

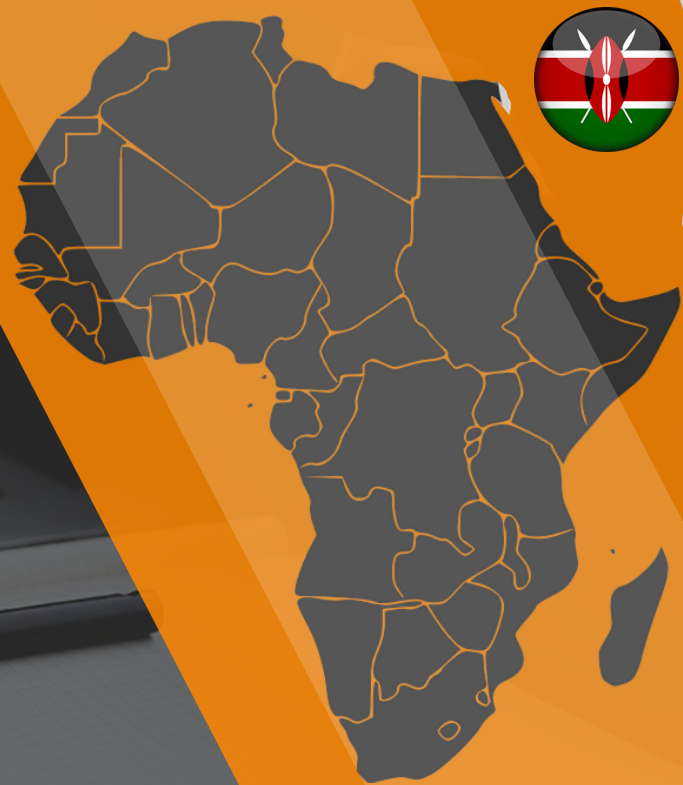
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• *find* • *understand* • *connect* •

TOP KENYAN MUSIC ARTISTES

Kenya Report

Quarter 4 2018



Introduction

Celebrity Branding

Is a marketing strategy which involves celebrities or well known persons using their social status to help promote a product.

Influencer Marketing

Involves an influencer promoting a brands products through various media mostly social media more so to their following.

Emerging Trends

The world of influencer marketing is catching up with an advertising strategy that has been popular for years. Celebrity Endorsements of products are more popular than ever, especially online. Star power creates awareness and sways people into purchasing long before it was called influencer marketing.

International Examples

The joint venture between rapper P. Diddy and beverage giant Diageo for the Ciroc vodka brand is among the most successful celebrity partnerships in the history of the industry. Ciroc's net sales have grown from just under 50,000 cases at the time the partnership was announced to a nearly 2-million cases today. Other endorsements include Lebron – Nike, Rihanna – Puma, Justin Beiber – Calvin Klein and many more....

Local Examples

Closer home, in August King Kaka was unveiled as the brand ambassador for a campaign by Franch Cognac maker Remy Martin, we have also seen the likes of Size 8 promote the Softcare Diaper brand and Nonini working with Safaricom.

Increasingly, corporate brands are leveraging on influencer marketing to propel their brand growth. This is also a win for the artists as it means more money.

Research Summary

WHAT THIS REPORT IS ABOUT

Study that ranks music artists' popularity in Kenya

WHY

Inform stakeholders on popularity of various artists

WHO

Only Kenyan based musicians

HOW WAS THE RESEARCH DONE?

Online analysis, industry experts (radio presenters and DJs) and social vetting

RANKING CRITERIA

Based on top rated songs; Artists only counted on the song where they are the lead singer.

Research dates:
19th -30th November 2018

This report is currently the **only available scientific analysis** of popularity of music artists in Kenya.

