

MUSICAL ARTIST

MEDIA KIT

+27 62 155 6038

CHICCOALOT@GMAIL.COM

A portrait of a young man with short dark hair, wearing clear-rimmed glasses and a small earring. He is wearing a black leather jacket with bright green panels on the shoulders and sleeves. The background is solid black. The name 'CH'CCO' is overlaid in large white letters.

CH'CCO

ABOUT ME

1

SHIKO MATLEBJANE, PROFESSIONALLY KNOWN AS CH'CCO, IS A MULTI-PLATINUM SOUTH AFRICAN ARTIST CELEBRATED FOR HIS DYNAMIC PRESENCE IN THE AMAPIANO MUSIC SCENE. BORN IN FEBRUARY 2000 IN SOWETO, GAUTENG, AND RAISED IN BOTH PIMVILLE AND MAMELODI, PRETORIA, CH'CCO'S DIVERSE UPBRINGING HAS PROFOUNDLY INFLUENCED HIS MUSICAL STYLE, ALLOWING HIM TO SEAMLESSLY BLEND VARIOUS CULTURAL SOUNDS INTO HIS WORK.

2

CH'CCO'S METEORIC RISE BEGAN IN 2021 WITH THE RELEASE OF THE CHART-TOPPING SINGLE "NKAO TEMPELA," A COLLABORATION WITH MELLOW & SLEAZY, WHICH SOLIDIFIED HIS STATUS AS A PROMINENT FIGURE IN AMAPIANO. HIS SUBSEQUENT HITS, INCLUDING "PELE PELE" FEATURING FOCALISTIC AND MELLOW & SLEAZY, AND "BANYANA KE BAFANA" WITH PABI COOPER AND FOCALISTIC, HAVE FURTHER SHOWCASED HIS VERSATILITY AND BROAD APPEAL.

3

IN ADDITION TO HIS DOMESTIC SUCCESS, CH'CCO HAS EXPANDED HIS REACH INTERNATIONALLY, TOURING EUROPE AND COLLABORATING WITH RENOWNED AFRICAN ARTISTS SUCH AS NIGERIA'S TENI AND TANZANIA'S MARIOO. HIS UNIQUE SOUND – A FUSION OF TRADITIONAL AFRICAN RHYTHMS AND CONTEMPORARY AMAPIANO BEATS – RESONATES WITH A DIVERSE AUDIENCE, TRANSCENDING GEOGRAPHICAL AND CULTURAL BOUNDARIES.

4

CH'CCO'S COMMITMENT TO HIS CRAFT AND HIS ABILITY TO INNOVATE WITHIN THE GENRE HAVE POSITIONED HIM AS A LEADING FIGURE IN THE NEXT GENERATION OF AMAPIANO ARTISTS. WITH A RAPIDLY GROWING FAN BASE AND A STRING OF SUCCESSFUL RELEASES, HE CONTINUES TO PUSH THE BOUNDARIES OF THE GENRE, MAKING SIGNIFICANT CONTRIBUTIONS TO THE GLOBAL MUSIC LANDSCAPE.

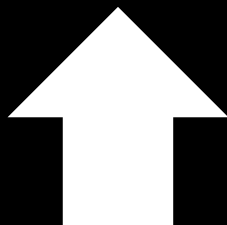
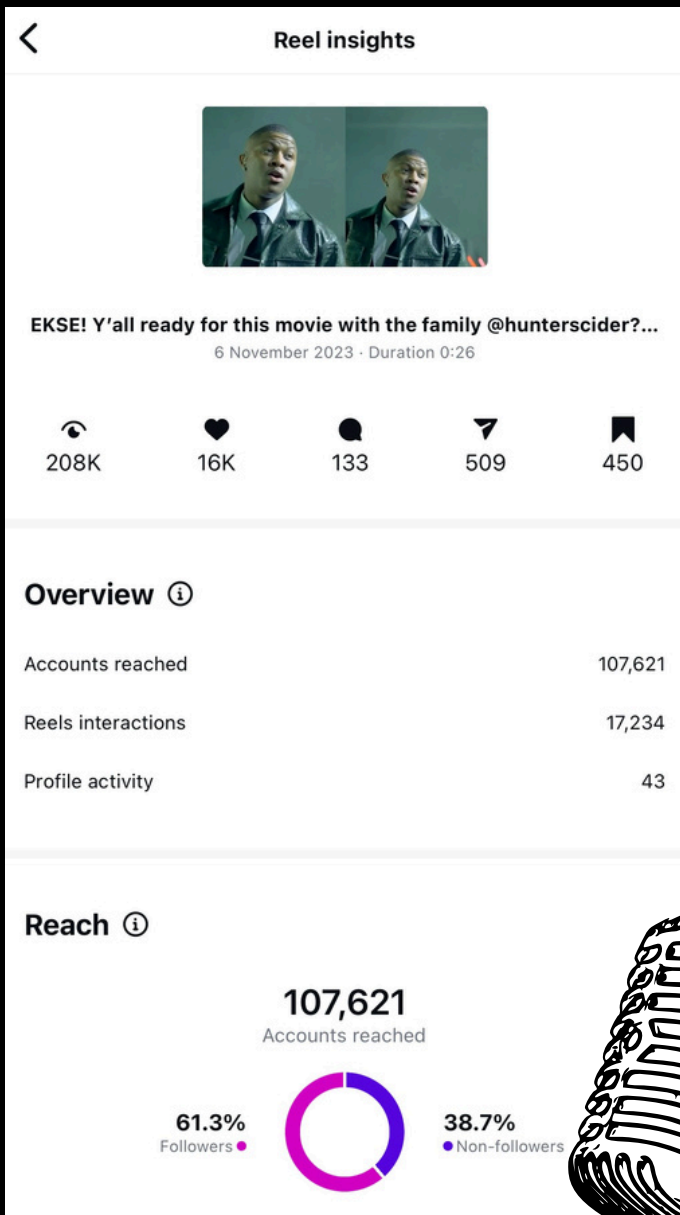
EXAMPLES OF MY WORK

