

HEADIES

GLOBAL AWARDS FOR  
AFROBEATS MUSIC







**Wyclef Jean**



“The Headies is upon us and I urge everybody to join the movement”

WE ARE  
**GLOBAL**



**17**

YEARS OF SETTING  
INDUSTRY STANDARDS

**450+**

TALENTS REWARDED  
FOR THEIR ARTISTIC  
INGENUITY

**100+**

ENDORSEMENTS AND  
PARTNERSHIPS WITH AFRICA'S  
BIGGEST BRANDS



## Vision



To help discover, nurture, project, reward, and celebrate African talents.

To aid African talents occupy their rightful position in the global music space.

## Mission

Build The Headies to become the number one award show and music festival of African origin in the world.



## Core Value



To remain a credible source of analysing, appreciating and rewarding black music creatives across the world.







# ABOUT THE HEADIES

The Headies was created to reward artistic ingenuity and hard work in Africa and across the world.

Each edition since its inception in 2006 has been spectacular with memorable moments engraved in the tablet of history. In addition to celebrating and rewarding music excellence in the year in review, the Headies is also committed to delivering breathtaking and unforgettable musical performances draped with stagecraft and showmanship.

The Headies has indeed contributed to the growth and development of Nigerian and African music industry by providing recognition, exposure, and opportunities for artists and industry professionals alike.

Long before making its way to the music capital of the world, The Headies dominated the continent as one of the most important annual music events.

Millions across Africa look forward to the magic and the conversations around the awards.

It celebrates the achievements, talent, and diversity of Afrobeats superstars while promoting emerging artists and projecting them to limelight. The Headies Awards continue to play a vital role in shaping the African music landscape and showcasing the continent's vibrant and thriving music culture to the world.

The lineup of superstars celebrated at The Headies stage includes Burna Boy, Tems, Wizkid, Davido, Tiwa Savage, Yemi Alade, Ed Sheeran, Diddy, Angelique Kidjo, Akon, Wyclef Jean, Youssou N'dour and many more.



**AYO ANIMASHAUN**  
Executive Producer, The Headies

The Headies was born out of necessity. There was a need for it and we were not surprised that it was much accepted.





# SOCIAL RESPONSIBILITY & IMPACT

Beyond its role in acknowledging deserving artists, The Headies demonstrates a commitment to societal well-being through its annual corporate social responsibility initiatives. Notable among these was the 2009 Headies nominees' party held in Ajibogun Village, Ogun State, where the music industry not only celebrated but also contributed to the community by installing a borehole system, providing access to clean water.

In 2011, The Headies addressed the pressing issue of sexual violence against women through the "Stop The Violence (Rape)" campaign, involving female African acts to raise awareness and sensitize the public.







In 2012, the Headies embarked on a new venture, the "Help The Children" campaign.

**Ayo Animashaun, Executive Producer**, highlighted the critical role capable but less privileged children could play in shaping a prosperous society.

This campaign focuses on addressing social factors endangering children, such as inadequate food supplies, unclean water, and diseases like malaria.

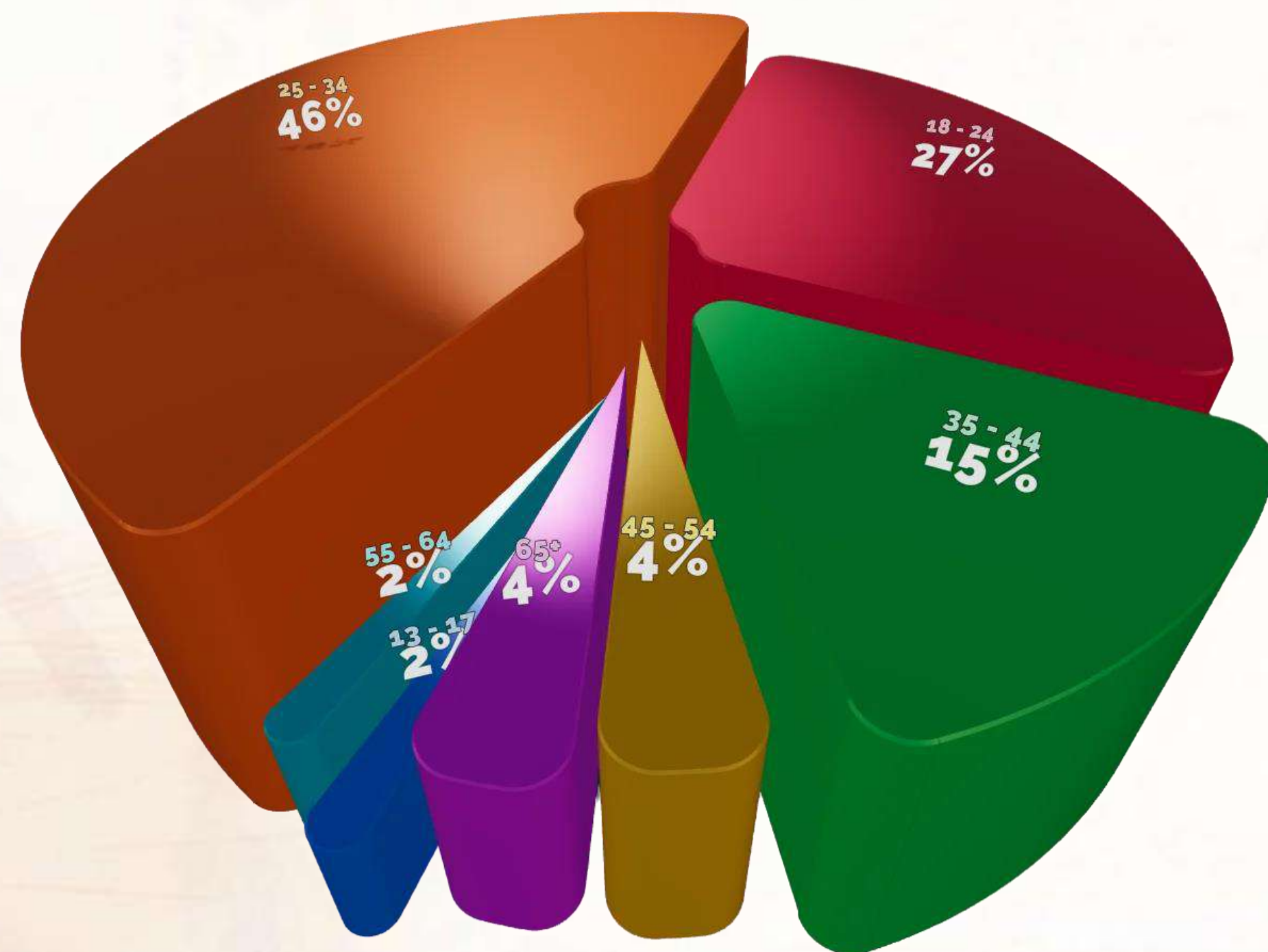
The initiative involved celebrities from the music industry donating clothes and materials to support vulnerable children, with a specific focus on street kids in communities like the Dustbin Estate in Ajegunle and the Makoko riverine community in Yaba, Lagos.

