

SCOTTYCHAMS — PRESS ANGLES

IF I WASN'T ME • MEDIA COPY

Use these angles for blogs, playlist curators, local media, creator outreach, newsletters, and album coverage.

1. Toronto by way of Waterloo independent hip-hop story

Scottychams is an independent hip-hop artist based in Toronto and originally from Waterloo, Canada. His story connects local Canadian roots, Oshawa/905 creative origins, and a decade-long DIY music path.

2. 20-track full-length album

If I Wasn't Me is a full 20-track album, not just a single campaign. The project runs 72:58 and moves through reflection, resilience, love, faith, mental health, ambition, and healing.

3. Low lights, high hopes

The emotional center of the project is about choosing light after difficult seasons. This angle works well for mental health, self-growth, and motivational music coverage.

4. Pain into purpose / independent grind

The Scottychams brand is built around honest lyricism, self-taught execution, and turning pressure into something useful. The campaign can be pitched as a story of discipline, growth, and long-term creative persistence.

6. Long-running catalog and legacy traction

Scottychams has built a 77-track independent catalog since 2016, with 5.39M+ SoundCloud plays and "Grind" as a key early track with 686K+ plays based on artist-provided stats.

7. For fans of introspective melodic rap

The sound fits fans of Chance The Rapper, Mac Miller, Logic, Alex Wiley, Taylor Bennett, Isaiah Rashad, Towkio, and independent emotional/motivational hip-hop.

Copy-paste short pitch

Toronto by way of Waterloo independent hip-hop artist Scottychams releases If I Wasn't Me on May 15, 2026 through We The 9. The 20-track album blends melodic rap, conscious hip-hop, motivational storytelling, and late-night reflection into a project about resilience, love, mental health, faith, ambition, and choosing light after difficult seasons.