

research
8020'

• *find* • *understand* • *connect* •

TOP UGANDAN MUSIC ARTISTES

CelebrityWatch Report

Quarter 1 2019



Copyright © 2019 **Research 8020 Limited**. All Rights Reserved

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 evaluation and industry experts

RANKING CRITERIA

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

Data collection dates:
21st -31st March 2019

8020 Rating



PLATINUM: 100+ million online views



GOLD: 10-99 million online views



SILVER: 1-9 million online views



Findings

TOP 10 UGANDAN MUSICIANS

#10



ARTIST

Winnie Nwagi

GENRE

Secular

BEST SONG

Kano Koze



#9

ARTIST

Bebe cool

GENRE

Secular

BEST SONG

Love you everyday



#8

ARTIST Ykee benda
GENRE Secular
BEST SONG Property



research
8020'



#7

ARTIST

Sheebah Karungi

GENRE

Secular

BEST SONG

Weekend



#6

ARTIST

Juliana Kanyamozi

GENRE

Secular

BEST SONG

Usiende Mbali



#5

ARTIST

Abdu Mulaasi

GENRE

Secular

BEST SONG

Kokonyo



#4

ARTIST Rema
Namakula

GENRE Secular

BEST SONG Banyabo



research
8020'



#3

ARTIST Radio & Weasel
GENRE Secular
BEST SONG Hellena



#2

ARTIST Jose Chameleone
GENRE Secular
BEST SONG Badilisha



#1

ARTIST Eddy Kenzo

GENRE Secular

BEST SONG Sitya Loss



Top 50 List

QUARTER 1 of 2019

**ARTISTE****BEST RATED SONG**

1 Eddy Kenzo Sitya Loss

2 Jose Chameleon Badilisha

3 Radio & Weasel HELLENA

4 Rema Namakula Banyabo

5 Abdu Mulaasi Kokonyo

6 Juliana Kanyamozi Usiende Mbali

7 Sheebah Karungi Weekend

8 Ykee Benda Farmer remix

9 Bebe Cool Love you everyday

10 Winnie Nwagi KANO KOZE

11 Judith Babirye Nzujukira Mukama

12 Pallaso BUBBLE

13 Vinka Overdose

14 Bobi Wine KYARENGA

15 David Lutalo Nkwagalira ddala

ARTISTE**BEST RATED SONG**

16 Lydia Jazmine You and Me

17 King Saha BIRI BIRI

18 Fik Fameica Property

19 A Pass Didadada

20 Afrigo Band Oswadde Nyo

21 Geosteady Tokendeeza

22 B2C Ent Gutamiiza

23 Wilson Bugembe Wanaaza

24 Navio Nielewe

25 Cinderella Sanyu Ndi Mukodo

26 Paul Kafeero Buladina

27 Spice Diana Best Friend

28 Chris Evans Nguwe Ani

29 Joseph Ngooma Toburira

30 Lady Mariam Tinda Tine

31 Serena Bata Yegwe Munange

32 Chosen Becky Bankunza

33 Irene Ntale SEMBERA

ARTISTE**BEST RATED SONG**

34 Maureen Nantume Akambe

35 Maro Mubbi Bubbi

36 Papa Cidy Evalina

37 Eddy Yawe Tukiggale

38 Hanson baliruno Kandanda

39 Ziza Bafana Akalulu

40 Philly Lutaaya Born in Africa

41 Iryn Namubiru anjagala

42 Zari Hassan TOLOBA

43 Mary Bata Tugenda Komawa

44 Catherine Kusasira Sonyiwa Baano

45 Mariam Ndagire Byonna Twala

46 Haruna Mubiru Akasale

47 Lady titie tabel Kambyerabire

48 Fred Sebatta ENJAWULO YABAFUMBO

49 Desire Luzinda Ebyama

50 stecia mayanja Bitambula

Summary

- **Uganda in 3rd Position:** As far as music popularity goes, the Pearl of Africa's musicians rank 3rd after Tanzania and Kenya. Tanzanian music ranks far much higher than the other two countries combined. Tanzania is led by Diamond, Harmonize and Rayvanny in that order, whereas Kenya have Sauti Sol, Willy Paul and Otile Brown in that order
- **Kind Dethroned:** Eddy Kenzo has overtaken Chameleon to become the most popular artist. His best song – Sitya loss is about three times more popular than Chameleon's best song – Badilisha.
- **No Gospel in sight:** unlike Kenya, there is no gospel musician in the top 10 list. In Kenya half of the top musicians are gospel artistes. This shows that the Uganda has a more secular inclination.
- **Abdu Mulaasi:** Is the artist to watch CelebrityWatch experts predict that he is likely to become a number one challenger before the end of next year.

Any questions? Reach us on ask@research8020.com or +254 7 8020 8020

THANKS!

research
8020'

ESOMAR
yes member

RESEARCH 8020 LIMITED

3 Riverside Lane West
Riverside Drive
Nairobi, Kenya.
+254 7 8020 8020 - 21

ask@research8020.com | www.research8020.com

 @ Research8020

 @ Research8020

 @ Research8020