BRAND COLLABORATIONS

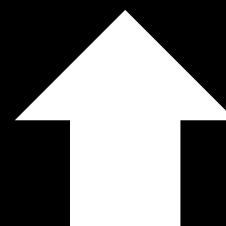
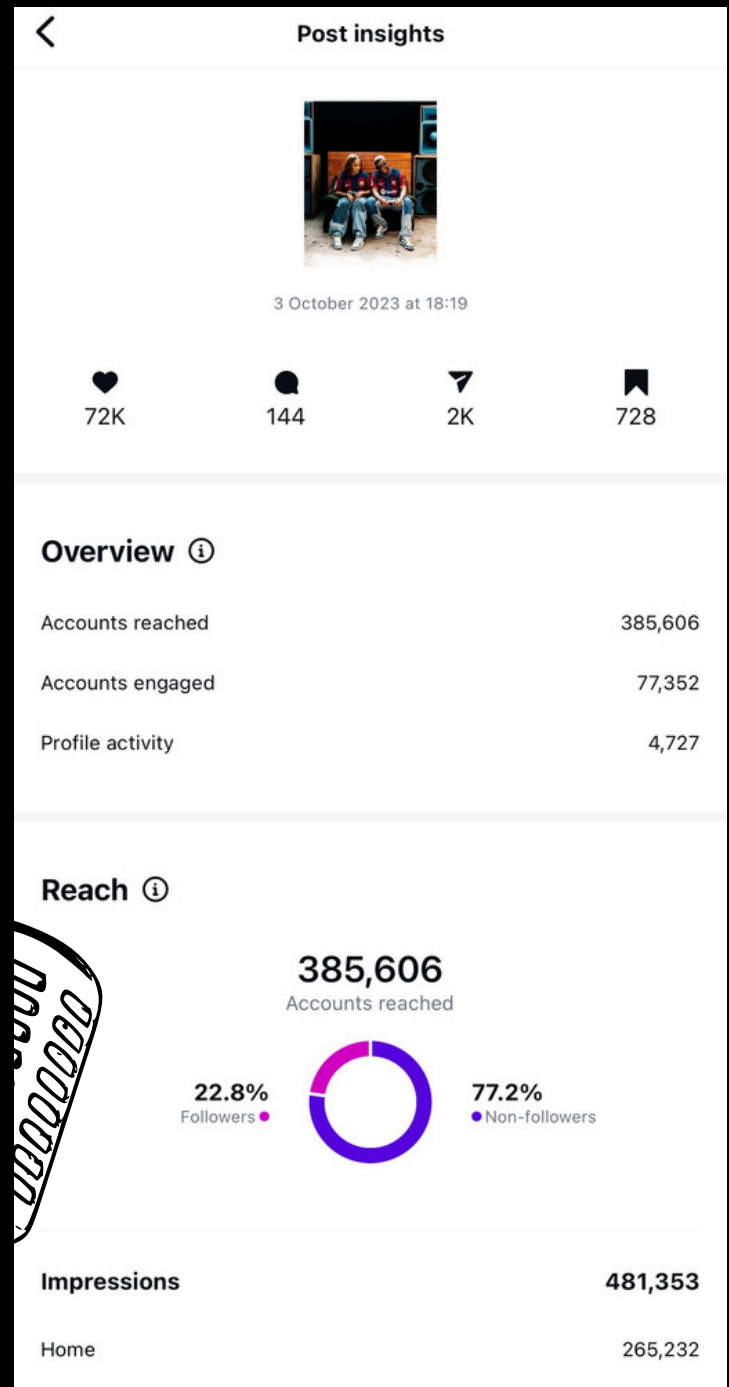