The Headies aims to make a meaningful impact on these children's lives, emphasizing the importance of securing a future free from scars for the younger generation. Hundreds of young people have benefited from The Headies social impact.





# THE HEADIES AUDIENCE



**Profile:** Music lovers, tech savvy Gen Z & millennials yearning for freedom of expression and having strong loyalty to their favorite music artistes







## FACTS ABOUT THE HEADIES

The HEADIES, formerly known as The Hip-Hop World Awards, was created in 2006.

The HEADIES is an annual event filled with glamorous moments and electrifying performances.



The HEADIES Plaque is 21 carat gold and has become a symbol of honour, pride, and prestige.

## TALENT INGENUITY

424 Winners have been rewarded on The HEADIES Platform.

The HEADIES cumulatively has had over 14 billion digital impressions with six billion gained from the 16<sup>th</sup> Headies.

The HEADIES, viewed in 89 countries have garnered a global audience of over 70 million youths and music enthusiasts.



The Headies creates healthy competition which is needed in the music industry. I think it's a great idea going international, continuity is what is needed...

It's been the longest so far...

- Asa





**Will Stevens**

(United States Consul General, Lagos)



The Headies has done a great job and has a great track record of identifying the next great talents, finding emerging voices and bringing them to the next level



**Abike Dabiri-Erewa**

Chairman/CEO · Nigerians in Diaspora Commission



The story of headies is the story of Perseverance, Faith, Determination, and Confidence in what you believe in.

It is time for the world to celebrate us.

“**THE AUTHENTIC  
REWARD  
of ARTISTIC  
INGENUITY**”



**Davido**



Since I won the Next Rated category at The Headies, it's just been God's blessing



**Kizz Daniel**



The Headies is prestigious and it's a wonderful event for the time of the year where every aspect of the industry comes together to celebrate greatness and hard work.



