

CLASSIC CHAMPIONS

WHAT
MAKES A
LEGACY
BY BTS



BTS

Current concept review: 'BE'

Three words: Limitless, timeless, comforting. A beautiful way to highlight a worldwide struggle with Covid-19 through song writing and music.

What stuck me about this concept and album was the authentic emotion it gave me. It took me on a journey of joy and pain. The 8 tracks almost feel like one story with the neutral raw bass lines, complemented by the high production samples. "Dis-ease" and "Fly To My Room" stand out to highlight the multi-genre talents of the group. "Dis-ease" the Hip-Hop track lead by J-hope, Suga and RM was natural and energetic. This contrasts with "Fly To My Room" with its retro pop vibes utilizing the 70/80's style keyboard riff - executed perfectly by Jimin, J-hope, V and Suga. Vocal production was effortless and seamless. Overall, I think these tracks will have a impactful and long life, perhaps way beyond many of their previous released tracks.

The concept was perfect for this unprecedented time, coming across as the most relatable I have ever seen BTS.

NEW CONCEPT

CLASSIC CHAMPIONS

WHAT MAKES A LEGACY!

Genres of the World:

Hip Hop, Swing, Motown, R&B, EDM, Latin,
80's and 90's.

TONE

Courage, Strength, Love, Faith, Passion,
Peace, Empowerment



BTS

- A celebration of the world returning to normal with a carnival inspired celebration of several music genres
- Each musical style will focus on a member of BTS to highlight an attribute about them
- Each song will have an accompanying visual based on it's historical origin
- Each word is something the #BTSARMY can relate to and aspire to be like
- BTS will pay tribute to the music and strong impactful themes with their own unique flavor
- This will make them "Classic Champions" cementing their legacy forever

A WORLD CREATED BY BTS WHERE EVERYONE IS WELCOME! THE FOCUS IS CELEBRATING LIFE AND ALL MUSIC GENRES.



**'NOT ONLY ARE BTS THE
'CLASSIC CHAMPIONS' BUT
THEY ARE TEACHING THE FANS
HOW TO CHAMPION
THEMSELVES'**

THANK YOU



CAMERON NEILSON
A&R

CLASSIC
CHAMPIONS

WHAT MAKES
A LEGACY BY
BTS