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CAN RCA BANK ON BRANDY?

August 23rd, 2011 - By [TheEditor](#) Like +1 0 Share Pin it



by Selam Aster

Brandy never really left the Hollywood scene but she has been missing in action on the music circuit. All that's about to change come 2012 according to RCA records. The company recently announced that Brandy has been added to their very impressive roster of musicians which include Alicia Keys and Justin Timberlake. But one has to wonder, will RCA be successful in its [investment](#)?

Brandy's success in the past five years has been largely attributed to her career

as a general media personality opposed to a [singer](#) who can still command record sales in a struggling industry.

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Once the princess of pop sales in the 90s, Brandy's mature sound proved to be not enough for the multitudes of [music](#) fans she once mesmerized. Her last album in 2008, Human, marked her lowest-selling album to date, selling only over 200,000 copies domestically. The aftermath included her departure from Epic records and a long hiatus from the studio.

As of late, Brandy has been involved in multiple ventures including a stint as a judge on the wildly successful NBC competition show America's Got Talent and a VH1 reality show centered on her family's [business](#). Although details of her record deal weren't disclosed, some believe that the potential reward to the label possibly involves having access to Brandy's projects outside of music.

"As far as being profitable to a record label, it is hard to say because the deals made today are much different than what was made 10 years ago," said Josh Gair of Impact Entertainment, a talent agency which [books](#) celebrities for events worldwide. "That said, the label may have constructed a deal that would give them a cut of revenue from Brandy's multiple streams of income, ranging from live shows, sponsorships, merchandise and more."

Although Brandy hasn't produced a best-selling album in years and does not do many live shows, her brand is still very much visible and that ability to maintain that visibility is key to RCA's confidence, says entertainment lawyer Desha Jackson. "Brandy has a proven track record and has sold many albums in the past. A combination of her voice and new style with a new team can only produce another hit album."

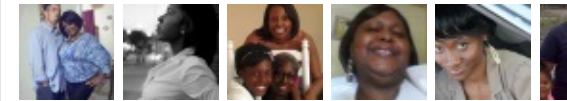
The former Moesha star gave fans a peak into a possible approach to her new album on her reality show when she debuted her rapping alter ego Bran'Nu. It won't be a make or break career moment but it will certainly indicate if Brandy is better accepted as an actress/personality or a musician.



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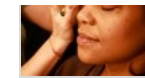


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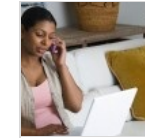
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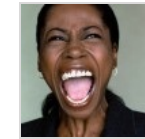
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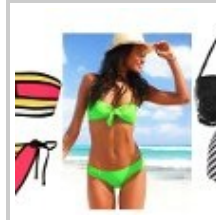
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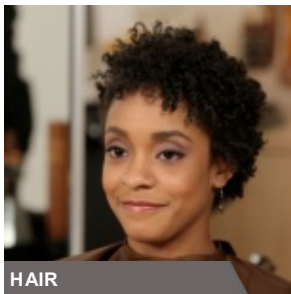
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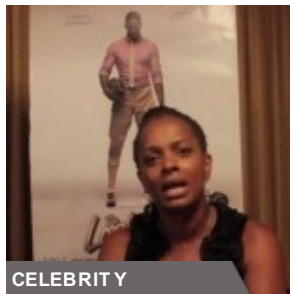
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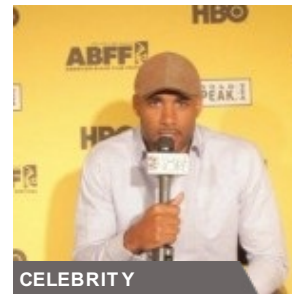
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