**Wizkid**

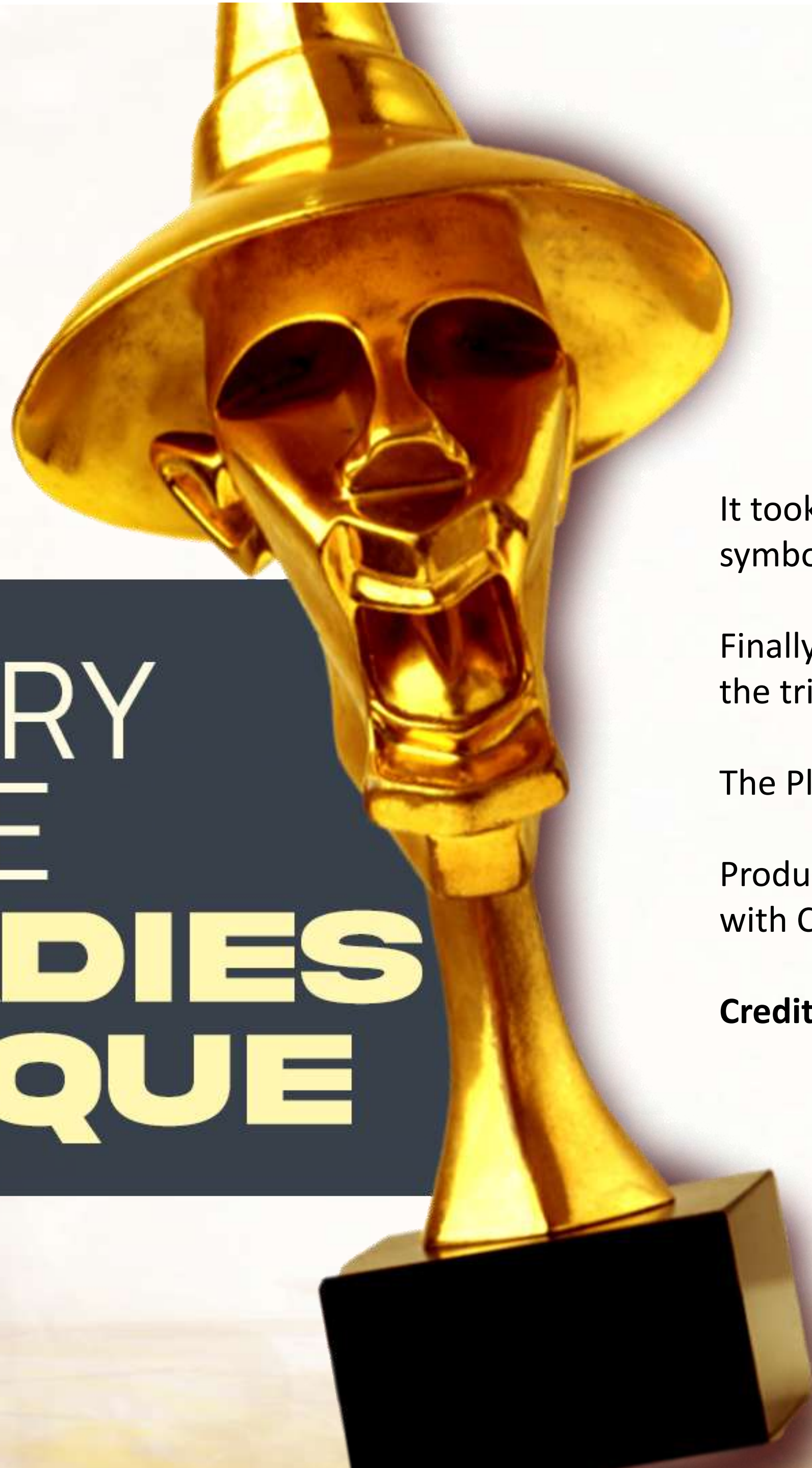


A Big shoutout to The Headies for doing amazing things for the music Industry.





# HISTORY OF THE **HEADIES** **PLAQUE**



It took four years to finally visualize and conceptualise what would serve as a symbol of success and victory in a largely difficult music industry.

Finally, The Headies founder Ayo Animashaun created an image to represent the triumph in a largely difficult industry.

The Plaque fondly called Hedy depicts the head of a talented artiste shouting...

Produced in the United Kingdom, Hedy is a 21 Carat pure gold plated plaque with Copper base. It is a mixture of resin, copper, steel, marble and gold.

**Credit:** Artist: Matthias Aragbada  
Sculpture: Jide Adewoye



# THE JOURNEY SO FAR



Amb. **Mary Beth Leonard**  
(FMR. UNITED STATES AMBASSADOR TO NIGERIA)



Atlanta is an important choice for this event. It symbolizes the growing relationship between the United States and Nigeria’s music industry and the growing popularity of Nigerian Music in America.



GOV. BABAJIDE  
**SANWO-OLU**  
(Governor of the most vibrant state in Africa)



I believe The Headies is going to be a Global Brand which people will begin to calendarize In their To-Do list for the year...

08: change has to Change

10: Flip The Script

09: Feel The Passion

12: C.A.R.E Edition

11: Think, Create, Recreate

14: Headies Xplore

13: Power Of A DREAM

16: Celebrating African Renaissance

15: Join The Movement





# THE HEADIES ACTIVITY SCHEDULE





### **BIG ANNOUNCEMENT**

The Big announcement is an annual gathering hosted by the organizers of The Headies to formally announce the direction, theme and surprises of The forth coming award show. This event is attended by high profiled individuals, media executives, entertainment industry personalities, brands executives, media partners and celebrities/nominees in the year in review.

### **MIC CHECK**

This is our talent hunt. The winner gets a cash prize, a brand new car, a record deal and a chance to performs on The Headies stage. Mic Check is a 60 days activation. Tens of thousands of talents from across Nigeria are screened. This is a platform we created to discover, nurture and project budding talents.

### **HEADIES BRUNCH**

Headies Brunch is an annual convergence of music industry to executives, sponsors, potential sponsors, media partners and talents. The last one was hosted in Beverly Hills, California.

### **MOREHOUSE CONCERT**

The Moorhouse College Concert is an event design to create an unprecedented experience to a primary audience of 10,000 students and tv audience of 30million.

### **VETERANS NIGHT**

The Headies Veterans Night is a specially themed event created to celebrate talents from the earlier generation of the music industry. The event is designed to appreciate them for their effort in building what we have as a modern Entertainment industry.