CASE STUDIES

BRAND COLLABORATIONS



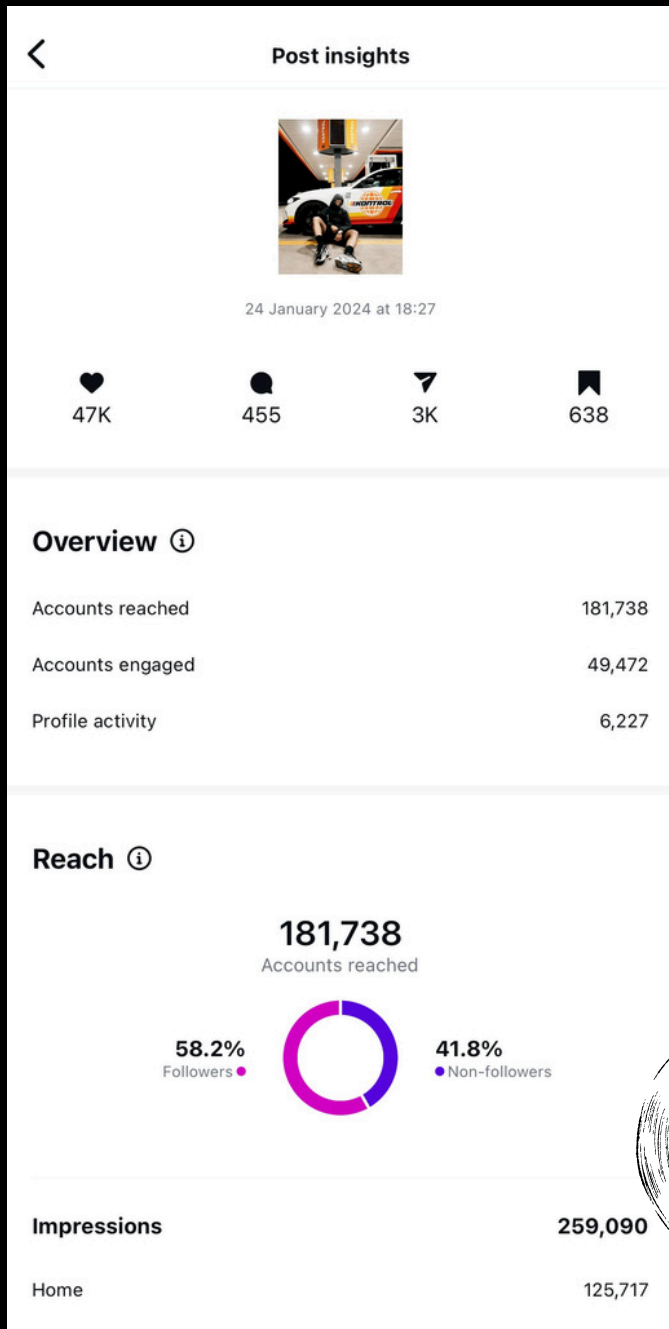
HUNTERS COLLABORATION INSTAGRAM
INSIGHTS



