



AMERICAN BRANDSTAND 2004

INTRODUCTION

In the two years from January 2003 to December 2004 Agenda Inc. tracked all the mentions of brands in the lyrics of the Billboard Top 20 singles chart.

While American Brandstand never claimed to be a scientific measurement of brands, it has emerged as a strong barometer of the role of brands among an influential group of aspirational consumers. The brands that emerge as winners are those that are relevant in a crucial taste-shaping area.

American Brandstand is a research project of Agenda Inc.— a pop culture brand strategy agency based in San Francisco.

As a consulting company, Agenda Inc. has created new ways of understanding how brands operate in the fast-paced pop culture world. Success depends on different criteria than with traditional brand management and tracking brands in pop culture is a key new dynamic in brand strategy.

To find out more about Agenda Inc, download our PDF at <http://www.agendainc.com/carlos.pdf>



2004 – IN BRIEF

- The winning brand this year... CADILLAC, (taking over from last year's winner MERCEDES). CADILLAC wins by just one point after moving ahead of HENNESSY in the final week of 2004.
- Runners up... 2nd HENNESSY (69 mentions), 3rd MERCEDES (63 mentions), 4th ROLLS ROYCE (62 mentions), and 5th GUCCI (49 mentions)
- The most brand-dropping rapper... KANYE WEST, who mentioned 19 brands in his 4 singles of 2004. He beats 2003 winner 50 CENT who drops to 7th place.
- Runner up rappers... 2nd TWISTA (16 brands), 3rd LIL' JON (15 brands), 4th CHINGY (10 brands), 4th LUDACRIS (10 brands). No women in the top 5 this year - LIL' KIM and MISSY ELLIOTT both scored strongly in 2003.



- 2004 has been the year in which bling moved from fashion to a wider range of categories. Fashion brands fell sharply from 494 to 281, car brands fell back from 476 to 449, while beverage brands jumped from 172 to 251.
- A striking trend in 2004 was the big rise in cross-category luxury brands. Aspiration continues to grow in hip-hop culture, and is driving renewed interest in - even an expanded definition of - luxury in mainstream culture.
- Another unexpected trend in 2004 was the rise in weaponry. The weapon count jumped from 11 mentions in 2003 to 53 in 2004. (And for the first week of 2005, 50 Cent brings a BERETTA rifle, so this trend seems set to continue.)

The most violent lyric of the year...

“The AK go chop chop chop chop / The SK go fire fire fire fire / The AK go chop chop chop chop / The SK go fire fire fire fire.”

Let's Go, Trick Daddy

- Songs were more branded in 2004 than in 2003. There have been 105 songs overall in the Billboard Top 20 this year. Of these songs, 42 songs (40%) mention at least one brand – slightly higher than 2003, where 111 songs charted and 43 contained brands (38.7%).
- The largest number of brands in a single week of the Billboard top 20 was on June 12th with 33 brands.
- The most brands in one song *Overnight Celebrity* by Twista – 9 brands; a slight disappointment compared to Lil' Kim's brandapalooza of 14 brands last year in *The Jump Off*
- 2004 has seen familiar brands return, but also some newcomers; including ROLEX (13th), DOM PERIGNON (16th), MTV (16th), and VICTORIA'S SECRET (19th).
- In addition, several brands fell out of favor in 2004 after multiple mentions in 2003. Brands not mentioned this year include BURBERRY (5th in 2003), PRADA (6th in 2003), and MANOLO BLAHNIK (15th in 2003)
- Brands are still overwhelmingly a hip-hop phenomenon. Only one brand in 2004 was mentioned in a non hip-hop song; LEVI STRAUSS in *With You* by Jessica Simpson.



“The real me is a southern girl / With her LEVI'S on and an open heart /
Wish I could save the world / Like I was supergirl.”

With You, Jessica Simpson

- This year, an unlikely battle between low-rent hotel / motel chains ended with HAMPTON INN winning, followed by HOLIDAY INN, and trailing behind, DAYS INN.

Our favorite motel chain lyric of 2004...

“I’m in a rental today / It’s going down at the HAMPTON INN and I
remember the way / Less money we spend on bullshit, the more for the
weed.”