8020 Rating



PLATINUM: 100+ million online views



GOLD: 10-99 million online views



SILVER: 1-9 million online views



Findings

TOP 10 KENYAN MUSICIANS

#10

ARTIST

Akothee

GENRE

Secular

BEST SONG

Sweet love



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#9

ARTIST Florence Andenyi

GENRE *Gospel*

BEST SONG Kibali



#8

ARTIST Sanaipei Tande

GENRE *Secular*

BEST SONG Amina



#7



ARTIST	Angela Chibalonza
GENRE	<i>Gospel</i>
BEST SONG	Ebenezer



#6



ARTIST Eunice Njeri
GENRE *Gospel*
BEST SONG Nani kama wewe



#5

ARTIST

Otile Brown

GENRE

Secular

BEST SONG

Chaguo la moyo



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#4

ARTIST

Nyashinski

GENRE

Secular

BEST SONG

Malaika



#3



ARTIST Mercy Masika
GENRE *Gospel*
BEST SONG Mwema



#2

ARTIST Willy Paul

GENRE *Gospel*

BEST SONG I do



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#1

ARTIST Sauti Sol
GENRE *Secular*
BEST SONG Melanin



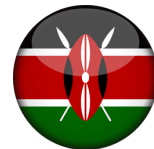
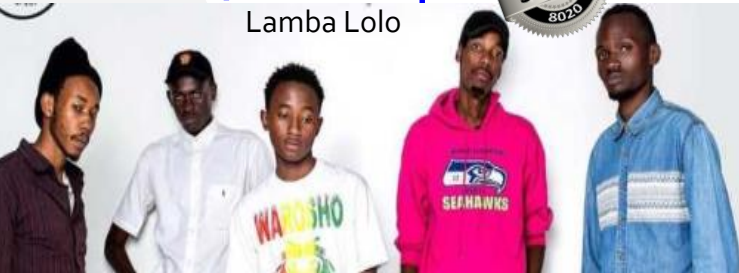
Most Promising

UP & COMING

Ethic

Secular

Lamba Lolo



Ruth Wamuyu

Gospel

Ngai Murathimi



Shiru wa GP

Gospel

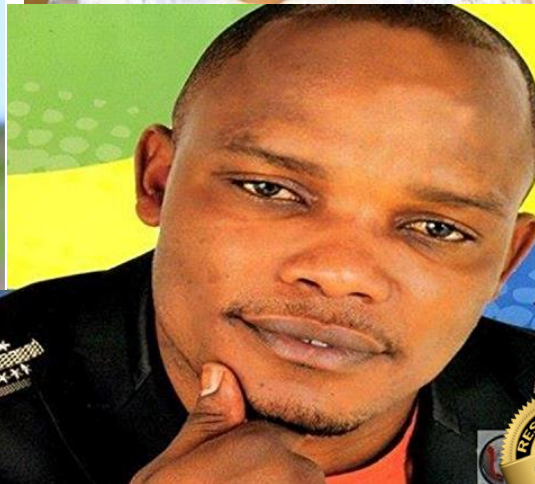
Irema



Solomon Mkubwa

Gospel

Mfalme wa Amani



Octopizzo

Secular

Oliel



Top 50 List

QUARTER 4 of 2018



ARTISTE	BEST RATED SONG
Sauti Sol	Melanin
Willy Paul	I do
Mercy Masika	Mwema
Nyashinski	Malaika
Otile Brown	Chaguo la moyo
Eunice Njeri	Nani Kama Wewe
Angela Chibalonza	Ebenezer
Sanaipei Tande	Amina
Florence Andenyi	Kibali
Akothee	Sweet love
Solomon Mkubwa	Mfalme wa Amani
Octopizzo	Oliel
Gloria Muliro	Narudisha
Sammy Irungu	Njira Ciaku
Alicious Theluji	Mpita Njia

No.	ARTISTE	BEST RATED SONG
16	Jaguar	Kigeugeu
17	Khaligraph Jones	Micasa Sucasa
18	Shiru wa GP	Irema
19	Les Wanyika	Sina Makosa
20	Bahati	Nikumbushe
21	Daddy Owen	Wewe ni Mungu
22	Gilad	Unajua
23	Papa Dennis	Tornado
24	Ringtone	Tenda Wema
25	Elani	Kokoo
26	Kenya Catholic**	Bwana ndiye Mchungaji
27	Sarah K	Mnyunyizi Wangu
28	Arrow Bwoy	Digi Digi
29	Stella Mwangi	Lookie Lookie
30	Timeless Noel	Odi dance
31	Timmy Tdat	Wembe
32	Phyllis Mbutia	Ithe Tiwe Ngai

No.	ARTISTE	BEST RATED SONG
33	King Kaka	Twende
34	Ethic	Lamba Lolo
35	Size 8	Afadhali Yesu
36	Kidum	Nitafanya
37	Nameless	Butterfly
38	Kansoul	Bablas
39	Ruth Wamuyu	Ngai Murathimi
40	Paul Mwai	Murangiri
41	Janet Otieno	Napokea Kwako
42	Kaymo & Stigah	Gathigiriri
43	H_ART THE BAND	Nikutazama
44	Sudi Boy	Naona Bado
45	Victoria Kimani	Prokoto
46	Naibo	2 in 1
47	Samidoh	Ndiri Mutwe
48	Avril	Hello baby
49	Erick Smith	Wewe ni Zaidi
50	Bruz Newton	Zigwembe

Summary

Summary

- Unlike most marketing strategies, influencer marketing requires a high level of trust between a brand and a third party.
- A brand must be sure the influencer's content aligns with their overall image.
- The use of uncanny or offensive content could have negative consequences on the brand's reputation. This is especially important when working with young influencers who may lack professionalism.
- Though this list shows popularity of the music artistes, it is important to always match the brand image with the personality of the celebrity.

If you are looking to learn more on how to leverage on influencer marketing or celebrity branding, talk to us today at ask@research8020.com or call us using +254 7 8020 8020

THANKS!


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