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# TOP TANZANIAN MUSIC ARTISTES

Tanzania 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 Tanzania

## WHY

Inform stakeholders on popularity of various artists

## WHO

Only Tanzanian based musicians

## HOW WAS THE RESEARCH DONE?

Secondary research, industry experts radio presenters and DJs) and social vetting

## RANKING RULES

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

Research dates:  
19<sup>th</sup> -30<sup>th</sup> November 2018

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

# 8020 Rating



**PLATINUM:** 100+ million online views



**GOLD:** 10-99 million online views



**SILVER:** 1-9 million online views



# Findings

TOP 10 TANZANIAN MUSICIANS

#10



ARTIST	Navy Kenzo
GENRE	<i>Secular</i>
BEST SONG	Katika



#9

ARTIST Darassa  
GENRE *Secular*  
BEST SONG Muziki





#8



ARTIST Rich Mavoko  
GENRE *Secular*  
BEST SONG Ibaki Stori





#7

ARTIST

Yamoto Band\*

GENRE

*Secular*

BEST SONG

Nitakupwelepeta



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\*The band split up in 2016

#6



ARTIST **Mbosso\*\***  
GENRE *Secular*  
BEST SONG Jibebe



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\*\*Formerly in Yamoto Band

#5



ARTIST **Aslay\*\*\***  
GENRE *Secular*  
BEST SONG Muhudumu



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\*\*\*Formerly in Yamoto Band





#4



ARTIST

Ali Kiba

GENRE

*Secular*

BEST SONG

Mwana



#3

ARTIST Rayvanny  
GENRE *Secular*  
BEST SONG Kwetu



#2

ARTIST

Harmonize

GENRE

*Secular*

BEST SONG

Kwangwaru





#1



ARTIST	Diamond Platnumz
GENRE	<i>Secular</i>
BEST SONG	Nana



# Top 50 List

QUARTER 4 of 2018



No.	ARTISTE	BEST RATED SONG
1	Diamond Platnumz	Nana
2	Harmonize	Kwanganu
3	Rayvanny	Kwetu
4	Ali Kiba	Mwana
5	Aslay	Muhudumu
6	Mbosso	Jibebe
7	Yamoto band	Nitakupwelepweta
8	Rich Mavoko	Ibaki Stori
9	Darassa	Muziki
10	Navy Kenzo	Katika
11	Lava Lava	Tuachane
12	Nandy	Kivuruge
13	Chege	Waache Waoane
14	Christina Shusho	Ninanga'ra
15	Vanessa Mdee	Juu

No.	ARTISTE	BEST RATED SONG
16	Good Luck Gozbert	Hauwezi Kushindana
17	Professor Jay	Kipi Sijaskia
18	Rose Mhando	Yesu nakupenda
19	AY	Zigo
20	Juma Jux	Utaniau
21	Ben Pol	MOYO MASHINE
22	Saida Karoli	Ndombolo
23	Christian Bella	Nishike
24	Maua Sama	lokote
25	Dogo Janja	Banana
26	Mwana FA	Dume Suruali
27	Lady Jay Dee	Together rmx
28	Ruby	Na Yule
29	Linex	Salima
30	Ommy Dimpoz	Yanje
31	Barnaba Classic	Lover Boy
32	Mr. Blue	Mboga Saba
33	Bi Kidude	Muhogo wa Jang'ombe

No.	ARTISTE	BEST RATED SONG
34	Nay wa Mitego	Akadumba
35	Kassim Mganga	Subira
36	TID	Nyota Yako
37	Ray c	Wanifautia nini
38	Nedy	Usiende Mbali
39	Joh Makini	Perfect Combo
40	Lulu Diva	Ona
41	Shilole	Lawama
42	Fid Q	Fresh Remix
43	Tunda Man	Msambinungwa
44	Bright	Umebadilika
45	Belleg	Give it to me
46	Linah	Raha jipe wewe mwenyewe
47	Young Killer	Toto Tundu
48	Queen Darleen	Touch
49	Bill Nass	Mazoea
50	Lammeck Ditto	Moyo Sukuma damu


# THANKS!



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