Slow Motion, Juvenile

- The jewelry battle of 2004 was won by ROLEX (14th), followed by CARTIER (27th) and JACOB THE JEWELER (41st)

- 50 Cent’s hip-hop cocktail of the year

“You mix a little CRIS’ with a little DOM PERIGNON / And a little
HENNESSY / You know we fine to carry on”

Disco Inferno, 50 Cent





2004 – IN DEPTH

• Brands and hip-hop

Hip-hop has always been a very commercial medium. Initially it was about defining the status of rappers related to their origins - where they are and where they came from.

But hip-hop is rapidly outgrowing the I-grew-up-with-nothing-but-now-I-own-a-Benz story and as it becomes more mainstream, it's beginning to mention a wider variety of brands.

In 2004, brands mentioned in the chart were not just bling-oriented and include GEICO INSURANCE, BANK OF AMERICA, AVIS RENT-A-CAR and ESPN.

There may be lots of brands in the Billboard chart, but there may be no more than we see walking down the street, or that show up in conversations. If hip-hop is materialistic, then it's perhaps no more materialistic than culture at large, and increasingly it's a great barometer of consumer aspiration.

In pop culture, brands are part of the cultural fabric.

Typically, the brands that do well in the Billboard chart are the ones that are relevant in contemporary culture. In most cases, they are brands that have a long tradition of marketing to African-American customers but which have also successfully updated their image to appeal to a hip-hop culture that is no longer ethnically prescribed.

Hip-hop - in today's culture - can make or break a brand. TOMMY HILFIGER grew to a \$1B company with the aid of hip-hop, and when hip-hop style outgrew the Hilfiger style, the brand suffered a steep decline.

Other brands, such as COURVOISIER have pinned themselves to hip-hop in a way that seems to capitalize the short-term at the risk of longer-term success.

However, many brands do not appreciate the full power of hip-hop culture. Brands should understand that hip-hop is not just about rapping, it's a whole lifestyle, related to music, to style and to attitude. It is the defining youth movement of our era – and it's global.



So it's not about sponsoring a graffiti exhibition, or rapping about burgers (as MCDONALDS has done), but it's about understanding how your brand relates to hip-hop as a key element of youth culture.

Hip-hop was once described by Chuck D of Public Enemy as "the black CNN", it's a good way to think about how hip-hop can successfully channel current consumer society.

Pop and rock music tends to talk about more eternal themes of love, happiness and sadness, but hip-hop tells us about now.

In a world of breaking news, now is where we live. And the language of now is the language of pop culture and brands.

• The categories

The three categories of brands most often mentioned in hip-hop lyrics are fashion, cars, and beverages.

And the most important of these brands - across all three categories - are those that demonstrate aspiration, or are strong lifestyle brands, where affiliation with the brand demonstrates something about the user.

Fashion has always had a good relationship with hip-hop. In the early days, hip-hop fans would customize clothes to make them their own. In the 80s, hip-hop incorporated brands like VERSACE as inspiration. Now, P. Diddy is a globally successful clothes designer and Lil' Kim sits in the front row of the Paris couture shows. Hip-hop used to look to the streets, now it equally looks to Milan and Paris. And designers, such as CHANEL and DIOR are returning the favor with hip-hop inspired designs.

Cars have always been status symbols and hip-hop is all about status. The classic hip-hop car is a MERCEDES. Mentioned from everyone from NWA onwards with their "Me and Lorenzo rollin in a BENZ-o" lyric. The prominence of cars in music video as well as shows like MTV's *Pimp My Ride* have continued to emphasized the importance of cars in hip-hop culture.

Beverages have become an increasingly important hip-hop lifestyle category, between the on-going rise of HENNESSY and the surprise success of HPNOTIQ. Given hip-hop's fascination for club culture, maybe it's no surprise that beverages, particularly alcoholic ones have been a growing part of hip-hop over the last two years.



- **Product placement and branded culture**

Product placement is less of an issue in music than many people think. By the time artists reach the kind of status where they can make big money from product placement in lyrics, they are less likely to be interested. They are unlikely to risk their lyrical credibility - unless it's something they already own and like.

However, rap artists are increasingly realizing the power of their endorsement on a brand. Unlike pop stars who are often managed tightly by the record company, rap stars operate more like entrepreneurs, and easily turn to a wide range of revenue-generating ventures.

Over the last two years, Jay Z has mentioned his line of ARMADALE vodka, 50 Cent has mentioned his G-UNIT clothing line, Snoop Dogg has mentioned his line of clothing, and Pharrell Williams has mentioned his own line of ICE CREAM sneakers.

