



 **Jägermeister** 

BACK *The* ARTIST

2015



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JÄGERMEISTER: BACK THE ARTIST 2015

Creating Tomorrows Legends- Tonight!

Jägermeister wants to get South African muso's and artists engaged in conversation about music and the arts. Back the Artist was established to inspire the youth, helping talented musicians build strong careers through their artistry and passion. This is not just a competition - this is a campaign with momentum, one that carries a message of artistic empowerment to the youth of South Africa.

It is the age of instant communication and the World Wide Web has opened our generation up to a world of awesome online content. Through Social Media we have been introduced to a pool of talent that in the past was completely untapped. Today information is simply a click away and so is your path to success with Jägermeister's: Back the Artist campaign. Simply submit your track online and get your fans to vote! All genres of music are accepted.

BACK THE ARTIST: THE INITIATIVE

Out of the box thinking

The Jägermeister Back the Artist online competition is launching August 1st. This is an online based competition, a hub for musicians looking to launch their careers. Musicians simply upload their tracks to the competition website and a voting process then takes place.

The winning artist/band will win the following:

- A track produced by HHP
- A music video
- A gig at one of SA's biggest festivals
- Full artist support contract for 1 year by Jägermusic programme
- Band merchandise
- Top 5 will play live at a show in JHB in front of celebrities and music industry's best
- Top 5 will spend the morning with Top artist to share a bit of knowledge
- Plenty of PR to kick start their career



HOW IT WORKS

The competition uses public votes until the top 10, when the judges, Jägermeister and SAMA award winning producer will choose the track they think is the best suited to South Africa's next hit single.

The Competition opens on the 15th June:

1

1 August entries for Artists
officially open

2

1 September voting
officially opens

3

Voting for all artists will
continue for 2 weeks

6

Top 5 go to the final leg

5

Top 20 for 3 days

4

Top 56 voting for 3 days
only

7

**WINNER
ANNOUNCED 1
OCTOBER!**

Every day fans can vote for artists. It is up to the artists to hustle and get as many votes as they can to move forward.

Tweet or Facebook with the hashtag **#backtheartist2015**



#backtheartist2015



CHARL GREYLING

“If music is your one love, your passion will keep you focussed and perseverance will get you to where you want to be”

Charl Greyling developed an early interest in music and has since been intrigued with the constant change of music trends - both locally and internationally. Following his passion for music, he picked up his first instrument and has since learned to play several, from drums to piano. During his first two years in university he worked as a DJ at a Pretoria based student radio station, acted as an artist liaison and assisted with event organising at various venues across Gauteng, hosting local up-and-coming bands. Having developed a passion for communication and organising he studied PR and graduated with a 3 year diploma.

When he is not fulfilling his role as the Jägermeister music and events manager for South Africa, he spends his time touring with bands, writing and recording music and researching new music trends. Currently he is furthering his studies in business management to fulfil his long term goal: That is to manage both local and international artists as well as assisting with the sustainable growth of the South African music industry.

The Jägermeister Back the Artist Campaign is for untapped talent: up-and-coming artist and bands. Jägermeister launched the campaign in 2013 with the sole purpose of finding an artist or band that had a sound that would set the next trend, to connect them to a top local producer and give them time and freedom in a studio to work in and be creative.



CHARL GREYLING

Too often music and creativity suffer because of time and funding restraints. Back The Artist was established to remove these elements and help nurture and grow talent.

“Opportunity comes round once and when it comes knocking at the door, nothing should be in the way of you passion.”

Charl says of the Back the Artist:

“This year we are growing the campaign and taking a more 360 approach. We have lined up top managers, artist, bands and producers to give the finalists some industry knowledge to assist with their growth and planning for their future. The reason for this that artists and bands often get removed from the planning aspect of their career, and we want them to know where to focus their efforts and how the industry works. I am very excited to see what talent we will be unearthing this year, and even more excited to change the life of the next winning artist or band.”

WINNING TRACK PRODUCED BY HHP

About HHP

Raised in Mmabatho, HHP's break came in 1997 when he and his school friends met with renowned producer Chicco Twala who produced their debut: Party. The band split soon after the release of Party.

Tsambo met singer/producer Isaac Mthethwa who then worked with him on his debut album. The result was Introduction: an album that introduced a new, vibrant and innovative genre to the South African music scene.

The album was recorded in different South African ethnic tongues like Setswana, isiZulu and Sesotho, to name a few.

HHP appeared on the third one-off TV special of quiz show Test the Nation, entitled National Parenting Test, as the Team Captain representing fathers.

In 2007 he won the third season of the reality dance show Strictly Come Dancing along with his professional dance partner Hayley Bennet.

His hits include the smash single from his O Mang Reloaded album Tswaka, Jabba and Tshwara both from YBA 2 NW, to mention but a few.





About HHP

Pantsula was honoured in September 2007 as one of the people from Maf-town who have excelled in their fields in the inaugural Maftown Golden Stars Awards held at the Mmabana Convention Centre.

HHP released Acceptance Speech in December 2007 and the first single is called 'Music & Lights'. The video for Music & Lights features a couple of South African celebrities like Danny K and US R&B Star Amerie.

In December 2009, HHP released his seventh studio album titled 'Dumela'. Dumela - meaning "Belief" and also a Setswana way of greeting - is a double disc album with the first disk being Hip Hop and including popular tracks like Let The Beat Go, Make Monyeke, Ancestors, Kea Popa, Daraja and his collaboration with US Hip Hop artist Nas on the song Keledimo. The second disc is the Pantsula side and has two of the singles released Bongwana, Magenge Le Majimbo, WamTseba Mtho and a jazzy collaboration with Jimmy Dlodlu & Revolution.

Mr Tsambo is currently working on his 8th album and so far, he has pulled out all the stops to make this next project even more incredible.

MEDIA

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