

Highlighting breaking African artists to students and youth across the continent

Motorola and MTV Networks have extended their MTV Alert partnership to the African continent for the first time. 'MTV Alert with Motorola' is a multi-faceted pan-African marketing initiative targeted at young adult and student audiences and aims to deepen Motorola's connection with young music fans by building its association with breaking artists and emerging talent across sub-Saharan Africa. The initiative kicked off in June 2006.

Comments Alex Okosi, vice president and general manager, MTV Networks Africa, "MTV Alert with Motorola aims to identify the African artists and bands we believe have the potential to break beyond their own markets into the wider world. By showcasing the unique music and style of these artists to a pan-African audience, we hope to expose them to new audiences in the youth and student community via tightly targeted programming, mobile and online content, and live events."

The MTV Alert with Motorola campaign comprises an integrated on-air advertising campaign and sponsorship package, high impact on-the-ground music events, monthly on-air competitions to win Motorola products and VIP concert packages, bespoke mobile phone content for Motorola handsets, targeted campus and club oriented marketing activities and in-store activation throughout all Motorola retail outlets.

MTV Alert with Motorola will air across sub-Saharan Africa, broadcasting via the DStv pay-tv platform (DStv Channel 88), as well as on MTV base programming blocks on terrestrial broadcasters STV (Nigeria), Metro TV (Ghana), and NTV (Kenya).

Artist of the month

One of the key elements of the campaign will be the creation of a monthly 'MTV Alert Artist of the Month', focusing on new or 'breaking' artists from sub-Saharan Africa and chosen by MTV base for their fresh contribution to popular music culture.

Each month, the MTV Alert Artist of the Month will receive prominent exposure on MTV base, featuring in a dedicated 'rockumentary'-style half-hour TV programme and a daily 30-second programming 'vignette' throughout the month, with the spotlight on the music and style that defines them and their fans. The first episode focused on contemporary Afro-pop combo and multiple SAMA award nominee Freshly ground from South Africa.

South African, Nigerian and Kenyan music consumers will also have the opportunity to witness some of Africa's breaking artists performing at specially created MTV Alert with Motorola events. The campaign will include three live music events at key student hangouts in Lagos, Johannesburg and Kenya, where MTV base viewers will choose the talent lineup. SMS and online voting via the dedicated MTV Alert with Motorola website will allow fans to select their favourite artists from a shortlist

of talent drawn up by MTV base.

Concludes Sarit Reoveni, Motorola marketing manager, "Music is one of Motorola's key focus areas... MTV Alert with Motorola gives us a strong voice to reach our customers, through a medium that they can all relate to."

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