As celebrity culture and hip-hop culture have come together, celebrity rappers like Snoop Dogg have become brands, at the same time the brands they mention are also becoming celebrities.

However, the debate about whether rappers are paid for shout-outs was also hotter this year than ever before. And it coincides with the most obvious (sounding) shout-out since our chart began.

“Now I got to give a shout out to SEAGRAM’S gin, ‘cos I’m drinkin’ it and they paying for it”

Freek-a-leek, Petey Pablo

2004 also saw the first example of hip-hop lyrics as consumer feedback – in this case for MERCEDES.

“Why didn’t they make the CL6 with a clutch?”

Why?, Jadakiss

Branded lyrics certainly don’t mean the end of hip-hop. As we wrote in an earlier white paper, there have been brands in lyrics for over 100 years. And nobody, for example, ever accused Prince of selling out in *Little Red Corvette*...





THE TOP 10 BRANDS OF 2004

• #1 CADILLAC (70 mentions)

(4th in 2003)

CADILLAC had an excellent year in the Billboard chart. It was in the #1 position for 30 weeks.

Last year, CADILLAC was 4th with 46 mentions, but wins this year with 73 mentions.

In the 1950s CADILLAC stood as a definition of 'excellence'. As hip-hop culture became aspirational it was a key brand to aspire to. With models such as the CADILLAC ESCALADE it managed to update its appeal to a whole new generation.

CADILLAC is probably the best example of how a traditional brand can keep aware of youth culture without trying to exploit it. Their recent success has been partly due to their respect for hip-hop culture, which they understand without seeking to exploit.

In 1999, a huge percentage of the NFL draftees when asked what they were going to do with their first check, said they would buy an ESCALADE. CADILLAC were as surprised as anyone, but were smart enough not to capitalize on it.

"I got plenty of room if you think you wanna roll / See this is that they make CADILLAC trucks for / Let's go to a place you ain't never been"

Shorty Wanna Ride, Young buck

"So, so, come on, come on / Don't get swung on, swung on / It's the knick-knack-patty-whack still riding CADILLACS / Family off the streets, made my homies put the baggies back."

Get Back, Ludacris



- **#2 HENNESSY (69 mentions)**

(8th in 2003)

HENNESSY is another brand which has managed to update its relevance to achieve huge success. This year it has received more than double the amount of references it received in 2003.

HENNESSY is a hip-hop tradition, mentioned since the early days of Tupac Shakur. But in the last few years, the brand has been generating huge mainstream success, and as hip-hop radiates out into wider cultural circles, Hennessy is traveling on the crest of that wave.

Our favorite HENNESSY rhyme of the year...

“I like how them VICTORIA’S SECRETS sit in that ass / Lemme
pour some more HP(NOTIQ) and HENNESSY in your glass”
Slow Motion, Juvenile

- **#3 MERCEDES (63 mentions)**

(1st in 2003)

The grand-daddy of hip-hop brands had a shaky start at the beginning of the year. After being mentioned every week in 2003, it didn’t make an appearance in the charts this year until the end of March.

MERCEDES was the winner in 2003 by a huge margin – 114 mentions, ahead of the 2nd brand in 2003 LEXUS with 48 mentions.

However, this year MERCEDES has had to share its hip-hop glory in 2004 with a wider range of hip-hop friendly vehicle brands than before; most notably MAYBACH, its super-luxury cousin.

MERCEDES in 2005 – together with many other brands - would do well to invest some time in really understanding how the brand operates in the new sub-cultures that are the passionate fans of the brand – to retain its relevance as a pop culture icon.



- **#4 ROLLS ROYCE (62 mentions)**

(Not charted in 2003)

Hip-hop has had a growing fascination with the old money appeal of the ROLLS ROYCE brand over the past two years, but it wasn't until Jay-Z's *Change Your Clothes* that it began to pick up speed in the Brandstand chart.

ROLLS ROYCE – together with BENTLEY – have begun to appear in as the tone of hip-hop has become more gentrified, and less defined by new money.

However, its Brandstand rating has not yet matched up to real-life sales of ROLLS ROYCE models. The ROLLS ROYCE PHANTOM has struggled to be relevant and sales are currently running 25% below target.

- **#5 GUCCI (49 mentions)**

(3rd in 2003)

GUCCI slipped two places this year as the competition around luxury brands took away some of its appeal. However, it still remains a great shorthand for luxury, and is a much easier rhyme than LOUIS VUITTON.

