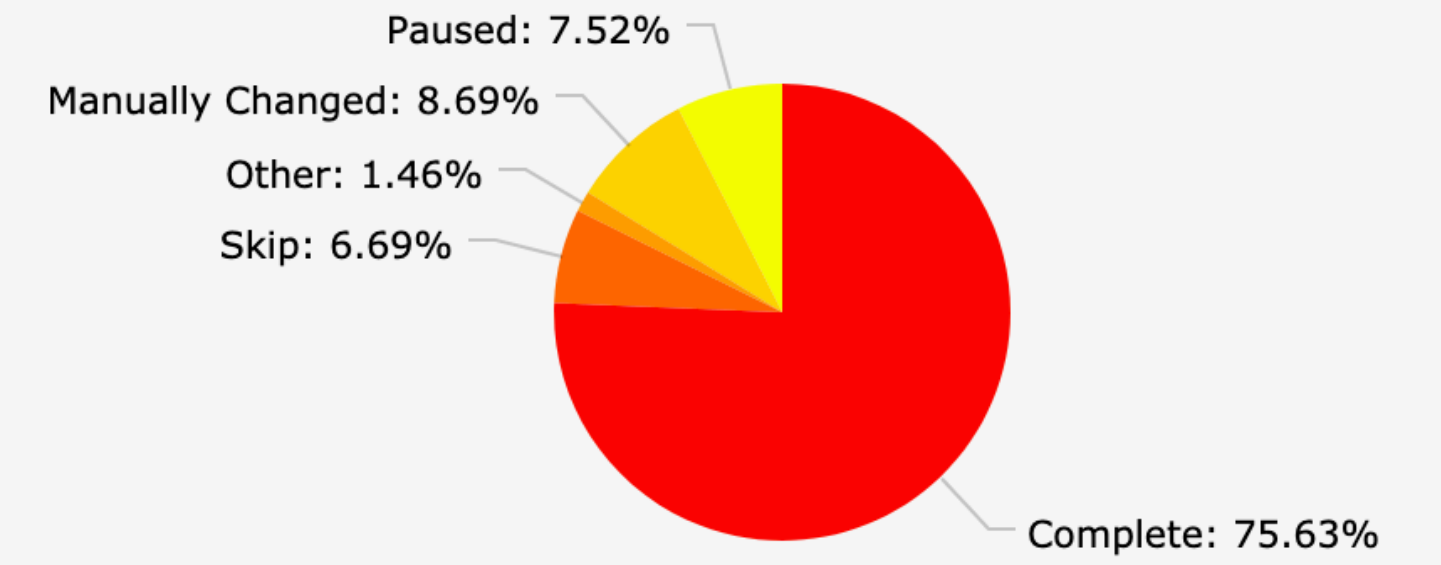
iTunes



First Release: James (HIS SIDE)

