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## TOP NIGERIAN MUSIC ARTISTES

CelebrityWatch Report

Quarter 1 2019



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# 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 15 NIGERIAN MUSICIANS

#15



ARTIST Bracket  
GENRE Secular  
BEST SONG Mama Africa



#14



ARTIST	Mr. Eazi
GENRE	Secular
BEST SONG	Leg Over



#13



ARTIST	Timaya
GENRE	Secular
BEST SONG	Bum bum





#12

ARTIST	Tiwa savage
GENRE	Secular
BEST SONG	Ma lo



#11



ARTIST Maleek berry

GENRE Secular

BEST SONG Kontrol



#10



ARTIST	Patoranking
GENRE	Secular
BEST SONG	No Kissing



#9

ARTIST

Runtown

GENRE

Secular

BEST SONG

Mad over you



#8

ARTIST Korede bello  
GENRE Secular  
BEST SONG Do like that



#7

ARTIST Yemi Alade  
GENRE Secular  
BEST SONG Johnny



#6

ARTIST Mr. Flavour  
GENRE Secular  
BEST SONG Sexy rosey



#5

ARTIST

Wizkid

GENRE

Secular

BEST SONG

Come closer



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#4

ARTIST Sinach  
GENRE Gospel  
BEST SONG Way maker



#3

ARTIST Tekno Miles

GENRE Secular

BEST SONG Pana



#2

ARTIST Davido  
GENRE Secular  
BEST SONG Fall



#1

ARTIST P Square  
GENRE Secular  
BEST SONG Personally



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\*Split up in 2017

# Top 50 List

QUARTER 1 of 2019



	ARTISTE	BEST RATED SONG
1	Psquare	Personally
2	Davido	Fall
3	Tekno Miles	Pana
4	Sinach	WAY MAKER
5	Wizkid	Come closer
6	Mr. Flavour	Sexy Rosey
7	Yemi Alade	Johnny
8	Korede Bello	Do Like That
9	Runtown	Mad Over You
10	Patoranking	No Kissing
11	Maleek Berry	Kontrol
12	Tiwa Savage	Ma Lo
13	Timaya	Bum Bum
14	Mr Eazi	Leg Over
15	Bracket	Mama Africa

	ARTISTE	BEST RATED SONG
16	Kiss Daniel	Woju
17	Olamide	Wo
18	Don Jazzy	Adaobi
19	Ada	ONLY YOU JESUS
20	Dbanj	oliver twist
21	Chidinma	Fallen inlove
22	Iyanya	Kukere
23	Burna Boy	On the Low
24	Joe Praize	MIGHTY GOD
25	Nneka	Heartbeat
26	Phyno	Fada Fada
27	Kcee	Pullover
28	YCEE	Juice
29	Skales	Shake Body
30	Reekado Banks	Easy Jeje
31	Mayorkun	Mama
32	J Martins	Touchin Body
33	Wande Coal	Iskaba

	ARTISTE	BEST RATED SONG
34	Falz	This is Nigeria
35	Mc Galaxy	Nek-Unek
36	Banky W	All I want is you
37	Paul Okoye	Nkeji Keke
38	Frank Edwards	Frank Edwards
39	Lil Kesh	Shoki RMX
40	2baba	African Queen
41	Fela Kuti	Water no get enemy
42	Simi	Joromi
43	Adekunle Gold	Pick up
44	Peter Okoye (Mr. P)	Cool it Down
45	Harrysong	Reggae blues
46	Asa	Jailer
47	Niniola	Maradona
48	L.A.X	Ginger
49	Duncan Mighty	Obianuju
50	Ice prince	Oleku

# Summary

- **P Square at the helm:** Despite having split up in 2017, P square are still the most popular musicians in Africa. Individually the duo, Paul and Peter, rank 37<sup>th</sup> and 44<sup>th</sup> respectively. Needless to say, they are better off settling the differences and merging back together.
- **Davido rising fast:** Davido's popularity is soaring and he is showing no signs of slowing down. His song Fall has over 100m views. We predict that his popularity will surpass that of P Square to become the biggest artist in Africa by Q3 this year. Stay tuned on CelebrityWatch to find out
- **Sinach riding high:** Sinach is the only gospel artist in our top list. It appears her contemporary style augers well with the African audience.
- **Davido, Sinach & Yemi Alade:** These three artists are the only artists in Africa who have songs with more than 100million views on YouTube. Their songs are: Fall-Davido, Way maker-Sinach and Johnny-Yemi Alade.

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

# THANKS!



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