Tom Ford at the helm of GUCCI also knew how to mine the VIP aspect of hip-hop culture to lend appeal to the brand.

GUCCI in 2005 looks to stay strong.

- **#6 JAGUAR (37 mentions)**

(71st in 2003)

JAGUAR barely made a dent in the Brandstand chart last year, with just 4 mentions it came in at 71st. This year it roared to 6th.

Its success in 2004 was thanks to Usher and Jadakiss, but in 2005 it's on risky ground.



- **#7 CRISTAL (29 mentions)**

(7th in 2003)

CRISTAL has held the #7 spot in 2004, but with fewer mentions than 2003. CRISTAL moved from being a niche gourmet champagne to being the unofficial drink of hip-hop.

However, there is growing evidence that CRISTAL is no longer the hip-hop champagne of choice.

This year, MOET ET CHANDON (44th) and DOM PERIGNON (17th) both started moving quickly up the chart as the year progressed. Three reasons, it's rare, distinctive, and was perceived to be the most expensive.

In 2005, we predict that DOM PERIGNON will overtake CRISTAL as the hip-hop champagne brand of choice as hip-hop matures.

Our favorite CRISTAL lyric of the year...

"Look I'm a CRISTAL nigga, and you a red-winer / You just an opening act, but I'm the headliner"

Game Over (Flip), Lil' Flip

- **#8 CHEVROLET (28 mentions)**

(10th in 2003)

CHEVROLET has been one of the most buoyant brands in the Billboard chart over the last two years.

CHEVROLET has converted its pimp credentials into relevant for the younger generation with its SUV line, and with the relaunched IMPALA created an SUV/car hybrid that captured the imagination of artists as diverse as Young Buck and Destiny's Child.



- **#9 BENTLEY (26 mentions)**

(14th in 2003)

The success of BENTLEY in the Brandstand chart has been more than matched by real-world sales in 2004.

The buzz is strengthening towards the end of 2004 suggesting even greater success for the brand in 2005.

Our favorite BENTLEY lyric of the year...

“We can cruise the world in a BENTLEY AZURE / But don’t worry,
the chauffeur open the door.”

Sunshine, Lil’ Flip

- **#10 MAYBACH (25 mentions)**

(34th in 2003)

Although sales of MAYBACH - the \$300K+ MERCEDES brand - are reportedly slow, its profile in pop culture has been huge. The brand has cropped up in lyrics, music videos, and ferrying contestants around on NBC’s *The Apprentice*.

It has captured the imagination of hip-hop stars, but is still more likely to be seen in a music video than on any actual streets where only around 5,000 were sold in 2004.





OUR FAVORITE BRANDED RHYMES OF THE YEAR...

“I told her to drive over in your new whip / Bring some friends you’re cool with / Imma bring da COOL WHIP / Then I want you to strip / See you is my new chick.”

Slow Jamz, Twista

“I drink a BOOST for breakfast / And ENSURE for dessert / Somebody ordered pancakes, I just sip the SIZZURP”

Through the Wire, Kanye West

“Jump on this HARLEY / Let’s go smoke some of that Bob Marley / Sip some BACARDI / Then go pull up at the after-party.”

Wanna Get To Know You, G-Unit

“It was weird how we met, huh / She was with her mom in BANK OF AMERICA / I’m with my son cashin’ the check”

One Call Away, Chingy

“Now I got to give a shout out to SEAGRAM’S GIN / ‘cos I’m drinkin’ it and they payin’ for it”

Freek-a-leek, Petey Pablo

“She’s so precious with the peer pressure / Couldn’t afford a car, so she named her daughter A-LEXUS”

All Falls Down, Kanye West

“Look I’m a CRISTAL nigga, and you a red-winer / You just an opening act, but I’m the headliner”

Game Over (Flip), Lil’ Flip

“I like how them VICTORIA’S SECRETS sit in that ass / Lemme pour some more HP(NOTIQ) and HENNESSY in your glass”

Slow Motion, Juvenile

“We can cruise the world in a BENTLEY AZURE / But don’t worry, the chauffeur open the door.”

Sunshine, Lil’ Flip

“Why didn’t they make the CL6 with a clutch?”

Why?, Jadakiss



“I got the ROLLY on my arm and I’m pouring CHANDON / And I roll the best weed cause I got it goin’ on.”