Debut Album Release: you don't fly anymore

### LISTENING STATS

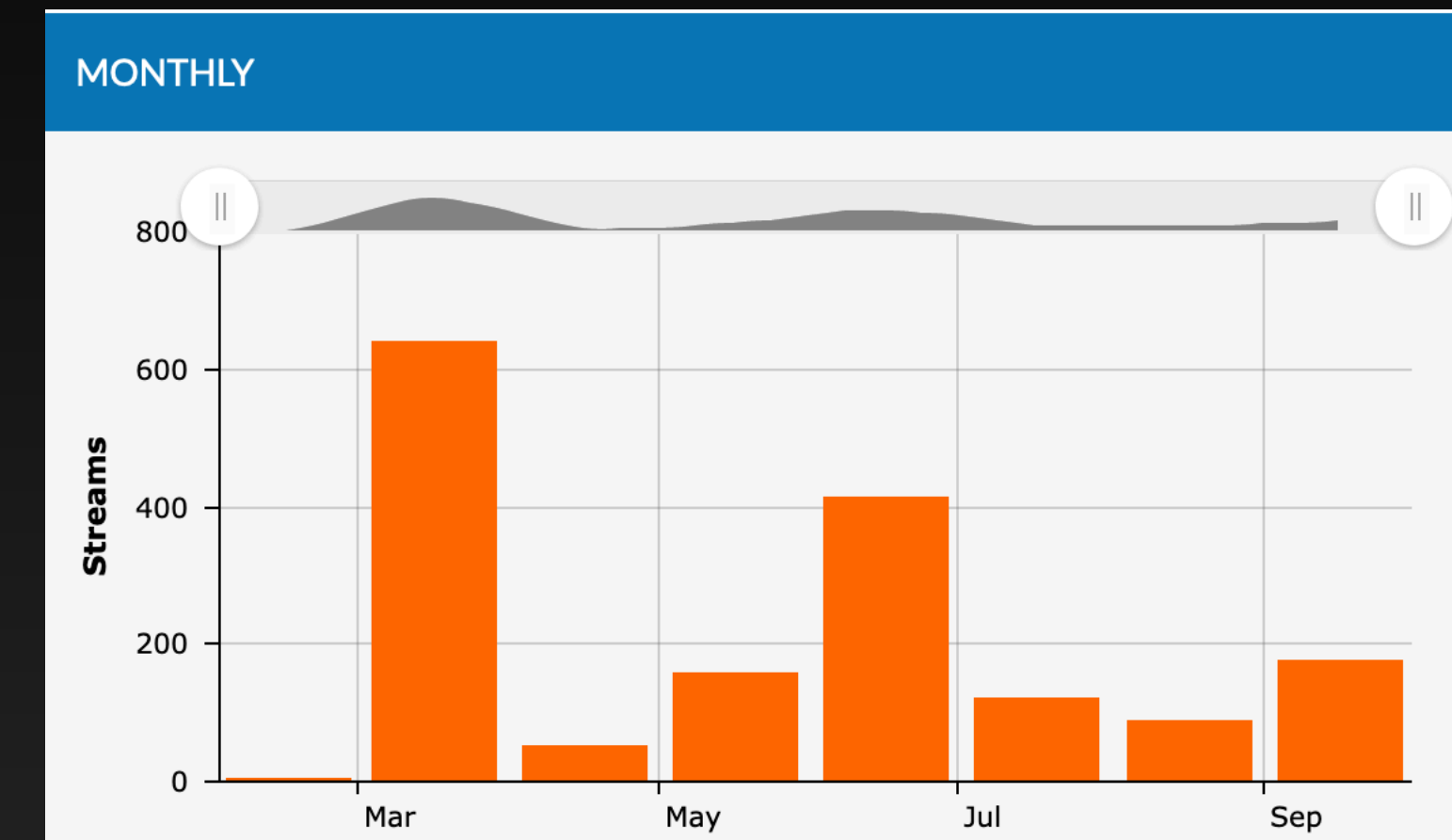
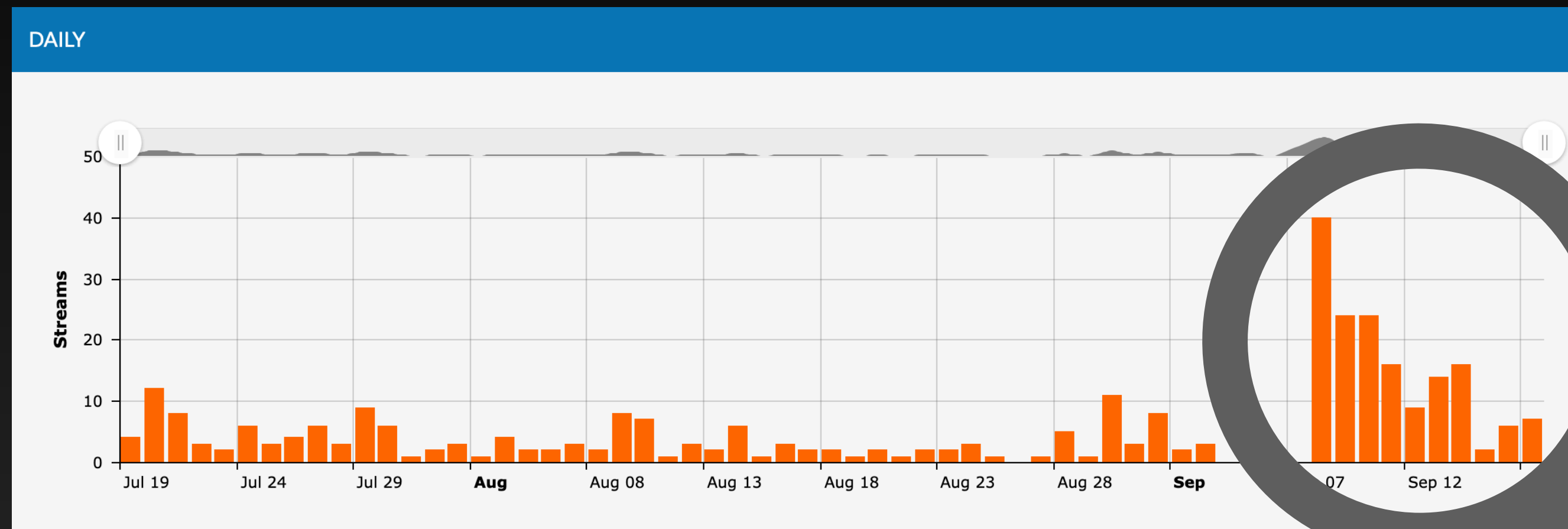


### APPLE MUSIC ESTIMATES ([why estimates?](#))

Last 365 days	2,048
Last 60 days	587
Last 30 days	220
Last 7 days	18
Yesterday	2

# Organic Stats (Distrokid)

Spotify



Month after first Release

Debut Album Release

Beginning of active Marketing

## SPOTIFY ESTIMATES [\(why estimates?\)](#)



Spotify for Artists helps artists get the most out of Spotify. Get instant access to manage your Spotify artist profile and learn about your listeners.

Last 365 days	1,650
Last 60 days	331
Last 7 days	70

**Why Kenny?**

3300+ Climbing

Latin  
Pop  
Rap  
Folk  
Rock

Single RnB Artist: Levie  
\*heavy alternative influence\*



Kenny Forrel

Untapped Market  
Underrepresented Image

\*Loe Vale\*

Opportunity for Education and Representation



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# Citations

Kenny Forrel [@kennyforrel]. and i'm good at it, matter fact i'm great at it. [photo]. <https://www.instagram.com/p/CTVqdTULANI/>

*Statista*. (2018). Favorite Music Genres among Consumers in the United States as of July 2018, by age group. <https://www.statista.com/statistics/253915/favorite-music-genres-in-the-us/>

Mizell, L. Crawford, B. Anderson, C. (2005). Music Preferences in the US: 1982- 2002. <https://files.eric.ed.gov/fulltext/ED511715.pdf>