### **US CONSULATE EVENT**

The US ambassador and Consul General host nominees, partners, sponsors and the creative industry to a reception before they depart to Atlanta.

The purpose of this event is to foster the bi-lateral relationship between Nigeria and the United States through entertainment and arts.

### **NOMINEES PARTY**

The Nominees' Party is a yearly event hosted by The Headies team to celebrate nominees. The event brings the spotlight on all the nominees as they relate with the media and other guest present counting down to the awards ceremony

### **THE HEADIES-MAIN SHOW**

Sunday, 1<sup>st</sup> September, 2024





# THE HEADIES ACADEMY

The Headies Academy plays a crucial role in overseeing the processes of the annual award ceremony, aiming to recognize and honor the artistic talent of African musicians across various music categories. Committed to fairness and transparency, the Academy comprises diverse music industry stakeholders, including record label executives, DJs, producers, video directors, A&R executives, artiste managers, media personalities, music critics, journalists, data analysts, music heads, and enthusiasts.

1

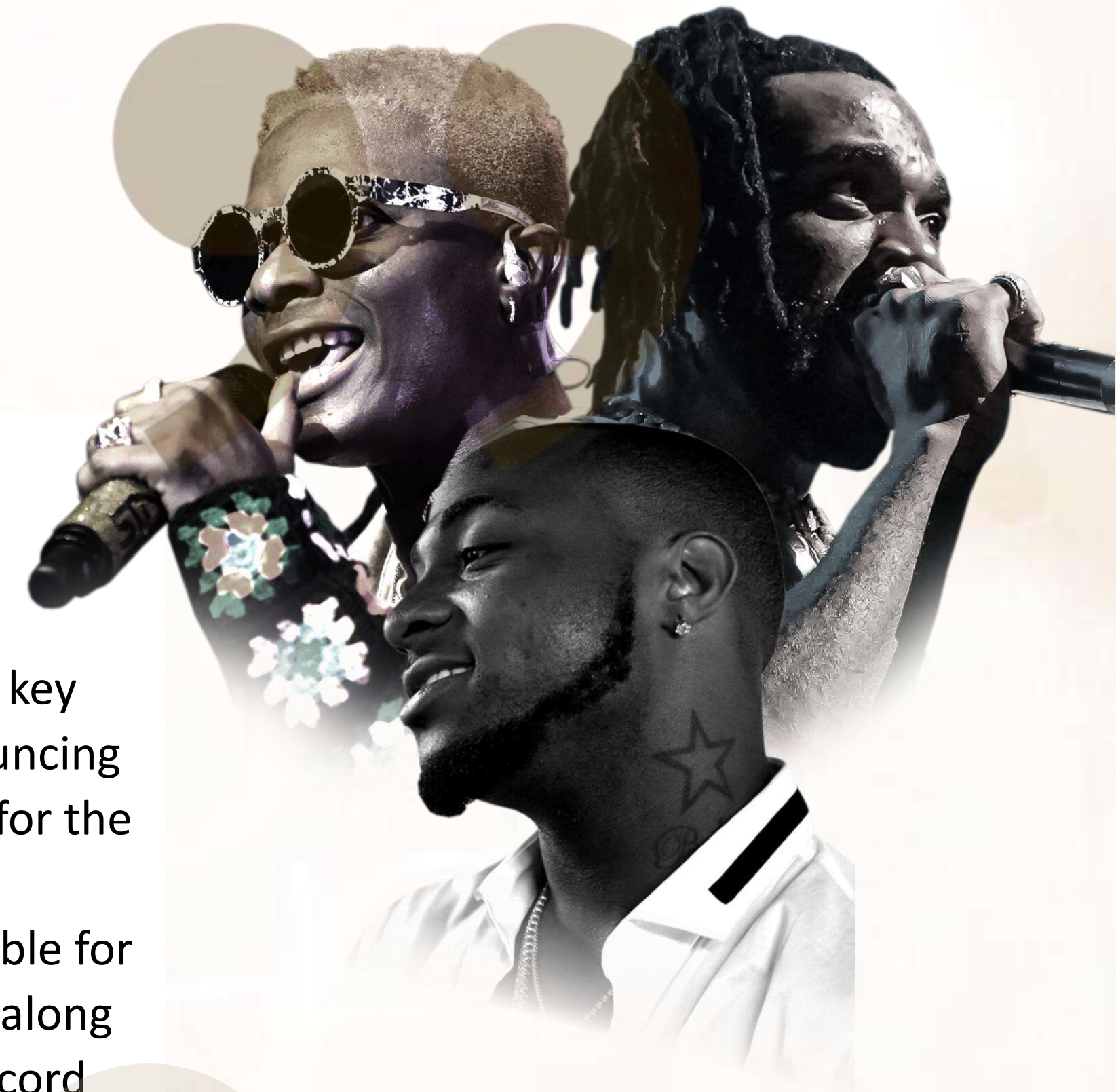


## HOW WINNERS EMERGE

### Eligibility & Year in Review:

The eligibility and year-in-review process is a key aspect, with the "Call For Entry" phase announcing the timeline for considering music materials for the Award edition. Only songs released within a specified period (usually 12 months) are eligible for nominations. The Academy's research team, along with artists, management companies, and record labels, contributes to the selection of works for consideration.

