ASAKAA BOYS: KUMASI DRILL (VOL. 1)

The Asakaa boys are a collective of young rappers who are taking the exciting new Ghanaian drill sound of Asakaa to international heights, and in the process have become unlikely creative ambassadors to the city of Kumasi. ‘Asakaa’ loosely translates to the word drill, paying homage to the viral genre that originated on the south side of Chicago.

The collective has become the face of street culture in Ghana, representing a distinct style, fashion and lifestyle that has been incorporated into national youth culture, and embraced by the diaspora and wider international rap audiences. In September 2020, the then 18 year old Yaw Tog, one of Asakaa Boys key players dropped his anthemic debut single *Sore*, which went viral and resulted in a collaborative remix with U.K rap royalty Stormzy.

YAW TOG, *SORE* FT. STORMZY MUSIC VIDEO (PLAY)

Asakaa Boys: Kumasi Drill is a groundbreaking 12 track compilation, featuring the hottest acts from the scene set to take Kumasi Drill and the Asakaa Boys global heights. The collective have gone from strength to strength, amassing an impressive social media following, due to their word play, beat selection, distinctive branding and fashion sense. Yaw Tog and Stormzy's track Sore reached 6.9 million streams and 7.3 million Youtube views.

Before his untimely death, the collective were co-signed by the visionary Virgil Abloh, who mentored it’s members and kitted them out in Off White. He interviewed them on his Apple Music Radio Show Televised_Radio.

They also have notable co-signs from rap royalty like Headie One, Vic Mensa and the late Pop Smoke, who is the main inspiration behind their sounds.

Target Demographics

Aged between 16 & 30

Based in Cities

Majority male identifying

Identify with underground subcultural movements

Ghanaian and West African diasporas

Western Rap and Hip Hop fans

Interested in street wear and hype beast culture

Social media savvy, users of Tik Tok, Youtube, Instagram and Twitter

Taste makers, early adopters and influencers

Target Playlists in European & U.S Territories include:

Spotify - New Music Friday, 4,123,002 likes

Spotify - African Heat, 1,381,042 likes

Spotify - New Music Friday UK, 833,269 likes

Target Playlists in Ghana & West Africa Include:

Audio Mack Africa: New Music Friday Releases, 3.60 million streams

Audio Mack: GRM Rated Playlist, 1.33 million streams

Audio Mack: Road Men Drill Playlist, 1.80 million streams

Promotional Strategy Key Point

2 Music Videos Ahead of Full Compilation Drop

Chicken Shop Date Appearance ft Yaw Tog

Merchandise incl T Shirts, Socks, Lighters - Potential Daily Paper partnership

Block parties in Kumasi and Accra with high quality content capture for artist channels

Podcast and Radio Appearances on London platforms with DJ Semtex, Benji B and Henrrie Kushwe.

Free Boiler Room Event For Avid Fans At an Intimate Venue, Curated by The Collective Featuring Their U,K Drill Allies. Also building Mailing List through Attendance Sign Up Link. Boiler Room Broadcast will grow audience and serve as a calling card for future tours.

Previous Media Coverage

- PITCHFORK
- ROLLING STONE
- NATIV MAG
- TEEN VOGUE
- COMPLEX MAG
- THE FACE
- DJ MAG

THANK YOU

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