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TOP TANZANIAN 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 10 TANZANIAN MUSICIANS

#10



ARTIST

Nandy

GENRE

Secular

BEST SONG

Ninogeshe



#9

ARTIST Navy Kenzo

GENRE *Secular*

BEST SONG Katika



#8



ARTIST Yamoto Band
GENRE *Secular*
BEST SONG Nitakupwelepweta



#7



ARTIST Lava Lava
GENRE *Secular*
BEST SONG Tuachane



#6



ARTIST

Aslay**

GENRE

Secular

BEST SONG

Muhudumu



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**Formerly in Yamoto Band

#5



ARTIST

Mbosso**

GENRE

Secular

BEST SONG

Jibebe



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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

Secular

BEST SONG

Nana



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Top 50 List

QUARTER 1 of 2019

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

1	Diamond Platnumz	Nana
2	Harmonize	Kwangaru
3	Rayvanny	Kwetu
4	Ali Kiba	Mwana
5	Mbosso	Jibebe
6	Aslay	Muhudumu
7	Lava Lava	Tuachane
8	Yamoto band	Nitakupwelepweta
9	Navy Kenzo	Katika
10	Nandy	Ninogeshe
11	Darassa	Muziki
12	Rich Mavoko	Ibaki
13	Chege	Waache Waoane
14	Christina Shusho	Ninanga'ra
15	Good luck Gozbert	Hauwezi kushindana

ARTISTE**BEST RATED SONG**

16	Vanessa Mdee	Juu
17	Maua Sama	Lokote
18	Rose Mhando	Yesu nakupenda
19	Professor Jay	Kipi sijaskia
20	AY	Zigo
21	Juma Jux	Utania
22	Dogo Janja	Banana
23	Ben Pol	Moyo Mashine
24	Saida Karoli	Ndombolo
25	Christian bella	Nishike
26	Lady Jay Dee	Together rmx
27	Mwana FA	Dume Suruali
28	Linex	Salima
29	Mr.Blue	Mboga Saba
30	Bi Kidude	Muhogo wa Jang'ombe
31	Barnaba Classic	Lover Boy
32	Nay wa Mitego	Akadumba
33	Nay wa Mitego	Muhogo wa Jang'ombe

ARTISTE**BEST RATED SONG**

34	Kassim Mganga	Subira
35	TID	Nyota Yako
36	Nedy	Usiende Mbali
37	Ruby	Na Yule
38	Ommy Dimpoz	Yanje
39	Ray c	Wanifautia nini
40	Joh Makini	Perfect Combo
41	lulu diva	Ona
42	Shetta	Hatufanani
43	Shilole	Lawama
44	Roma	Zimbabwe
45	Tunda Man	Msambinungwa
46	Queen Darleen	Touch
47	Linah	Raha jipe wewe mwenyewe
48	Bill Nass	Mazoea
49	Lammeck Ditto	Moyo Sukuma damu
50	Bright	Umebadilika

Summary

- ▶ **Diamond & Harmonize at the helm:** Diamond is the most popular musician in Eastern Africa having a significant lead over other musicians in the region. The only other musician who comes close to Diamond's popularity is Harmonize – these two are the only Platinum™ rated artistes in the region only rivalled by their counterparts from Nigeria
- ▶ **Wasafi dominate:** Wasafi dominates are a force to reckon in the Tanzanian music scene. This is because, out of all the top ten musicians, seven are signed to Wasafi WCB. The record label is destined to grow significantly.
- ▶ **Gospel music has been edged out:** The Tanzanian music scene is dominated by secular musicians unlike in Kenya where half of the top ten musicians are gospel artists – this implies that the Christian values in the country are under threat
- ▶ **Mbosso on the rise:** Following the split of Yamoto band in 2016 – Mbosso has been raising steadily to beat all other former band members including one of the most vocal member - Aslay

THANKS!




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