

Talent Spotlight

Where financial guidance, body confidence, a grungy broadway star, and dancing newlyweds are putting the ice in icy.

January 2023

Talent Spotlight

Welcome to the third 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

**Engagement
Trends**

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**Speaker and Host
Recommendations**

2

**Entertainment
Trends**

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**Talent
Recommendations**

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Engagement

Engagement Trends

What content and people are grabbing consumer's attention

AI Takeover

As uses for AI expand as the technology is adapted, AI is on track to play key roles in almost every sector and function to increase productivity, efficiency, and consumer experience. With Lensa's [AI selfie going viral](#), it is clear that there is an excitement around AI by consumers that will fuel this push into 2023.

Just for Fun

With 2022 being the year when 'permacrisis' reached popular vernacular, it makes sense that [72% of Gen Z worldwide](#) now name **having fun** as their number one value, and prioritize it when interacting with brands, influencers, and experiences.

The Power of Live

Video content has dominated social media for the last few years, and now consumers are turning their attention to **live video broadcasts**. Almost [82% of audiences prefer live videos](#) across social media platforms, creating opportunities for people to bond with their favorite celeb, brand, or creator in real time.

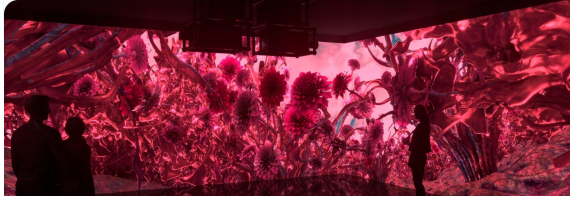
Retro Revival

Retro is booming across a multitude of creative mediums and interests in an [effort to satiate the sentimental longing of the past](#). With [20% of US consumers](#) agreeing that they miss the "simpler times", the younger generation is [innovating in context to the past](#), taking cues and styles from various retro mediums to create something **freshly nostalgic** in modern design, music, and content.

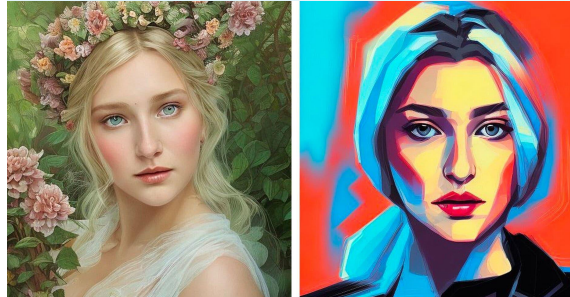
Cultural Moments

Latest news in Media, Music, and Pop Culture.

Pantone Announces 2023 Color of the Year, Viva Magenta



How Is Everyone Making Those A.I. Selfies?



Bad Bunny Closes 2022 With Record-Breaking Tour Gross, Amassing Over \$435M USD

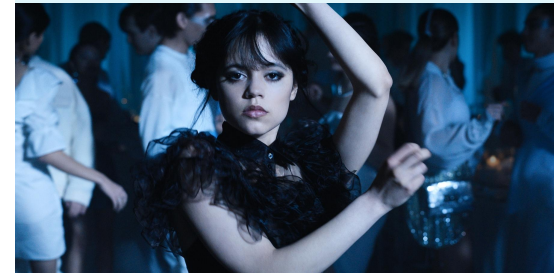


Lionel Messi leads Argentina over France to win a World Cup championship

The love boom: why romance novels are the biggest they've been for 10 years



Why we can't get enough of the 'Wednesday' dance



Emerging Voices

Speakers & Hosts

Humphrey Yang (he/him)

Industry of Focus: Finance and Media

Humphrey Yang is a former Wall Street Financial Advisor turned Tik Tok sensation, after he made a video breakdown of the ecommerce realities of the coveted HydroFlask in the beginning of 2020. The video resonated with Gen Z, and Yang has since been able to build his Tik Tok and YouTube followership to over **3.3 Million followers and 800k subscribers respectively** today, educating his young viewership on personal finance and investing.

