

Brand partnership

Product placement will be a trend to look out for in brand campaigns for 2022 in the 'band wagon' times we are in, I can bet my money on that.

WE CREATE ORIGINAL MEDIA MOMENTS AND CAMPAIGNS FOR BRANDS USING MUSIC TO ENGAGE AUDIENCES. FROM CONCEPT AND STRATEGIC DEVELOPMENT THROUGH TO CAMPAIGN EXECUTION, WE MANAGE ALL ASPECTS OF COLLABORATIONS WITH THE WORLD'S BIGGEST ARTISTS

Fleeting deals



Client: Guinness

Artiste's: Sean Tizzle

Music video: Komole

Evaluation: 25 million impression.

13 Photo New Stories, With 2835 Comments. Over 6 Million Social Media Reach,

Over 78 Million

427 Mentions

> 6 Million Potential Consumers Reached

Across Social Media Impressions Websites and Blogs and Most Comments Were Positive. **With**

Paid Media 4.6%

Earned Media 95.4%



SEAN TIZZLE - KOMOLE (OFFICIAL VIDEO)

389,759 views · 11 Dec 2013

2.3K DISLIKE SHARE SAVE ...

YouTube Videos

>131 Million

Impressions were sustained on Social Media

20 Print Mentions

19 Million People Reached On Social Media as 1827 Unique Users

Posted 7137 Unique Posts of the brand On Instagram

And Twitter.

Over 100 Images Captured and Shared Online

10 Print Media Publications across National Dailies also Inspired Feature Articles

On Five Major Print Platforms

13 News Mentions

60 Online Mentions

Media Mentions

87.3% Earned

& 12.7% Paid

Online Mentions

15 Paid, 257 Earned Mentions



Client: Ciroc

Artiste's: Banky W

Music video: Jasi

Evaluation: 25 million impression.

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Social Media Reach, Over 78 Million

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Banky W - Jasi (OFFICIAL VIDEO)

2,317,691 views • 27 Nov 2013

👍 8.1K 🗑️ DISLIKE ➦ SHARE ⌵ SAVE ...

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Boomplay

Client: Boom Play
Artiste's: Femi One
Music:

She dedicated one of the costume design and bag with boom play logo used in the video in return for cash reward

Evaluation: 25 million impression.

13 Photo New Stories, With 2835 Comments. Over 6 Million Social Media Reach, Over 78 Million 427 Mentions

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#FemiOne #Balance #Kakaempireisthelifestyle
FEMI ONE - BALANCE (OFFICIAL MUSIC VIDEO)

104,266 views · Premiered on 18 Aug 2021

👍 5.7K 🗑️ DISLIKE ➦ SHARE ⚙️ SAVE ...

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Client: Monster Energy Drinks

Artiste's: Femi One

Music:

She dedicated one of the costume design and bag with boom play logo used in the video in return for cash reward

Evaluation: 25 million impression.

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#FemiOne #GreatnessAlbum #Kenya

Highlights From Femi One Greatness Album Listening Party

1,135 views · 28 May 2021

25 DISLIKE SHARE SAVE ...

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Comments Were Positive. **With**
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Earned Media 95.4%

Client: PEP

Artiste's: Femi One

Music:

She dedicated one of the costume design and bag with boom play logo used in the video in return for cash reward

Evaluation: 25 million impression.

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Client: BoLT

Artiste's: Falana

Music: Sweet Adetola

She dedicated one of the costume design and bag with boom play logo used in the video in return for cash reward

Evaluation: 25 million impression.

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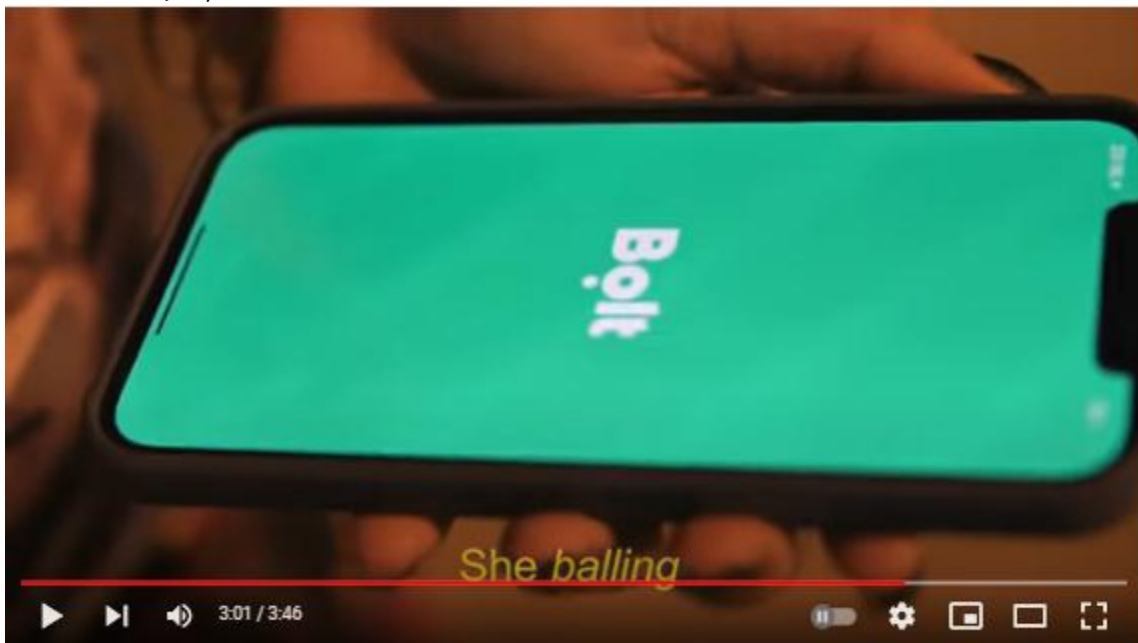
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#Falana #Rising #RnB

Falana - Sweet Adetola (Visualizer)

91,647 views · 19 Nov 2021

👍 109 🗑 DISLIKE ➦ SHARE ⌵ SAVE ...

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Client: Avenger Milk

Artiste's: AV

Music: Confession

She dedicated one of the costume design and bag with boom play logo used in the video in return for cash reward

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AFRICA

AV - CONFESSION (OFFICIAL VIDEO)

1,068,562 views · Premiered on 19 Nov 2021

11K DISLIKE SHARE SAVE ...

YouTube Videos

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