

**J-WORLD®**

# **PRODUCTION CASE STUDIES**

**Prepared by Joseph King**

NOV 2, 2021



*Client:* King Promise

*Label:* Legacy Life Entertainment

*Song:* Slow Down

*Year:* 2021

*Director:* Andymadjitey

Artist King Promise has taken his music career to the next level and has developed a solid brand with recent success. His single, “ “, reached number one on the boom play and YouTube chart.

*Our Mission*

Our Mission was to produce the video of slow down with the goal of reaching 10million views and help assist with his growth and to increase streams and fans globally.



1.8 MILLION+  
VIEWS  
CURRENTLY

100 %

1.8M+ views

VIEWS

26k

VIDEO LIKES

5000

VIDEO

COMMENTS

- ACHIEVEMENT

Nominated for Best African music act at the MOBO awards 2021 due to the popularity of the song which was further promoted with the visual.



**Client:** NIKITA KERING

**Label:** EMPAWA

Song: nikita kering ex 3.5m winner afrima best video

Year: 2021

Nikita Kering is a Kenya singer, Actress and media personality. She is currently signed to Empower Africa. She has collaborated with many top African artists and has won several awards including best Female artist in East Africa at the Afrima award.

Our Mission

Our Mission was to produce the video of EX with the goal of reaching a greater audience globally.

#NikitaKering #Ex  
 Nikita Kering' - Ex (Official Music Video)  
 3,706,002 views · Premiered on 11 Jun 2021

95K DISLIKE SHARE SAVE ...

3.7 MILLION+ VIEWS CURRENTLY  
 3.7M+ views VIEWS  
 95k VIDEO LIKES  
 11000 VIDEO COMMENTS



*Client: JOEBOY*

*Label: EMPAWA*

*Song: Door remix ft Kwesi Arthur*

*Year: 2021*

*Artist Joseph Akinwale known professionally as Joeboy is a Nigerian singer and songwriter signed to Mr Eazi Empawa Africa in 2017. He has releases hit back to back and have been nominated and*

*won several awards.*

*Our Mission*

*Our Mission was to produce the video of Door (remix) with the goal of creating a thrilling visual and increase the popularity of the artist.*



3.9 MILLION+ VIEWS  
CURRENTLY

3.9M+ views

55k

VIDEO LIKES

15000

VIDEO COMMENTS



**Client:** Patoranking

**Label:** Foston Music

**Song:** Heal the world by patoranking by bera 2.4m won mobo award 2019 and MVP Award.

**Year:** 2019

Artist Patrick Okorie better known by his stage name Patoranking is a Nigerian reggae-dancehall singer and songwriter. Since releasing the hit single Alubarika in collaboration with Timaya in 2013, he has been in the limelight with several singles releases, awards nominations and winners.

*Our Mission*

*Our Mission was to produce the video of 'Heal the world' with an inspirational visual that will touch and impact lives. We were able to achieve that and more.*



2.4 MILLION+  
VIEWS  
CURRENTLY

2.4M+ views

VIEWS

43k

VIDEO LIKES

19000

VIDEO

COMMENTS

#Patoranking #HealDWorld #Vevo  
Patoranking - Heal D World (Official Video)

2,449,166 views • 18 Aug 2018

43K DISLIKE SHARE SAVE ...



*Client:* Gyakie

*Label:*

Song: *Need me* by Gyakie 3.6M views dir by Andymadjitey

Year: 2021

Artist Jackline Acheampong known professionally as Gyakie is a Ghanaian Afrobeat/Afro singer. Since her first single 'Love is pretty' in 2019, she has been a bubbling name in the music industry in Africa.

*Our Mission*

*Our Mission was to produce the video of Need Me with the goal of reaching new fans globally. We achieved that and more.*



3.6 MILLION+ VIEWS  
CURRENTLY

3.6M+ views

VIEWS

91k

VIDEO LIKES

21000

VIDEO COMMENTS



*Client:* DJ TARICCO

*Label:*

*Song:* FJ Tarico ft Burna boy,  
Yaba Buluku

*Year:* 2021

*Artist DJ Tarico is a DJ and  
record producer from*

*Moambique. His music is inspired by the fusion of Amapiano ith elements of Mozambican pop music.*



#YabaBuluku #mozplano2 #Preck  
Dj Tarico & Burna Boy - Yaba Buluku (Remix) [Official Video] (feat. Preck & Nelson Tivane)  
5,662,500 views · Premiered on 13 Jul 2021

