



WHAT MONSTER SOUNDS LIKE

MUSIC
CULTURE
IDENTITY

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MUSIC GIVES OUR STORIES ITS PULSE

Built on a rebel attitude, punk-rock energy and youth culture, Monster has kept its finger on the pulse of culture for nearly 30 years. Today, the brand remains deeply connected to the communities shaping what is next—from skateboarding, motocross and combat sports to hip-hop, gaming and beyond. Monster has stayed at the forefront of cool by showing up with credibility, championing distinct voices and reflecting the energy of each scene without watering it down.

(01)



**OUR MUSIC SHOULD CARRY
THAT SAME CULTURAL
INSTINCT: CURRENT,
FEARLESS, AUTHENTIC AND
UNMISTAKABLY MONSTER.**

**THE RIGHT TRACK IS
THE KEY TO WHAT
MAKES US
AUTHENTIC.**

MARKET INSIGHTS

CULTURALLY TRUE

A credible track feels authentic to the scene it represents. Its production, delivery, and references should be specific enough that the audience recognizes their culture, rather than hearing a generic version of the sounds they love.

STORY-LED

Music should deepen the emotion already present in the footage. It can shape pace and tension, but it must also know when to recede so dialogue, natural sound and the story remain clear.

MONSTER BRAND

The final deciding factor should be identifying Monster's distinct brand voice in each track. Does this song carry that "Unleash the Beast" ethos? Does this feel like

MUSIC
TELLS THE STORY
THROUGH SONG



SOUNDTRACK CHECKLIST

BEGIN WITH STORY

Before searching by genre, define what changes from the opening frame to the final beat. The music must understand the emotional turning point and help the audience feel why that change matters.

DEFINE THE ENERGY

Energy is more precise than tempo. Decide whether the scene needs pressure, release, swagger, vulnerability or scale, then look for a track whose dynamics can express that movement across the entire cut.

CHECK THE CULTURE

Ask who the work is speaking to and what that audience hears as credible. A track may fit the edit technically and still fail if its sound feels borrowed, dated or disconnected from the world on screen.

(03)



4 FILTERS TO CHOOSE YOUR TRACK

(04)

EMOTION

Start by defining what the audience should feel. The track should strengthen the intended mood—whether the moment calls for tension, confidence, adrenaline, triumph or something more reflective.

PACING

Study how the footage naturally moves. Match the music to its pace, weight and physical rhythm instead of imposing an energy that feels disconnected from the action.

VOICE

Consider how much room is needed for dialogue, voiceover and sound design. The music should support the story without competing with the information the audience needs to hear.

CULTURE

Make sure the track feels credible to the intended audience, athlete, scene, and platform. Genre alone is not enough—the sound, attitude, and references should feel native to the culture being represented.



HIP-HOP RAP/TRAP

WHY IT WORKS

Hip-hop — music’s universal language. Through samples, breakbeats, rhythm, and poetry, hip-hop speaks to many cultures and subcultures. From laid-back, jazz-inspired loops to 808-laden trap anthems, the genre covers a wide range of moods and energies.

From skateboarding and BMX to UFC and gaming, hip-hop music has been adopted by many communities — making it a go-to genre for a wide range of content use cases.

(01)



THIS IS DOPE

With hip-hop, less is more. Listen for familiar drums and sample choices, while keeping the vocal performance to a minimum. Hip-hop can drive a story with its often steady pacing. Lead with rhythm and flow when going hip-hop.

THIS IS NOT DOPE

The track begins to feel generic when it relies on ‘Corporate trap’ presets, generic victory horns, lyrics that fight the story, fake grit, or dated slang, and 808s with no dynamics. These choices imitate the genre’s surface while removing the specificity that makes it credible.

HARDCORE PUNK ROCK

WHY IT WORKS

Punk rock is Monster's bread and butter. Since its inception, Monster has operated under a punk rock ethos. Skateboarding, BMX, combat sports, and motocross have all adopted punk rock to soundtrack their crazy lifestyle. And so have we.

Use punk and hardcore when the story needs impact, DIY energy, live-event urgency or rough-edged character. The cue should feel played by people in a room, not assembled from a library of aggressive signifiers.

(01)



THIS IS DOPE

The strongest options are defined by human drums and real attack, memorable riff or gang vocal, breakdowns with usable edit points, texture that feels performed, and urgency without sonic mush. Together, those details give the editor musical movement without sacrificing identity.

THIS IS NOT DOPE

The track begins to feel generic when it relies on pop-punk nostalgia by default, cartoon rebellion, over-compressed wall of noise, metal cues used only to mean 'extreme', and lyrics that undermine the scene. These choices imitate the genre's surface while removing the specificity that makes it credible.