2





### **Award Categories:**

The award categories have expanded from twenty-four to thirty-eight over the years, adapting to changes in music genres, regions, industry sectors, and evolving sounds. Notable updates include the eligibility of EPs for nominations, provided they have more than 5 tracks or 18 minutes of playtime within the review year.

3

### **Nominee And Recipient Eligibility:**

Nominee and recipient eligibility rules vary across categories, such as the Best Collaboration of the Year, where all credited artists, including featured artists, are eligible. Album eligibility criteria have also evolved, allowing EPs with specific criteria to be nominated.

4

### **Award Recipient: In-House Rules**

In-house rules dictate that nominees must inform organizers in advance if they are unable to attend the Awards event, securing pre-recorded acceptance speeches if they win. The organizers may award the nominee with the second-highest votes if the winner is absent, except in cases with pre-recorded speeches. Disqualification may occur if nominees fail to meet requirements related to availability and conduct.

5

### **Voting Technicalities:**

Voting categories include both voting and non-voting categories. The general public can vote through the website or SMS for the former, while only Academy members can vote for the latter. The voting platforms have varying weights: SMS – 40%, Online Voting – 30%, and Academy Members – 30%. To uphold the integrity of the process, a reputable audit firm is engaged to verify the votes, ensuring a fair and transparent outcome.

6



In summary, the Headies Academy meticulously manages the award processes, ensuring fairness, transparency, and adaptability to the dynamic music landscape while engaging in certified verification of votes for credibility.







# HEADIES MIC CHECK

DISCOVERING THE NEXT GENERATION OF SUPERSTARS

Tagged **“Africa’s 360 Talent Discovery Platform”** – The Headies Mic Check gives grassroots talents an opportunity to showcase their gifts and musical prowess in a rigorous competition that will give birth to Nigeria’s next musical export. The Headies Mic Check is in its third season and has given over 100,000 dollars worth of prizes to previous winners.

The competition begins online with participants sending in their audition clips. The Headies Mic Check has received over 1 million entries since its inception with each entry reviewed and the best selected for the physical auditions. The Headies Mic Check intends to continue meeting its goal of rewarding grassroots talents as it gears up for a new season.







# MIC CHECK PRIZE PRESENTATION







# UNITED STATES CONSUL GENERAL'S RECEPTION IN HONOR OF THE HEADIES



The US government represented by their consulate in Nigeria is probably The Headies' biggest partner since we moved to Atlanta. The United States Consul General's reception in honor of The Headies is an annual event dedicated to celebrating the United States continuous partnership with Africa's Global Awards for Afrobeats Music and the Nigerian music industry at large.

The event which brings together key stakeholders and music executives as a part of the build up to the Headies grand event.











**Anthony Anderson**  
(Co-host of the 15<sup>th</sup> Headies)



The Headies brings so many different black cultures under one roof with an incredible lineup of performances and whole lots of Afrobeats.

“**THE WORLD IS WATCHING**”



**Will Stevens**  
(United States Consul General, Lagos)



The Headies has done a great job and has a great track record of identifying the next great talents, finding emerging voices and bringing them to the next level



**Amb, Dr. Amina Smaila**  
(Nigeria's Consul General, Atlanta)



The collaboration between The Headies and our esteemed partners will further empower us to embrace technological advancement and innovative approaches propelling African music to even greater heights on the global platform



**Angelique Kidjo**  
(Multiple Award winning singer and Headies Hall of Fame recipient)



Without Africa, there is no music.  
Without Africa, there is no humanity.  
Africa is the sphere of humanity and we keep forgetting that





# THE HEADIES NEXT RATED

The Headies Next Rated category has been the pinnacle for crowning Nigeria's next emerging superstar. The category which saw its first recipient in 2006 has grown over the years to serve as the key indicator to the next wave of stars the world needs to watch out for.

The Next Rated has seen then emergent superstars such as Davido, Wizkid, Mayorkun, Rema and many more receive brand new cars and propelled their careers to greater heights, with Bnxn receiving a Bentley Bentayga







