

ROCKSTAR4000 listed in global top 10 music companies by MIDEM

MIDEM, the music industry trade fair which brings together musicians, businesspeople, cultural policy makers and journalists from across the world and provides a forum for business talks, discussing political and legal issues and showcasing new artists, musical trends and music-related products, has ranked ROCKSTAR4000 as one of the Top 10 music companies globally for the most innovative and creative use of music in a marketing campaigns.



ROCKSTAR4000, a Pan African 360 music company, content, digital and events production network in an exclusive Pan African partnership and division of Sony Music Africa was selected by Contagious, the ad industry's authority on creativity and innovation, from hundreds in review, of which 23% came from transport brands, 21% from major retail names, 19% technology brands, 17% from the luxury and beauty sector, 7% from entertainment, 7% leisure, 4% finance and 2% from institutions. The top campaigns announced all had one thing in common: a strong musical element, either through the use of a synchronization, artist/brand endorsement, live sponsoring, talent discovering or creating a record label.

From Africa to the world

'We are thrilled to take the best of music from the African continent into the global spotlight and onto the world stage, and to be recognised on this global platform within the company of some of the best agency music companies and campaigns in the world' says ROCKSTAR4000 founder and CEO, Jandre Louw.

'The world's focus is on Africa right now and within only two short years we've made fundamental strides in taking the best of Africa to the world, providing a bigger global network and more opportunities to artists, connecting brands closer to their consumers commercially, strategically and emotionally through music and making music fundamentally more accessible to fans around the globe. Today ROCKSTAR4000 is unrivaled on a Pan African context as a complete and vast 360 solution to artists, talent, brands and fans. We are music minds that understand brands' Louw added.

The '[Airtel ONE8](#)' project have achieved success across Africa and around the world within a short timeframe. It was named 'BEST BETS FOR 2011' by global music chart authority BILLBOARD. This Billboard list is an annual forecast of upcoming artists that are destined for global success, the list includes Grammy award-winner Taylor Swift and past lists included U2, Drake and Keri Hilson.

'Airtel ONE8' was featured by CNN and a special documentary by BET Networks/Centric worldwide, major radio and TV chart success across Africa, recognition to the participating artists from the presidents of countries in Africa, embraced and connected by hundreds of thousands of fans and consumers across the

continent.

For more, visit: <https://www.bizcommunity.com>