Yang couples his educational content with other content formats- his most popular videos being him out on college campuses, giving away money through a variety of games and challenges with students. Through his content, Yang has developed a trust with his young-ish followers in part because he's **pretty transparent, even nerdy, in his thoughts, and demystifies finance in an approachable, comedic way.**

See for Yourself:

 [YouTube](#)

 [Instagram](#)

 [LinkedIn](#)

 [Tik Tok](#)



Jezz Chung (they/them)

Industry of Focus: Thought Leader and Writer

Jezz Chung is a multi-disciplinary writer, thought leader, and artist who uses their neurodivergent, queer, Korean American experiences to shape their work and beliefs in personal transformation as a practice of collective change.

In 2019, they made headlines for designing a role that merged their interests in cultural change, creative storytelling, and mental health, and their intersectional approach has been cited by multiple generations across the marketing and media landscape, including features in Harper's Bazaar, Teen Vogue, MARNI, and iD.

Chung explores the intersections of self care and community care through their poetry, facilitated experiences, and public appearances, and has cultivated a social media following of over 28k followers with their infectious charm, valued education, and magical self expression.

See for Yourself:



Kristina Zias (she/her)

Industry of Focus: Entertainment and Media

Kristina Zias is a curve model, TV personality, and body positive fashion influencer. On her blog and corresponding social channels, Kristina shares fashion guides and style tips for women of all sizes, messages of personal empowerment, and real life struggles that has **connected with her audience of over 260k**. Through her platform, she has worked with some of the biggest fashion brands in the world, and is also the cofounder of the Confident Collective, a podcast and community that aims to inspire women to be confident in their skin.

She has recently made her debut from social media to TV correspondents after her content was discovered by Drew Barrymore, and has recently been invited to guest host segments on the Drew Barrymore Show. Zias' career is on an upward trajectory, and her message of confidence and empowerment is making Zias a breakout media star.

See for Yourself:



[Tik Tok](#)



[Instagram](#)



[Confident Collective Podcast](#)



[Drew Barrymore Show Appearance](#)



Mikayla Bartholomew (she/her)

Industry of Focus: Activist and Entertainment

Mikayla (pronounced mai/kay/luh) is an American actress and activist known for her work in theatre, television and now, film, recently starring as Tunde Price in Warner Brothers' [King Richard](#). She began her career hoping to change the landscape of Black femme representation in media, working both within the Broadway, Off-Broadway and regional circuit, and serving as a facilitator and staff of the Broadway Advocacy Coalition, whose team won the 2020 Special Tony Award for their work to combat institutional racism within and beyond the theatre industry.

Mikayla has also established a strong social media presence, and hosts 'The Blckcheloettes with Vic and Mi' podcast, focused on advocacy and education on intersectionality and systemic racism in film and entertainment. The podcast has been featured in StyleCast, Refinery29, and POPSUGAR and heralded as a wealth of knowledge for making TV and film more inclusive.

See for Yourself:



Sarah Dietschy (she/her)

Industry of Focus: Technology and Media

Sara Dietschy is a tech YouTuber, Podcaster, and Entrepreneur that creates and uploads docu-series, tech reviews and vlogs. Through her work, she explores the intersection of technology and creativity, and has captivated her audience of over 890k with her expertise, sincerity, and contagious zest for life.

Sara has partnered with brands like Intel, AT&T, Logitech, Samsung, and Best Buy to enable her creativity and provide the best content possible, and is the founder of That Creative Life, a daily YouTube show and retired Podcast about all things tech and creativity that has featured heavy hitters like Mark Zuckerberg, Gary Vaynerchuk, MKBHD, and Peter McKinnon.

See for Yourself:

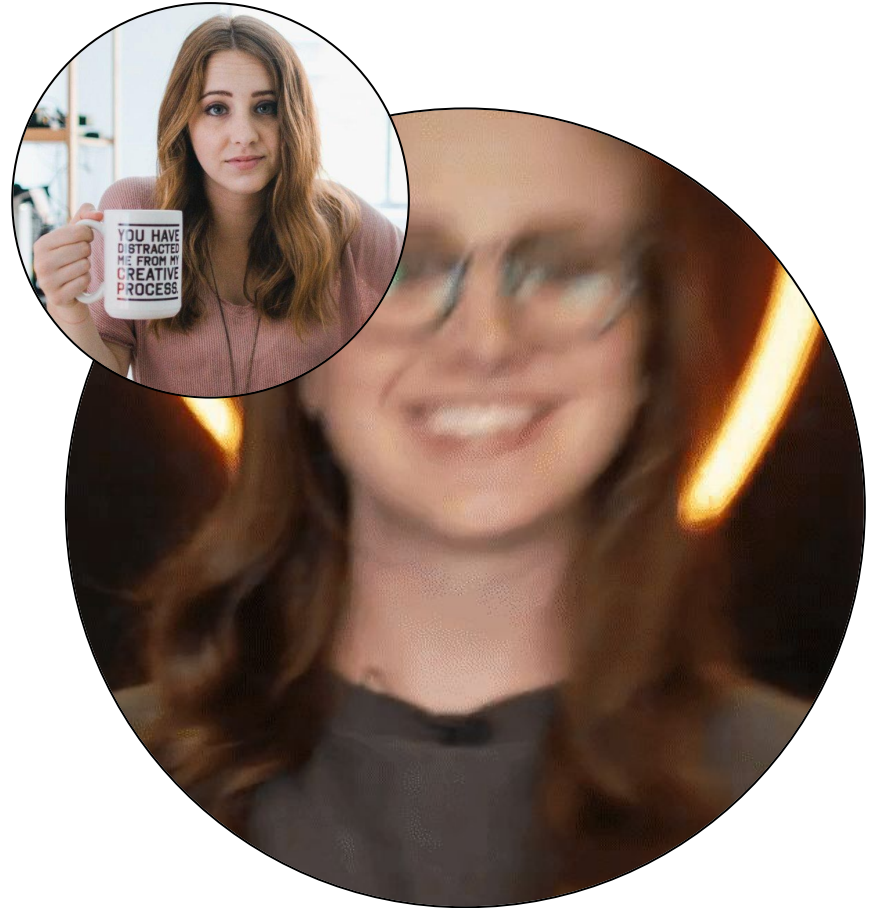
 [YouTube](#)

 [Instagram](#)

 [Tik Tok](#)

 [That Creative Life Podcast](#)

 [Website](#)



RECAP



Humphrey Yang
Finance Content Creator
[@humphreytalks](https://www.instagram.com/humphreytalks)



Jezz Chung
Content Creator, Speaker, Writer
jezzchung.com



Kristina Zias
Fashion Model, Host, & Influencer
[@kristinazias](https://www.instagram.com/kristinazias), [Confident Collective](https://www.confidentcollective.com)



Mikayla Bartholomew
Actress, Activist, Host
[mikaylabartholomew.com](https://www.mikaylabartholomew.com)



Sarah Dietschy
Tech YouTuber
[YouTube Host](https://www.youtube.com/sarahdietschy)

Entertainment

Entertainment Trends

The latest in music, film, and social media

Moody Behavior

The segmentation of genres is being left behind as people now let their desire for personal exploration and expression drive their entertainment interests. [80% of Gen Z](#) said audio allows them to explore different sides of their personalities, and frequently let their mood drive what genres of music, film, or television they are interested in at the moment.

Digitized Experiences

There is no doubt we are advancing towards digitalization. People are in love with staying at their place and enjoying everything. Though it will never reduce the importance of a live concert, however, virtual listening parties, soft launches, and online events are an easier way to sell more content and address audience needs.

Winter Sounds

Winter is typically dominated by quiet, ambient, and poetic sounds, such as spoken word recordings, instrumentals, "mellower" subgenres, and music associated with particular countries.

Multi-Lingual Music

While it was traditionally thought that musicians across genres must sing in English to reach success, music streaming has changed the landscape significantly, leading to a multilingual music boom that will continue to flourish. This was hallmarked by [Bad Bunny](#), a multilingual rapper breaking records in both ticket sales and music streaming in 2022.