WIZKID



DAVIDO



BNXN



Mr Easy



SEAN TIZZLE



REMA



REEKADO  
BANKS





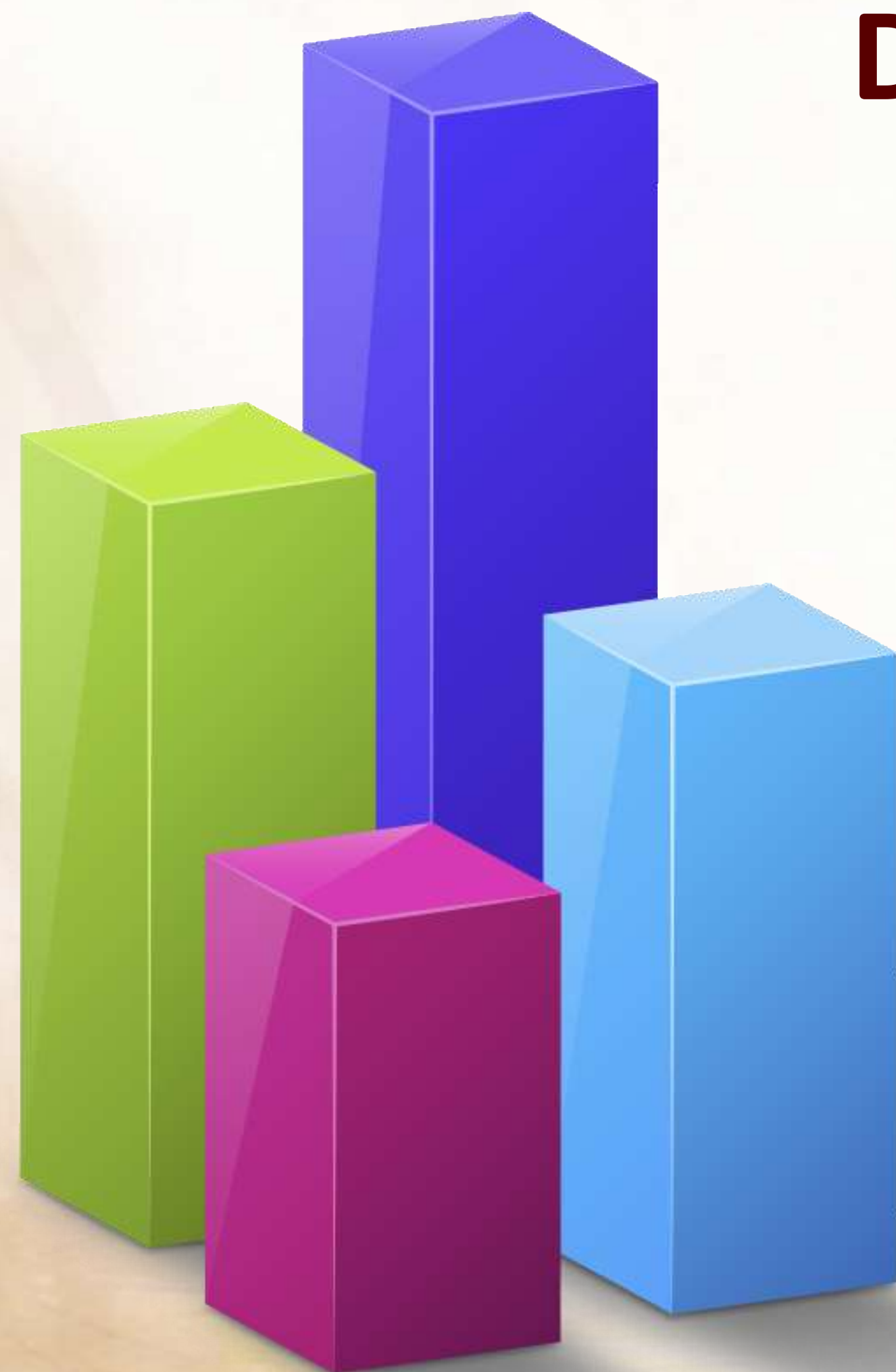
THE GLOBAL AWARDS FOR  
AFROBEATS MUSIC







# THE HEADIES DIGITAL DOMINANCE



**87%**

POSITIVE  
SENTIMENT

**10**

BILLION  
DIGITAL  
IMPRESSIONS

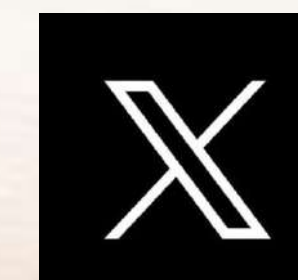
**40M**

LIVE VIEWERS

**600**

MILLION  
DIGITAL REACH

**No. 1-30**



TRENDS





# 16<sup>th</sup> Headies Digital Trends

## TRENDS

← Trends

1 • Trending  
**#Headies**  
23.9K posts

2 • Trending  
**Rema**  
7,921 posts

3 • Football - Trending  
**Sancho**  
140K posts

4 • Music - Trending  
**Blaqbonez**  
4,029 posts

5 • Trending  
**Director K**  
1,332 posts

6 • Trending  
**Emeka**  
5,488 posts

7 • Trending  
**TG Omori**  
2,164 posts

8 • Trending  
**Oxlade**  
3,646 posts

9 • Trending  
**Oxlade**  
3,674 posts

10 • Trending  
**Kpe Paso**

11 • Trending  
**Atlanta**  
32.7K posts

12 • Trending  
**Wande Coal**  
2,627 posts

13 • Trending  
**Rexxie**

14 • Sports - Trending  
**Ten Hag**  
Trending with [Erik](#)

15 • Trending  
**Best Rap Single**  
2,973 posts

← Trends

7 • Trending  
**TG Omori**  
2,164 posts

8 • Trending  
**Oxlade**  
3,646 posts

9 • Trending  
**Kpe Paso**


10 • Trending  
**Atlanta**  
32.4K posts

11 • Trending  
**Wande Coal**  
2,542 posts

12 • Sports - Trending  
**Ten Hag**  
Trending with [Erik](#)

13 • Movies & TV - Trending  
**Seyi**  
125K posts

14 • Trending  
**Rexxie**

 TRENDS





MI ABAGA



I remember coming to Lagos for the Headies, I had no idea I was going to win, and then I won. I remember as I was walking in, all the press ignored me, nobody really knew my name, but as soon as I held that award I felt like my career changed, and everything from then on just went up.



