

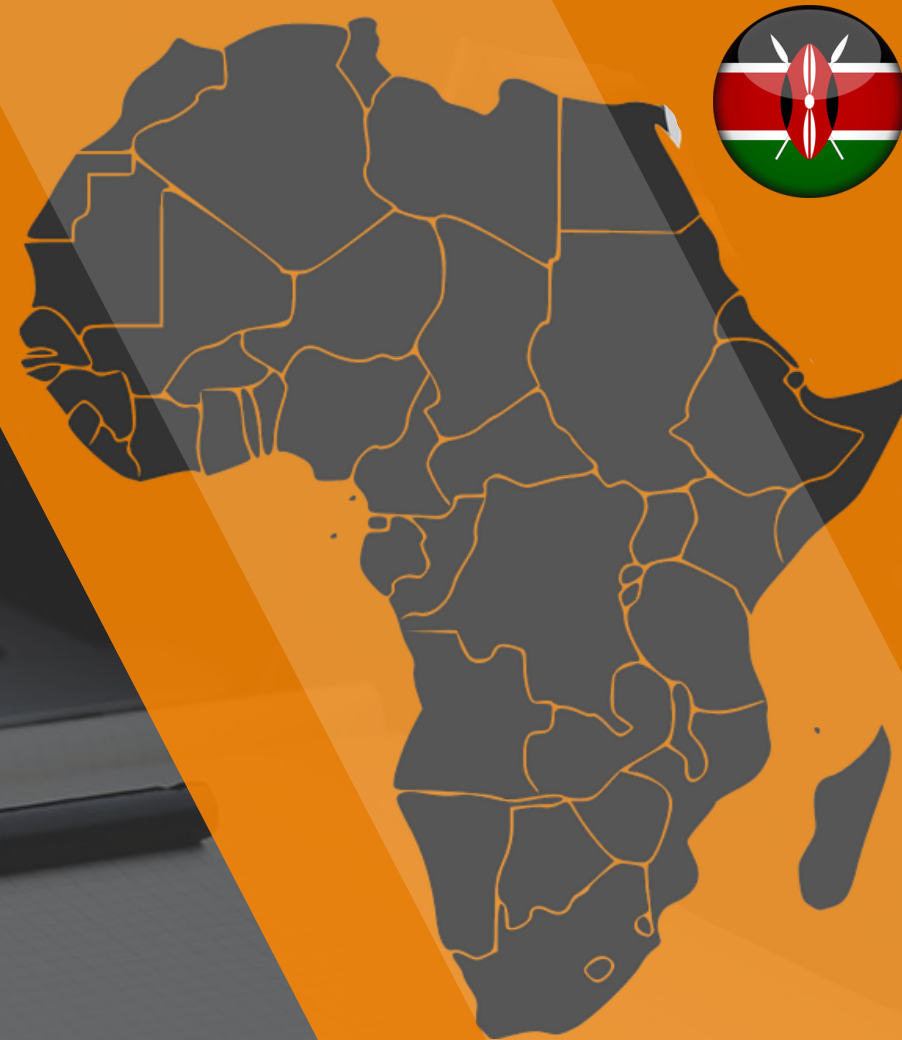
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## TOP KENYAN MUSIC ARTISTES

CelebrityWatch Report

Quarter 1 2019



# 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

# CelebrityWatch 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

Octopizzo

GENRE

*Secular*

BEST SONG

Oliel



#9

ARTIST

Florence Andenyi

GENRE

*Gospel*

BEST SONG

Kibali



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#8



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





#7

ARTIST

Akothee

GENRE

*Secular*

BEST SONG

Sweet love



#6

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



#5

ARTIST

Mercy Masika

GENRE

*Gospel*

BEST SONG

Mwema



#4

ARTIST

Nyashinski

GENRE

*Secular*

BEST SONG

Malaika



#3

ARTIST

Otile Brown

GENRE

*Secular*

BEST SONG

Chagua la moyo



#2

ARTIST Willy Paul  
GENRE *Gospel*  
BEST SONG I do



#1

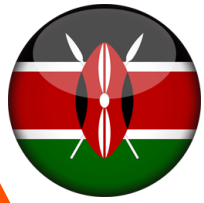
ARTIST Sauti Sol  
GENRE *Secular*  
BEST SONG Melanin



# Entire Top 50 List

QUARTER 1 of 2019





ARTISTE	BEST RATED SONG
16 Sarah K	Mnyunyizi Wangu
17 Jaguar	Kigeugeu
18 Khaligraph Jones	Micasa Sucasa
19 Ringtone	Tenda Wema
20 Daddy Owen	Wewe ni Mungu
21 Gilad	Unajua
22 King Kaka	Dundaing
23 Ethic	Lamba Lolo
24 Elani	Kokoo
25 Arrow Bwoy	Digi Digi
26 Timeless Noel	Odi dance
27 Ruth Wamuyu	Ngai Murathimi
28 Kenya Catholic**	Bwana ndiye Mchungaji
29 Stella Mwangi	Lookie Lookie
30 Kidum	NITAFANYA
31 Naiboi	2 in 1
32 Size 8	AFADHALI YESU

ARTISTE	BEST RATED SONG
33 Timmy Tdat	Wembe
34 Nameless	Butterfly
35 Phyllis Mbutia	Githi Tiwe Ngai
36 Samidoh	Ndiri Mutwe
37 Kansoul	Bablas
38 Avril	Hello baby
39 Paul Mwai	Murangiri
40 H_ART THE BAND	Nikikutazama
41 Victoria Kimani	Prokoto
42 Bruz Newton	Zigwembe
43 Emma Jalamo	We Chayo Jathum
44 Jose Gatutura	Turio Twega
45 Zikki	Take it slow
46 Joseph Kamaru	Muhiki wa Mikosi
47 Guardian Angel	Nadeka
48 Amos & Josh	Baadaye
49 Susumila	Ngoma Imezima
50 Collo	Bazokizo

ARTISTE	BEST RATED SONG
1 Sauti Sol	Melanin
2 Willy Paul	I do
3 Otile Brown	Chaguo la moyo
4 Nyashinski	Malaika
5 Mercy Masika	Mwema
6 Eunice Njeri	Nani Kama Wewe
7 Akothee	Sweet love
8 Angela Chibalonza	Ebenezer
9 Florence Andenyi	Kibali
10 Octopizzo	Oliel
11 Shiru wa GP	Irema
12 Sammy Irungu	Njira Ciaku
13 Les Wanyika	Sina Makosa
14 Bahati	Ndogo Ndogo
15 Gloria Muliro	Narudisha

# Summary

- Sauti Sol maintain a comfortable lead over the other artistes. Sauti Sol are 1.5 times bigger than their closest rival – Willy Paul. With this size of a gap, they are most likely going to be Kenya's top artistes for years to come
- In East Africa, Kenyan musicians rank far ahead of Ugandan artists. However, Tanzanian artistes (led by Diamond Platnumz) are at least 5 times bigger than our own. To put it into perspective – if Sauti Sol (Kenya's top) were to compete with Tanzania artistes, they would come rank number 5 behind Diamond Platnumz, Harmonize, Rayvanny and Ali Kiba – in that order.
- Unlike other East African countries, Kenya gospel musicians rank high. Of the top 10 musicians, 5 are gospel artists including the late Angela Chibalonza implying a very religious population
- Otile Brown's controversies have worked in his favour as people are listening to his music. He rose from previously being number 5 to number 3 edging out Mercy Masika and Nyashinski

Any questions? Reach us today on [ask@research8020.com](mailto:ask@research8020.com) or +254 7 8020 8020

# THANKS!



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