Drop It Like It’s Hot, Snoop Dogg Ft. Pharrell Williams

“The AK go chop chop chop chop / The SK go fire fire fire fire / The AK go chop chop chop chop / The SK go fire fire fire fire.”

Let’s Go, Trick Daddy

“I shake it like JELLO / And make the boys say hello / Cos they know I’m rocking the beat”

1,2 Step, Ciara Ft. Missy Elliott

“I got plenty of room if you think you wanna roll / See this is what they make CADILLAC trucks for / Let’s go to a place you ain’t bever been”

Shorty Wanna Ride, Young buck

“So, so, come on, come on / Don’t get swung on, swung on / It’s the knick-knack-patty-whack still riding CADILLACS / Family off the streets, made my homies put the baggies back.”

Get Back, Ludacris

“You mix a little CRIS’ with a little DOM PERIGNON / And a little HENNESSY / You know we fine to carry on”

Disco Inferno, 50 Cent

“The real me is a southern girl / With her LEVI’S on and an open heart / Wish I could save the world / Like I was supergirl.”

With You, Jessica Simpson





TOP 5 BRAND-DROPPING ARTISTS OF 2004

• WINNER : KANYE WEST

Artist	Brands
Kanye West (19 brands in 4 songs)	Avis, Boost, Cadillac, Cartier, Cool Whip, Ensure, Geico Insurance, Hennessy, Jacob the Jeweler, Lexus x2, Mercedes, MTV, Nike x2, Pepsi, Rolex, Toys R Us, Versace
Twista (16 brands in 3 songs)	AK47, Apple Bottom, BCBG, Bebe, Cadillac, Cool Whip, Cristal, Gucci, Hennessy x2, Jimmy Choo, Marc Jacobs, MTV, Range Rover, Roberto Cavalli, SK-19
Lil' Jon (15 brands in 6 songs)	AK47, Bentley, Cadillac x2, Chevrolet, Cristal x2, Grey Goose, Hennessy x2, Jaguar, Juicy Fruit, Patrón, Rolls Royce, SK-19
Chingy (10 brands in 3 songs)	AK47, Bank of America, BET, Corona, Days Inn, Hennessy x2, Holiday Inn, Jaguar, Mercedes
Ludacris (10 brands in 5 songs)	BET, Bentley, Cadillac, Corona, Hennessy, Holiday Inn, Jaguar, Louis Vuitton, Patrón, Rolls Royce



TOP 5 BRAND-DROPPING ARTISTS OF 2004

2004			2003	
Position	Artist	Brands	Position	Brands
1	Kanye West	19	17	3
2	Twista	16	17	3
3	Lil' Jon	15	16	4
4=	Chingy	10	8=	6
4=	Ludacris	10	5	9

- Kanye West has satirized the commercial aspect of hip-hop throughout the year. In doing so, he has provided a running commentary on the fascination between hip-hop and brands; from VERSACE to LEXUS to AVIS RENT-A-CAR and COOL WHIP.
- Twista barely made it into the 2003 chart, but this year, managed to drop 9 brands in one song *Overnight Celebrity* and 7 more in his other two releases.
- The rise of southern rap in 2004 has coincided with a beverage brand explosion.
- Happily, the king of crunk – Lil' Jon – mentions more crunk brands than any other rapper; including GREY GOOSE, PATRON, CRISTAL, and HENNESSY in multiple songs.
- In 2005, 50 Cent looks set to return to form... two brand-heavy singles already in the Billboard chart, and more set to arrive in the coming weeks.





BRANDS BY CATEGORY

TOP 3 CATEGORIES OF 2004

• **WINNER : AUTO BRANDS**

2004			2003	
Position		Mentions	Position	Mentions
1	Auto	449	2	476
2	Fashion	281	1	494
3	Beverage	251	3	172

AUTO BRANDS OF 2004

• **WINNER : CADILLAC**

2004			2003	
Position		Mentions	Position	Mentions
1	Cadillac	70	3	46
2	Mercedes	63	1	112
3	Rolls Royce	62	60	5
4	Jaguar	37	20	4
5	Chevrolet	28	5	33

FASHION BRANDS OF 2004

• **WINNER : GUCCI**

2004			2003	
Position		Mentions	Position	Mentions
1	Gucci	49	1	47
2	Nike	24	6	26
3	Victoria's Secret	20	-	0
4=	BCBG	14	28	18
4=	Apple Bottom	14	-	0