WIZKID



The Headies experience is always electrifying, I always look forward to seeing my friends and people win. The best way to win awards is to work hard and believe in your craft. I remember I got a car at the Headies when I won the Next Rated. Big shout out to Mr Ayo Animashaun for doing something amazing for the music industry.

# “The HEADIES EXPERIENCE”



PHYNO



The Headies brings so many different black cultures under one roof with an incredible lineup of performances and whole lots of Afrobeats



ADESEUN OYENEYE  
Co-Executive Producer, The Headies

Indeed, our lives have come as Africans and we are happy to be part of this history. The whole essence of Headies is to place Africa, that crude of ours, which is entertainment and music in the global space.



OMAWUMI



My Best Headies experience was when I was nominated in the next rated category and won. Then in 2012 I hosted the award with MI and it was fulfilling. The Next Rated validated my craft





The 16th Headies which held at the Cobb Energy Center was a grand success showcasing the strength and growth of Afrobeats across the globe soil with some of the industry's superstars and music executives in attendance.



**Terrence J**

(Co-host of the 16<sup>th</sup> Headies)

Doing it big for the 16 years and tonight will be the biggest night



**D'BANJ**



This is what we need. This is the right encouragement the industry needs. First of all, it shows how big the industry has become and the vision that we all have. It makes people work harder and know that there is a reward at the end, so I am excited



**REMA**



It's important to support our institutions. By institutions, I mean the bodies that support us to achieve major success. This is our chance to protect what we have.



# JOIN *the* MOVEMENT



**Anthony Anderson**



The Headies celebrates Africa and honors some of music biggest stars from the continent and around the globe. The movement is in top gear.



**Terrence J**



I have been blessed In my career to be on Stage and host many different shows, from The Oscars, the Grammys, BET and I must say the energy in the room right now. The Headies is a world class award show.









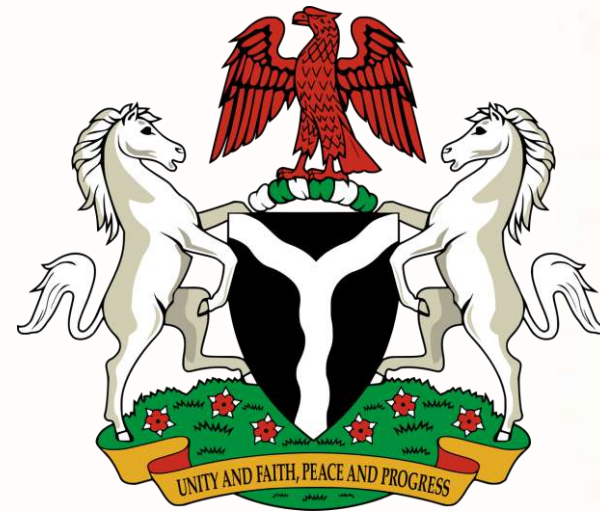
# INTERNATIONAL ARTISTES CELEBRATED AT THE HEADIES

The Headies not only recognizes artistic ingenuity within the shores of Africa but has also celebrated International artiste who has in their own ways aided and supported the continuous growth of Afrobeats





# CORPORATE PARTNERS





# BRAND PARTNERSHIP & COLLABORATIONS

Coca-Cola

  
CITADEL VIEWS

  
HYUNDAI

 pepsi

 MTN

SAMSUNG

Interswitch 

  
TULCAN ENERGY

 MUNCH  
IT

virgin atlantic 

 airtel

★ Heineken®

  
Tiger

 minimie  
chinchin

ValueJet  
A FLYING JET, A FLYING ONBOARD

  
GUINNESS

 GAC MOTOR

 Lipton

bet9ja 

 Lucozade  
Sport

  
LUSH  
Hair

  
fire

closeup

  
FEARLESS  
ENERGY DRINK

 Verve

  
Instant Noodles



# 16<sup>TH</sup> HEADIES MEDIA COVERAGE



billboard



THIS IS RNB



Rolling Stone



THIS DAY



pulse  
.ng



VIBE  
MAGAZINE



ARISE  
NEWS





# BRAND SPONSORSHIP & OPPORTUNITIES

By partnering with The Headies, clients benefit from extensive brand exposure, heightened customer engagement, and alignment with a platform that resonates deeply with the target audience.

Key benefits of the partnership include:

## **Targeted Reach**

The Headies is one of Africa's strongest media properties with a cult following built over the last 17 years, generating excitement, buzz, conversation across platforms.

## **Integrated Marketing**

- ✓ Cohesive integrated marketing campaigns across social media.
- ✓ Create hundreds of Headies related contents.
- ✓ Apply digital advertising strategies to deploy contents.
- ✓ Create amplification strategy
- ✓ Project sponsor's campaign.

## **Brand Visibility**

Extensive brand exposure through our various roadmap events and activations with inspiring promotional materials, strengthening the association with this prestigious platform.