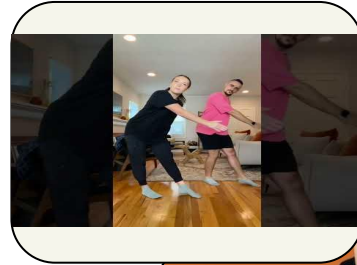
Emerging Talent

Cost N' Mayor

Austin and Marideth, better known as Cost n' Mayor are an LA/NYC based married duo known for their hyper-synchronous style and high-energy flare. After Covid stalled their careers, they found new purpose — and a deeper relationship — through TikTok. Their first videos showed them performing popular dance routines. But the couple found that because of their professional training, they couldn't help but tweak those routines to make them more complex. Before long, they started **creating their own choreography** to trending songs.

The couple quickly gained an audience, which has only continued to grow. Their Tik Tok account **now has 5.3 million followers** and companies including **Nordstrom Rack** and **Shake Shack** have paid them to create sponsored posts. They have also taught their routines at dance studios and conventions across the country, and most recently performed with a cappella group, Pentatonix.

See for Yourself:



Jamison Ross (he/him)

Jamison Ross is a **GRAMMY-nominated Soul artist and producer** whose music emanates from the intersection of R&B, gospel, and blues supported by modern production - contemporary Soul.

Following his win of the 2012 Thelonious Monk International Jazz Drums Competition, Ross released his debut album 'Jamison' in 2015, garnering him a GRAMMY Nomination for Best Jazz Vocal Album. He has since released 2 more critically acclaimed albums , and founded [Affective Music](#), a Soul music-focused record label and management company dedicated to **defining the sound of Soul for this era**.

Jamison fusion of old and new is showcased in his most recent project, 'JAMO' which was **influenced by some of history's greatest Soul singers**, including Marvin Gaye, Rance Allen, and Al Green, but doesn't leave behind **Ross' unique musical flair**. JAMO has been highly revered in the soul/blues scene since it's release in September 2022, and Ross is currently gearing up to have a successful headlining tour in 2023.

See for Yourself:



[YouTube](#)



[Spotify](#)



[Instagram](#)

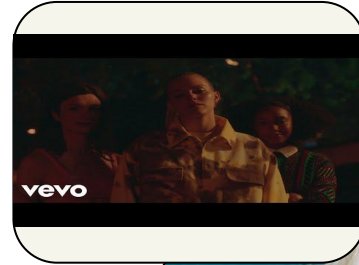


Renee Rapp (she/her)

Renee Rapp is an American singer and actress who has recently transitioned from the Broadway stage to pop-stardom. As an actor, Rapp made her Broadway debut in 'Mean Girls' as Regina George in 2019, and recently starred in HBO Max's 'Sex Lives of College Girls'. While she is set to reprise her role in [Paramount's Mean Girls Movie Musical](#) in 2023, Rapp has recently made her solo music debut with a single in June 2022, and a debut EP, *Everything to Everyone*, in November 2022.

As a young, queer actress, that demonstrates the grungier, less polished side of herself and contradicts her acting persona, she has gained a following on social media for her relatability, representation, humor, and charisma. Her transition to music was received joyously by fans online, with a five-show tour announced a week after *Everything to Everyone* dropped, selling out in **two minutes**. Rapp has also accrued over **2.1 million monthly Spotify listeners**, despite only having music released for 6 months; all very telling of a promising future in music, and makes Rapp one to watch as she rises to stardom.

See for Yourself:



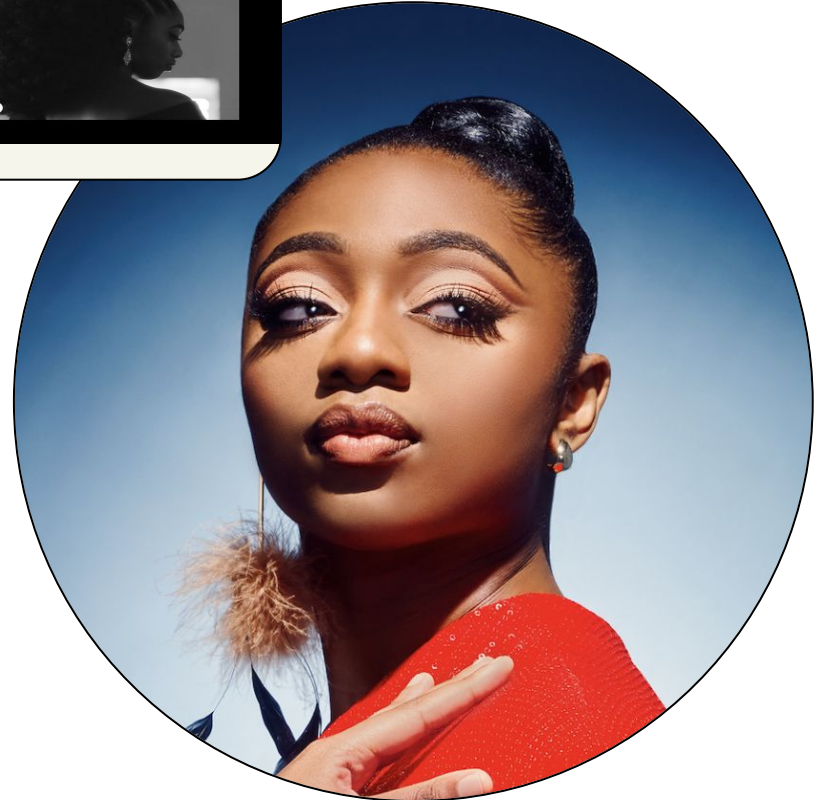
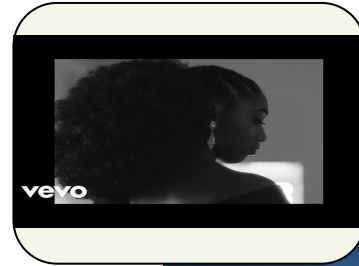
Samara Joy (she/her)

Samara Joy is an American classical Jazz artist whose sultry, otherworldly voice has captivated audiences and brought slow jazz reminiscent of Ella Fitzgerald to younger generations through her vibrant persona.

Early on in her music career, she won the Sarah Vaughan International Jazz Vocal Competition in 2019 and was named Best New Artist by Jazz Times for 2021. As she has continued to grow, releasing 2 albums in the last two years and a plethora of Christmas music in 2022, she has been able to make a name for herself quickly in music, and was invited to perform on Good Morning America, The Today Show, and the Kelly Clarkson Show to showcase her unique talent.

Most recently, she was nominated for best Jazz Vocal Album and Best New Artist at the 2023 Grammys, bringing Joy (literally and figuratively) to one of the biggest music stages in 2023.

See for Yourself:



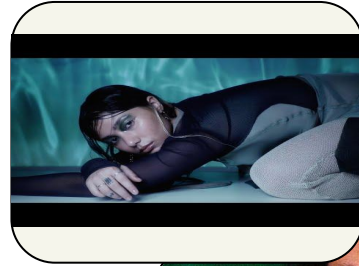
spill tab (she/her)

spill tab, the stage name for Claire Chicha, is a singer/songwriter based in Los Angeles, California. As she sings, spill tab's inviting bedroom pop is coloured by **French and English lyrics** atop a backdrop of dreamy synths and distorted guitar that is **reminiscent of early 2000s aesthetic**. Disparate feelings, moments and textures come together to form a sound that's unmistakably hers.

After her standout singles "Calvaire" and "Cotton Candy" grabbed the attention of many in 2020, and she has been able to grow her followership through her **candid, unfiltered social media presence**.

Since her popularity grew in 2020, spill tab has collaborated with artists like **JAWNY**, and released two critically acclaimed EPs, 'Oatmilk' and 'Bonnie', with more music to be expected in 2023. After her most successful streaming year yet, accruing over **23 million** in 2022, spill tab is on an upward trajectory, and filling the multilingual music scene with elevated, dreamy beats.

See for Yourself:



RECAP



Cost N' Mayor
Hip Hop Dance Duo
[Watch on Tik Tok](#)



Jamison Ross
Soul Artist and Producer
[Listen on Spotify](#)



Renee Rapp
Actress and Singer
[Listen on Spotify](#)



Samara Joy
Modern Jazz Artist
[Listen on Spotify](#)



spill tab
Multilingual Bedroom-Pop Artist
[Listen on Spotify](#)

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Thank You.