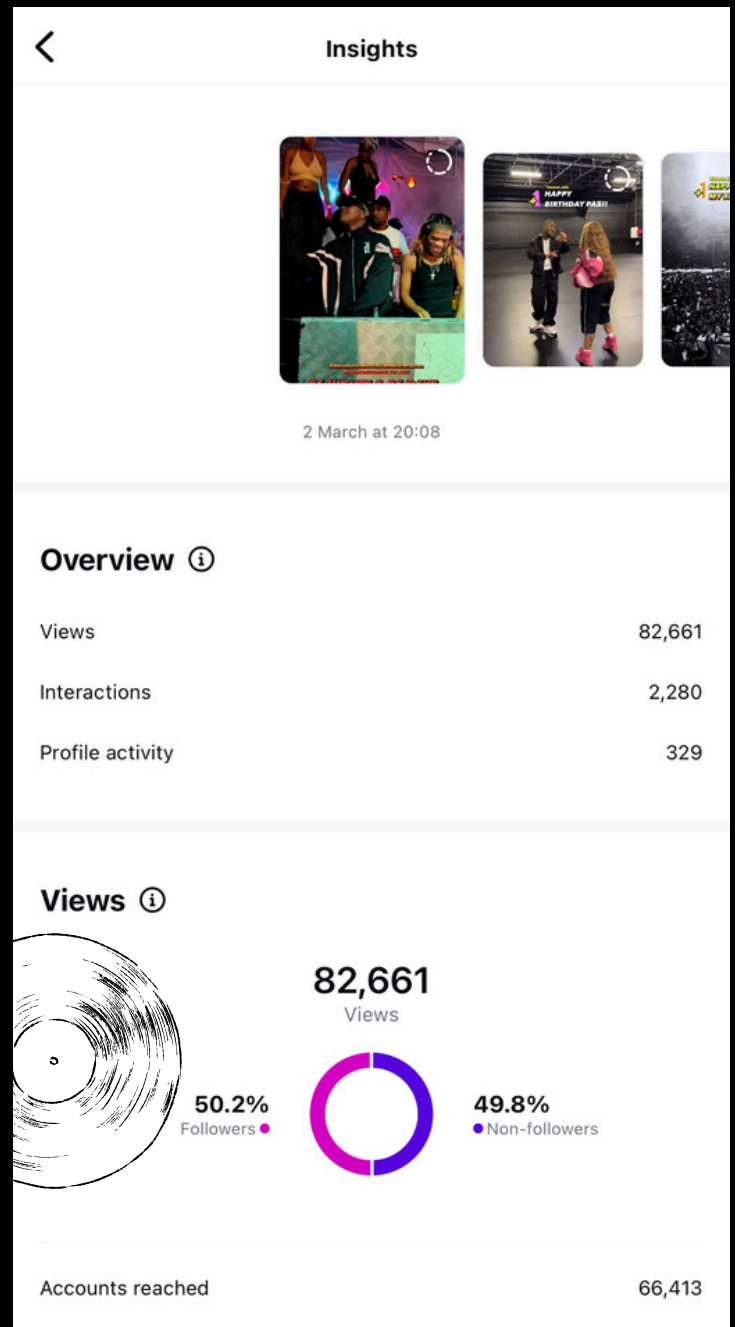
SPOTIFY X BARCELONA COLLABORATION
INSTAGRAM INSIGHTS

CASE STUDIES

BRAND COLLABORATIONS



INSTAGRAM POST INSIGHTS



INSTAGRAM STORY INSIGHTS

LIST OF SERVICES

INSTAGRAM

INSTAGRAM SINGLE FEED POST
INSTAGRAM CAROUSEL FEED POST
INSTAGRAM STORY POST (3 BUNDLE)
INSTAGRAM FLIER POST (SINGLE)
INSTAGRAM REEL
LINK ADDED TO BIO
COLLABORATION POST (ADD ON)

YOUTUBE

FULL DEDICATED VIDEO
PRODUCT INTEGRATION VIDEO
LINK ADDED TO BIO
YOUTUBE SHORT
COMMUNITY POST

TIK TOK

DEDICATED TIKTOK VIDEO
PRODUCT INTEGRATION VIDEO
LINK ADDED TO BIO
STORY POST

OTHER SERVICES

SPEAKER
PANELIST
EMAIL BLAST
UGC

2

MY STATISTICS

FOLLOWER COUNTS

YouTube **66.1K**

Instagram **358K**

Tik Tok **441.3K**

AUDIENCE DEMOGRAPHIC

Gender

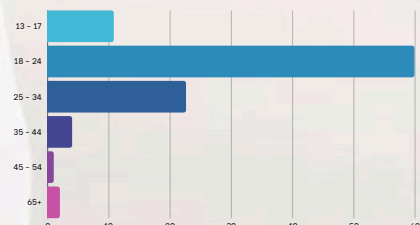


45.6%
female



54.3%

Age



PLEASE NOTE: USAGE AND EXCLUSIVITY WILL VARY BASED ON PROJECT. CONTACT FOR FURTHER DETAILS

CH'CCO IS MORE THAN AN ARTIST – HE'S A CULTURAL FORCE WITH A GROWING, LOYAL AUDIENCE AND A UNIQUE ABILITY TO CONNECT WITH GEN Z AND MILLENNIAL MARKETS. WE'RE LOOKING TO BUILD MEANINGFUL, FORWARD-THINKING BRAND PARTNERSHIPS THAT RESONATE WITH HIS LIFESTYLE, CREATIVITY, AND INFLUENCE.

IF YOUR BRAND ALIGNS WITH CH'CCO'S ENERGY AND VISION, WE'D LOVE TO EXPLORE HOW WE CAN CREATE SOMETHING IMPACTFUL TOGETHER.

GET IN TOUCH

EMAIL: CHICCOALOT@GMAIL.COM
PHONE: +27 62 155 6038

LET'S BUILD SOMETHING ICONIC.