

SAUVER CONSULT

Sauver Media

Bridging the gap between the Hip-Hop Market & Creatives

kultureb
WITH OBP

NBA

RHYME
& REASON



About Us

Sauver Media is the largest, fastest-growing, organic hip-hop-based ecosystem. We have deep knowledge of the Nigerian Hip-hop market and the existing opportunities for creatives.



Our History



June 2019

Kulture with OBP–the first Nigerian hip-hop-only reaction channel– that reacted to rap and hip-hop music by Nigerians, Africans and the diaspora artistes on YouTube.

Jan 2021

Rhyme & Reason@ is our All-African Hip-hop Culture and Lifestyle Magazine.

July 2021

Nigerian Barz Association pays homage to the lyrical arts of the Nigerian Hip-hop community (home or diaspora).

Rationale

...Selling Hip-hop with Afrobeats music promotion templates has never worked

Rap/Hip-hop music, like every other creative field—art, fashion, film, technology, poetry, writing, Food, language, etc.— is only a part of the Hip-hop culture.

Hip-hop has a culture that serves as a foundation for all of its disciples, professional field, regardless. It is not demographic.

The Hip-hop community/market is psychographic and must be engaged accordingly for effective engagement. This is why selling Hip-hop with the all Afrobeats music promotion templates will never work.

It's not just about selling the music.

Channels

Social Media

+23k Followers
+18k New Followers*
+48M/5.7% eng*
+7.2M/5.6%eng**
+1k link clicks**
30% Ads conversion

+2k Subscribers
+120k views

YouTube Channels

Magazine & Newsletter



+52k Views (+578%)*
+27k Visitors (+388%)*
2m 14s Avg Time**
\$0.09 CPC

Playlists & Projects

Apple Music,
Spotify, Boomplay &
Audiomack
+40k plays

Coming Soon

Podcast Series

*Jan-Dec 2023
** 28 days (Dec 31st 2023)



Blog Audience

Age Group

18-24 yrs – 45.2%
25-34 yrs – 32.8%
35-44 yrs – 10.6%
45-65+ yrs – 11.4%

Gender

Male: 68.3%
Female: 31.7%

89 Territories

NGA - 47.9%
USA - 17.2%
NOR - 5.8%
NLD - 5.3%
UK - 3.2%

Source

Search - 54.1%
Direct - 29%
Social - 15.6%
Referral - 1.3%



Approach & Services



We've Developed Unique Strategies using several tested hypotheses over the years

Patronage (and loyalty) from the hip-hop market is earned, not given. The audience must invite you into their household.

In layman terms, each of the sub-communities must collectively agree, "this shit is dope", culturally, no matter the marketing budget behind it.

In return, the brand influences their buying decision and creates a lifestyle bias

"We understand the social engineering connecting brands to the hip-hop psychographic (market)."





Social Media Marketing

We create a top of the mind awareness, bias, and influence towards brands through authentic dialogue, megalogue, and brand journalism..

Our audience is 100% hip-hop and includes lovers, hobbyists, creatives, and industry professionals (domestic and international).

This service is available in daily, weekly, quarterly and yearly options.



PR Placement

We can get brands on authoritative and authentic publishers such as **Forbes, Billboard, New York Times, Colors, MTV, Complex, Teen Vogue, Finance Digest, USA Today, Bitcoinist**, etc. Placements of brands on **Rhyme & Reason®**, **Kulture with OBP**, and other available local publishers.



Playlist/Airplay Placement

We have curated playlists and also partners with global curators that deliver organic streams to our clients based on mood and genre..

Also available is airplay on over 40,000 foreign radio stations in over 30 countries, and local radio stations.



Roll-Out/Launch Strategy

Whether it's a music release, product, or service launch, we develop (brand) unique strategies that engages hip-hop sub-communities with appropriate cultural cues.

The execution is reversed engineered with digital, traditional, online, and offline channels for as long as a month to more than a year.



Brand Entertainment Consultancy

We help brands and creatives identify opportunities by combining the brand values of both parties with cultural cues that make the brand “cool”, as well as culturally accepted by our audience (current and potential).

Case Study (ATSG)

We were engaged by **LRR Records** to carry out a 2-months awareness marketing campaign on social media (X) for **Reminisce's** new album, **Alaye Toh Seh Gogo (ATSG)**.

The project was carried out on our NBA and R&R handles at the time.

We used materials provided by LRR and those we dug up from the internet's archive.

Total Followers: 15k

Posts: 130

Impressions*: 2.5 Million

Engagement Rate: 7.2%

*— Impressions all the posts made.

Clientele & Partners



culture
since '99

wts

Choc  latecity



VUGA™

Hit Us Up!



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