BEVERAGE BRANDS OF 2004

• **WINNER : HENNESSY**

2004			2003	
Position		Mentions	Position	Mentions
1	Hennessy	69	2	35
2	Cristal	29	1	37
3	Dom Pérignon	21	-	0
4	Hpnotiq	20	11	3
5	Seagram's Gin	16	-	0

LUXURY BRANDS OF 2004

• **WINNER : HENNESSY**

2004			2003	
Position		Mentions	Position	Mentions
1	Cadillac	70	4	46
2	Hennessy	29	8	35
3	Mercedes	22	1	112
4	Rolls Royce	20	60	5
5	Gucci	16	3	47





THE COMPLETE BRAND CHART OF 2004

Position 2004	Brand	Mentions 2004	Position 2003	Mentions 2003
1	Cadillac	70	4	46
2	Hennessy	69	8	35
3	Mercedes	63	1	112
4	Rolls Royce	62	60	5
5	Gucci	49	3	47
6	Jaguar	37	71	4
7	Cristal	29	7	37
8	Chevrolet	28	10	33
9	Bentley	26	14	28
10	Maybach	25	34	15
11	Porsche	24	-	0
11	Lexus	24	2	48
11	Nike	24	16	26
14	AK47	23	54	7
14	Rolex	23	-	0
16	MTV	22	-	0
17	Dom Pérignon	21	-	0
18	Glock	20	71	4
18	Victoria's Secret	20	-	0
18	Hpnotiq	20	79	3
18	Hampton Inn	20	-	0
22	BMW	19	60	5
22	Gulfstream G4	19	-	0
24	ESPN	17	-	0
24	Rover	17	19	22
24	Holiday Inn	17	38	11
27	Seagram's Gin	16	-	0
27	Cartier	16	28	18
29	Sprite	15	71	4
29	Cool Whip	15	81	1
31	Bacardi	14	16	26
31	BCBG	14	28	18
31	Apple Bottom	14	-	0
31	Jimmy Choo	14	-	0
31	Marc Jacobs	14	-	0
31	Bebe	14	-	0
31	Roberto Cavalli	14	-	-
31	Range Rover	14	11	29



Position 2004	Brand	Mentions 2004	Position 2003	Mentions 2003
39	Polaroid	13	53	8
39	Bank of America	13	-	0
41	Avis	12	-	0
41	Jacob the Jeweler	12	60	5
41	Versace	12	-	0
44	Ice Cream Sneakers	11	-	0
44	Moët et Chandon	11	-	0
46	SK-19	10	-	0
46	Hummer	10	49	9
48	Juicy Fruit	9	-	0
48	Grey Goose	9	-	0
50	KayBee	8	-	0
50	Boost	8	-	0
50	Ensure	8	-	0
50	Geico	8	-	0
50	Pepsi	8	-	0
50	Toys R Us	8	-	0
50	Sizzurp	8	-	0
57	Ferrari	7	28	11
57	Lamborghini	7	9	34
57	Dolce & Gabbana	7	11	29
60	Jello	6	-	0
60	Levi Strauss	6	43	10
60	Louis Vuitton	6	19	22
63	Patrón	4	-	0
63	Harley Davidson	4	-	0
65	Giovanni	3	60	5
65	Pirelli	3	-	0
65	Corona	3	38	11
65	BET	3	38	11
65	U Haul	3	60	5
65	Ralph Lauren P Label	3	60	5
65	Vera Wang	3	60	5
65	3 Dots	3	-	0
73	Days Inn	2	-	0
73	Teflon	2	71	4





WHO SAID WHAT WHERE

Song title	Artist	Brands
1, 2 Step	Ciara Ft. Missy Elliott	Jello
All Falls Down	Kanye West Ft. Syleena Johnson	Air Jordan, Cartier (Pasha), Jacob the Jeweler, Lexus, Mercedes, Nike Air, Rolex, Versace
Baby Boy	Beyoncé Ft. Sean Paul	Cartier
Balla Baby	Chingy	AK47, Days Inn, Mercedes, Jaguar
Breathe	Fabulous	Glock, KayBee, Maybach
Change Clothes	Jay-Z	3 Dots, Maybach, Ralph Lauren, Purple Label, Rolls Royce, U-Haul, Vera Wang
Damn!	YoungBloodz Ft. Lil' Jon	Cadillac, Chevy, Cristal
Dirt Off Your Shoulder	Jay-Z	ESPN, Porsche, Rover
Disco Inferno	50 Cent	Bentley, Cristal, Dom Pérignon, Hennessy, Mercedes
Drop It Like It's Hot	Snoop Dogg Ft. Pharrell	AK47, Ice Cream Sneakers, Moët et Chandon, Rolex, Rolls Royce
Freek-a-Leek	Petey Pablo	Seagram's Gin
Game Over (Flip)	Lil' Flip	Cristal, Lamborghini, Mercedes



