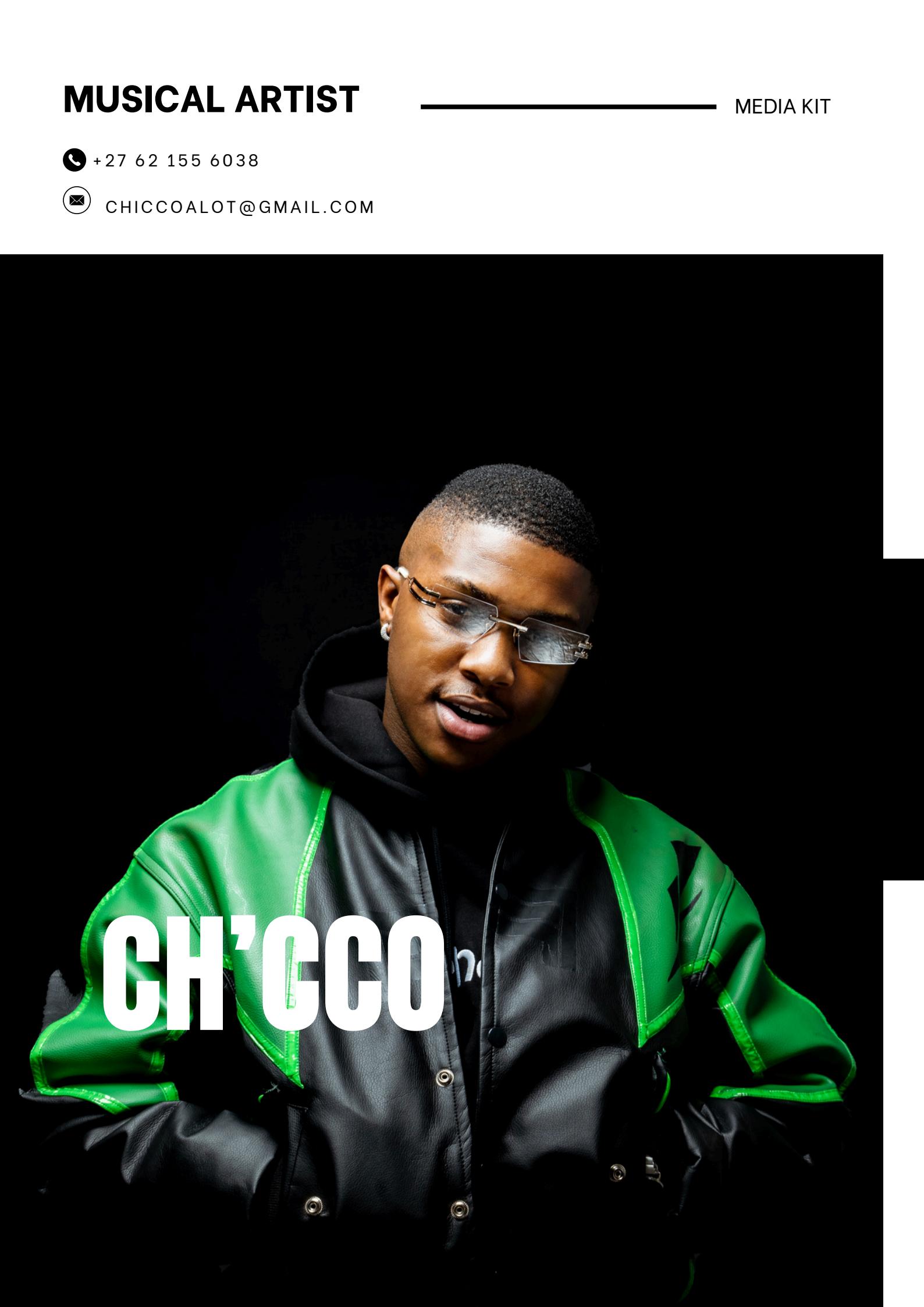


MUSICAL ARTIST

MEDIA KIT

📞 +27 62 155 6038

✉️ CHICCOALOT@GMAIL.COM



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 "NKAQO 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

Reel insights



EKSE! Y'all ready for this movie with the family @hunterscider?...
6 November 2023 · Duration 0:26

208K views • 16K likes • 133 comments • 509 saves • 450 shares

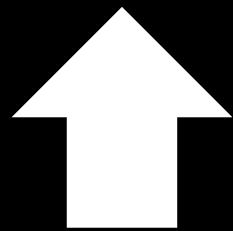
Overview ⓘ

Accounts reached	107,621
Reels interactions	17,234
Profile activity	43

Reach ⓘ



107,621 Accounts reached
61.3% Followers • 38.7% Non-followers



HUNTERS COLLABORATION INSTAGRAM
INSIGHTS

Post insights



3 October 2023 at 18:19

72K likes • 144 comments • 2K saves • 728 shares

Overview ⓘ

Accounts reached	385,606
Accounts engaged	77,352
Profile activity	4,727

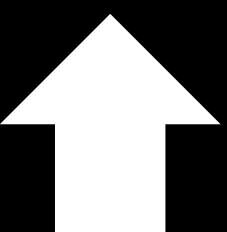
Reach ⓘ



385,606 Accounts reached
22.8% Followers • 77.2% Non-followers

Impressions

Home	481,353
265,232	



SPOTIFY X BARCELONA COLLABORATION
INSTAGRAM INSIGHTS

CASE STUDIES

BRAND COLLABORATIONS

< Post insights

24 January 2024 at 18:27

47K 455 3K 638

Overview ⓘ

Accounts reached	181,738
Accounts engaged	49,472
Profile activity	6,227

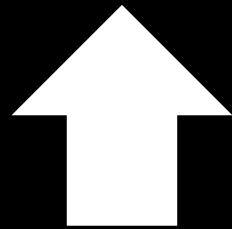
Reach ⓘ

181,738 Accounts reached

58.2% Followers • 41.8% Non-followers

Impressions

Home	259,090
	125,717



INSTAGRAM POST INSIGHTS

< Insights

2 March at 20:08

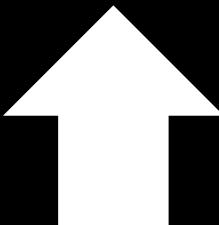
Views 82,661
Interactions 2,280
Profile activity 329

Views ⓘ

82,661 Views

50.2% Followers • 49.8% Non-followers

Accounts reached 66,413



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

FOLLOWER COUNTS

YouTube **66.1K**

Instagram **358K**

Tik Tok **441.3K**

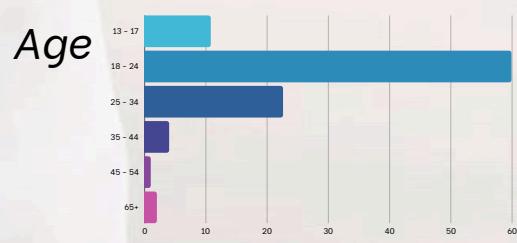
MY STATISTICS

AUDIENCE DEMOGRAPHIC

Gender



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.