*Our Mission*

*Our Mission was to produce the  
video of Yababuluku with  
inspiration from Nigeria. We did  
that and created a monster hit  
video for the song which earn  
him some international  
recognition and award  
nominations.*

*5.6 MILLION+ VIEWS  
CURRENTLY*

*5.6M+ views*

*VIEWS*

*61k*

*VIDEO LIKES*

*24000*

*VIDEO COMMENTS*



*Client:* BUJU

*Label:* TO YOUR EARS ENTERTAINMENT

*Song:* Buju, so lovely

*Year:* 2021

Artist Daniel Benson is a Nigerian singer and songwriter. He is talented for his unique voice and singing prowess. He has collaborated with many top rated artists and release singles and EP.

*Our Mission*

Our Mission was to produce the video of So lovely with the goal of reaching 10million views and help assist with his growth and to increase streams and fans globally.



900k  
THOUSAND+  
VIEWS  
CURRENTLY  
900K+ views  
VIEWS  
6.9k  
VIDEO LIKES  
5000  
VIDEO  
COMMENTS  
TOTAL STREAMS

*Marketing Plan & Overall Strategy*

- Song was placed on over 500 major blogs in 42 hours
- video was plugged to Online and Local Radio Channels
- Song was placed on popular Spotify playlists
- Branding her album cover Art and Beautiful photo-shoot to attract the elites.
- Song was rotated on several radio stations



- video was placed on over 500 major blogs in 48 hours
- video was syndicated worldwide
- Video was embedded in thousands of websites online and shared



*Client:* Guchi

*Label:* PG Entertainment

*Song:* Jenifer by Guchi 31m

*Year:* 2021

Artist Ugochi Onuoha popularly known as Guchi is a Nigerian musician, singer and songwriter. She is signed to PG records. She is a fast rising Nigeria singer and rave of the moment.

#### *Our Mission*

*Our Mission was to produce the video of Jennifer with the goal of reaching 10million views to launch her music career and help assist with his growth globally.*

**32 MILLION+ VIEWS CURRENTLY**

100 %

32M+ views

VIEWS

100 %

92k

VIDEO LIKES

100 %

21000

VIDEO COMMENTS



**Client:** Falz x Niniola

**Label:** Bahd Guys

**Song:** Squander

**Year:** 2021

**Director:** Oluthewave

Artist Folarin Falana known as Falz is a Nigeria rapper, songwriter and Actor. He has taken his music career to the next level. He is

the first Nigerian Nominee at the BET Hio hop Awards and also won the BET viewers choice Best international Act.

*Our Mission*

Our Mission was to produce the video of Squander to take his music career to the next level and developed a solid brand with recent success. The song and video, “ “, reached number one on the boom play and YouTube

chart.



1.4 MILLION+ VIEWS CURRENTLY

100 %

1.4M+ views

VIEWS

29k

VIDEO LIKES

5000

VIDEO

COMMENTS

- ACHIEVEMENT



*Client: Vector*

*Label: GRAP Entertainment LTD*

*Song: License*

*Year: 2021*

*Director: Oluthewave*

Artist Olanrewaju Ogunmefun better known by his stage name Vector, is a Nigerian rapper and songwriter. He has released three studio albums, including state of surprise and the second coming and Bar Racks. His has been nominated for several awards including The Headies for Best Rap single.

*Our Mission*

*Our Mission was to produce the video of License with the goal of reaching more audience and help assist with his growth globally.*



300K THOUSAND+ VIEWS CURRENTLY

100 %

300K+ views

VIEWS

6.6k

VIDEO LIKES

2000

VIDEO COMMENTS



*Client:* Rayvanny

*Label:* WCB Wasafi

*Song:* Number One

*Year:* 2021

*Director:* Kenny

Artist Raymond Shaban Mwakyusa, better known as Rayvanny, is a Tanzanian musician, songwriter and recording artist signed under WCB Wasafi record label. He is the most successful musician in Tanzania from Mbeya region. He has been nominated and won several awards including Afrima for best East Africa Artist.

*Our Mission*

*Our Mission was to produce the video of slow down with the goal of reaching 50million views and help assist with his growth and to increase streams and fans globally.*



53 MILLION+  
VIEWS  
CURRENTLY

100 %

53+ views

VIEWS

224k

VIDEO LIKES

55000

VIDEO  
COMMENTS

- **ACHIEVEMENT**

*Afrima music award for best Male artist East Africa.*