Song title	Artist	Brands
Get Back	Ludacris	Cadillac
Get Low	Lil' Jon & The East Side Boyz	Hennessy
Go D.J.	Lil Wayne	Bentley
Goodies	Ciara Ft. Petey Pablo	Cadillac, Mercedes
Hey Ya!	OutKast	Cadillac, Polaroid
Holidae In	Chingy Ft. Ludacris & Snoop Dogg	BET, Corona, Hennessy, Holiday Inn
Hotel	Cassidy Ft. R. Kelly	Holiday Inn
Jesus Walks	Kanye West	Avis, Lexus
Lean Back	Terror Squad	BMW, Gucci, Gulfstream G4, Rolls Royce
Let's Go	Trick Daddy Ft. Lil Jon & Twista	AK47, Cristal, Hennessy, SK-19
Lovers and Friends	Lil' Jon, ES Boyz, Usher, Ludacris	Bentley, Patrón
One Call Away	Chingy Ft. J. Weav	Bank of America, Hennessy
On Fire	Lloyd Banks	Glock, Hummer
Oye Mi Canto	N.O.R.E Ft. Daddy Yankee, Nina Sky, Gem Star, Big Mato	Bacardi
Overnight Celebrity	Twista	Apple Bottom, BCBG, Bebe, Gucci, Jimmy Choo, Marc Jacobs, MTV, Range, Roberto Cavalli



Song title	Artist	Brands
Runnin' (Dying to Live)	Tupac Ft. The Notorious B.I.G.	Glock, Teflon
Salt Shaker	Ying Yang Twins Ft. Lil' Jon & The East Side Boyz	Cadillac (Deville), Grey Goose, Juicy Fruit
Shorty Wanna Ride	Young Buck	BMW, Cadillac, Chevrolet, Giovanni, Hennessy, Pirelli
Slow Jamz	Twista Ft. Kanye West, Jamie Foxx	Cadillac (Brougham), Cool Whip, Hennessy
Slow Motion	Juvenile Ft. Soulja Slim	Dom Pérignon, Hampton Inn, Hennessy, HpnotiQ, Victoria's Secret
Soldier	Destiny's Child Ft. TI and Lil Wayne	Cadillac, Chevrolet
Stand Up	Shawwna Ft. Ludacris	Louis Vuitton
Suga Suga	Baby Bash Ft. Frankie J	Dolce & Gabbana
Sunshine	Lil' Flip Ft. Lea	Bentley, Chevrolet, Maybach
Through the Wire	Kanye West	Boost, Ensure, Geico, MTV, Pepsi, Toys R Us
Turn Me On	Kevin Lyttle Ft. Spragga Benz	Sprite
Wanna Get to Know You	G-Unit Ft. Joe	Bacardi, Gucci, Harley Davidson, Mercedes
Why?	Jadakiss Ft. Anthony Hamilton	Cristal, Ferrari, Jaguar Lexus
With You	Jessica Simpson	Levi's



Song title	Artist	Brands
Wonderful	Ja Rule Ft. R. Kelly, Ashanti	Mercedes, Porsche
Yeah!	Usher Ft. Lil' Jon	Jaguar, Rolls Royce





INQUIRIES ABOUT AMERICAN BRANDSTAND

If you need more information about American Brandstand, or would like to talk to us about our consulting work around luxury brands, pop culture and marketing, please contact us.

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American Brandstand – Second quarter 2004
<http://www.agendainc.com/brandstandq204.pdf>

American Brandstand – Third quarter 2004
<http://www.agendainc.com/brandstandq304.pdf>

American Brandstand – Full year 2004
<http://www.agendainc.com/brandstand04.pdf>

- **Press**

American Brandstand has been featured in the following media: Access Hollywood, AdWeek, BET, Billboard, Blender, Brandweek, Carlos, CNN, Fortune, GQ, Kiplingers, MTV, The London Times, MTV, National Post Canada, Rolling Stone, San Francisco Chronicle, Slate, The Sun UK, USA Today, Variety.

