

## Africa's next generation influencers announced

A selection of 50 artists and personalities from across the African continent, most notably Ghar Nigeria, Kenya, Ivory Coast, Namibia and South Africa, have been identified as the next generation of influencers.



Communications and talent agency, [Celebrity Services Africa](#), has announced *On The Radar Volume 2*, a definitive quarterly report that identifies and celebrates African talent on the cusp of becoming 21<sup>st</sup> century media moguls.

Following a highly successful first edition, which reached an audience of over 1.2 million, *Volume 2* is a selection of 50 artists and personalities from across the continent.

In the spirit of creative abrasion, an additional hotlist of five outstanding collectives have been added, along with a conclusive Top 15 list, which provides the reader with a shortlist of trailblazers with bios and recent career highlights.

“With this definitive Pan-African urban culture report, we want to acknowledge and showcase the incredible talent, optimism and successes of the African content and the commercial possibilities, both regional and global, that these influencers present,” says [C.S.A.](#) Director and *On The Radar* publisher, Davin Phillips.

As part of the selection process for *On The Radar*, [C.S.A.'s](#) team of experts applied their unique IP insight which are not only based on an artist's social media following but also on the merit of an influencer's talent urban relevance, content and media interest.

### Talented

Following these guidelines, *On The Radar* Volume 1 alumni have gone on to achieve many successes, most notably cover star Rouge, who successfully released her first album *New Era Sessions*, which debuted on top of the charts along with signing a campaign with Flying Fish. Pro-skater Jean-Marc Johann became the first South African skateboarder to break a Guinness World Record; while professional footballer, George Lebesse swapped jerseys to join Mamelodi Sundowns and inked a campaign with Statu:

deodorant.

In addition: sought-after Nigerian designer Adebayo Oke-Lawal starred on an *Accelerate TV The Cover* story and collaborated with celebrated musician Davido on a capsule collection for *Selfridge*, London. Social innovator, Hussain van Roos successfully completed a campaign with *Red Heart* and appeared on the pages of *Destiny* magazine; Moonchild Sanelly premiered on *SABC 2 Morning Live* alongside [C.S.A.'s](#) director Davin Phillips; while artist Lady Skollie created a campaign with Nike *Visionairs* and is currently looking forward to joining Trevor Noah, Charlize Theron, and others at Carnegie Hall, NYC, in November, for the production of *Children's Monologues*, directed by Danny Boyle.

As specialists in influencer marketing, C.S.A. has worked with some of the most successful professionals across the global cultural landscape and boasts highly successful influencer campaigns for brands including *CÎROC*, *Courvoisier* and *Red Heart*. The agency has also identified brand ambassadors for events such as *The L'Ormarins Queen's Plate* and managed talent that has gone on to achieve platinum status eight times in the music industry.

With a worldwide network achieved over two decades, C.S.A. enables engagement with celebrity influencers appropriate to a brand's identity. Both their Cape Town headquarters and office in Lagos, Nigeria, bring a distinct local focus, intent on establishing and promoting talent across the African landscape. The company also has offices in Los Angeles, California.

"With the exhilarating pace at which technology has advanced, the African continent is a shining modern landscape brimming with possibility. Finally talent discovery and commercial viability is no longer limited to geo-location, which is why C.S.A. is even more committed to develop an entertainment and media marketplace for Africa," added Phillips.

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