# VIDEO REFERENCES

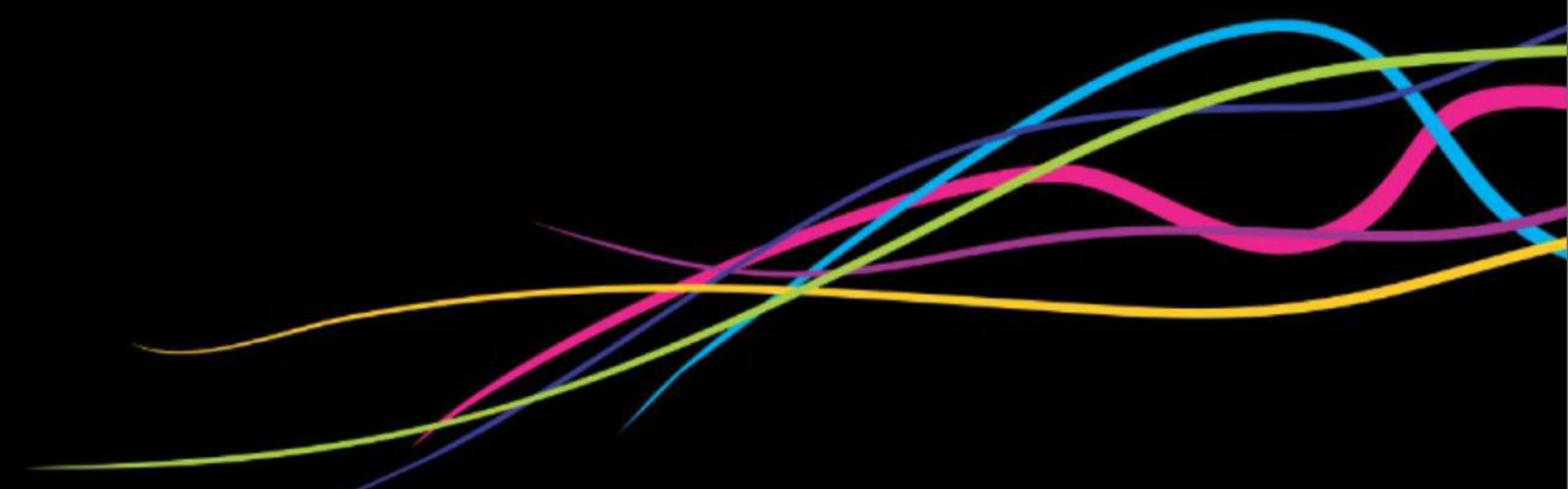


- [Click here to watch](#) Highlights Of The Roadmap Events To The 16th Headies Awards
- [Click here to watch](#) The Headies US. Consulate Reception
- [Click here to watch](#) Best Moments From The Headies Awards | Roadmap To The 16th Headies Awards
- [Click here to watch](#) The 16th Headies Stakeholders Brunch
- [Click here to watch](#), The Nigerian Consul-General in Atlanta's speech - Ambassador Dr. Amina Smaila
- [Click here to watch](#) The Governor of the 5<sup>th</sup> Largest Economy in Africa, Mr. Babajide Sanwoolu's interview on the 16<sup>th</sup> headies.
- [Click here to watch](#) Gov. Babajide Sanwoolu host the Headies team, and creative industry members at his residence in Marina, Lagos
- [Click here to watch](#) the Executive Producer Of The Headies, Ayo Animashaun Interview On The 16th Headies Awards
- [Click here to watch](#) Introducing The 16th Headies Host - Terrence J
- [Click here to watch](#) Artiste With Highest Headies Nominations
- [Click here to watch](#) The 16th Headies Awards TV promo
- [Click here to watch](#) Rema's Calm Down Wins African Artist Of The Year | 16th Headies Award
- [Click here to watch](#) Asake's Mr Money With The Vibe Wins Album Of The Year | The 16th Headies Awards

- [Click here to watch](#) Odumodublvck Wins Rookie Of The Year | The 16th Headies Awards
- [Click here to watch](#) Winners Of The Headies Awards Next Rated Category From Inception
- [Click here to watch](#) Highlights Of The 15th Headies Awards
- [Click here to watch](#) The 15th Headies Awards Red Carpet
- [Click here to watch](#) 15th Headies Next Rated Car Presentation To Bnxxn, Winner Of Next Rated Artiste
- [Click here to watch](#) Simi And Ebenezer Obey's 14th Headies Remix Performance Of The Song Aimasiko
- [Click here to watch](#) 14<sup>th</sup> headies highlight
- [Click here to watch](#) 13<sup>th</sup> headies highlight
- [Click here to watch](#) 12<sup>th</sup> headies highlight
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- [Click here to watch](#) The Headies Nominees Interview
- [Click here to watch](#) The Headies Mic Check Season 1 | Highlight
- [Click here to watch](#) Headies Mic Check Season 1 Winner Car Presentation
- [Click here to watch](#) Headies Mic Check Season 2
- [Click here to watch](#) The Grand Finale | Headies Mic Check Season 2



JOIN US FOR





thank  
you

CONTACT THE EXECUTIVE PRODUCER



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THE HEADIES AWARD



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THE\_HEADIES



WWW.THEHEADIES.COM

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