

## Marketing E-40 A Thizz Face For Every Name

Written by Clyde Smith ID2451  
Thursday, 23 March 2006 04:05 -

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If E-40 and other hyphy types out of the Bay aren't able to seize the moment, for once it won't be due to lack of promotional support or media coverage. Even the strength of crunk is behind them with the involvement of Lil Jon.

In addition to the first video for Tell Me When to Go, that both encapsulates one view of the hyphy scene and is an infectious single for those susceptible to such things (me included), [Warner has some interesting additions](#) to the campaign.

Obviously responding to the fact that hyphy's a little "different", Warner's showing they've got somebody smart on board by creating a cultural introduction called Hype on Hyphy, that will be available on dvd, as well as E-40's Dictionary Book of Slang, Vol. 1, that will come from Warner Books. I'm not so sure about the multi-volume approach to a slang dictionary, but this campaign is certainly a testament to what a big media company can do when using resources from across divisions.

One obstacle that E-40 may face is his proliferation of aka's. I've always questioned what was up with the thousand and one names that so many rappers seem to have because I think that's almost always a serious branding mistake.

In the case of E-40, who hasn't exactly been in the national spotlight in a while, the fact that we're getting hit with all of his monikers all at once is rather confusing.

From the press release:

On iTunes, 40 Bellafonte was at the helm of "Bay Area Hyphy Movement" feature, where 40 picked artists to be featured with for week of release. In the coming months 40 Water will be on the cover of Rime, Murder Dog, and XLR8R.

I'd actually heard these (there are many more) and was still momentarily confused, even with the inclusion of the 40. Tamara Palmer starts off her [SF Weekly profile of E-40](#) with a discussion of his many names:

Earl Stevens II is E-40, except when he's not. Sometimes they call him Dr. Scril or E-Feezy or

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Forty Water. Pimpy E was his first alias, the one he took in seventh grade. There is also E-40 Fonzarelli (later upgraded to E-40 Belafonte), Earl "Jack Yo Slacks" Stevens (for when he's executive-producing something), Tom Fedi & Da Batch Breakers, Mr. Flamboyant, the Mail Man, and T.K.A. -- that's "Tycoon Known As" -- Charlie Hu\$tle. In certain circles, he is known as the "Ambassador of the Bay" and the "King of Slang." In others, like that of 18-year-old producer Earl Stevens III, himself referred to as Droop-E, E-40 is often called "Pops."

What would be cool would be a poster with a different thizz face for each of E-40's names!

[Note to self: Stop giving this stuff away on your blog and start bootlegging it in the Bay!!!]

On the other hand, this nuttiness fits a man who's now the standard bearer for hyphy, which is pretty darn nutty from everything I've seen and heard.

\*Clyde Smith runs the very successful web site ProHipHop.( [www.prohiphop.com](http://www.prohiphop.com) ) , and it has some very unique features. More than just a blog site it is a hip-hop business blog site with every area of hip-hop culture covered.

Clyde Smith writes ProHipHop drawing on a rich background in the performing arts (The Lost Colony, High Risk Group), academic research (Ph.D. in Cultural Studies from Ohio State) and freelance writing (Hip Hop Logic, New Age Retailer). Clyde is also the owner and editor of [www.netweed.com](http://www.netweed.com)

Please visit his sites and support real news and views on hip-hop.

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