

Mr Eazi and Tega Starr tap Triller for innovative single launch

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Nigerian hit-makers challenge AI-powered music video app users to #FrenchKissChallenge

In a game-changing move, rising star Tega Starr and Banku music pioneer Mr Eazi have joined forces with social video platform Triller to plug their new single, “French Kiss”, and they’ve notched up over 1.8 million views before the single was even released.

As part of the lead up to the release of the addictively upbeat tune on 9 October, the Nigerian artists threw down the challenge to users of the rapidly growing video editing app and music discovery platform to express themselves using the 30-second exclusive preview of the song as part of the #FrenchKissChallenge.

“People love doing challenges, and engaging with songs beyond just listening to it – and Triller makes it so easy to express yourself in a fun way. As a new artist like myself, it allows me to benefit from a massive reach which ordinarily, I wouldn’t have access to,” explains Lagos-born Tega Starr whose freestyle foray “Jungle” piqued Mr Eazi’s interest.

“French Kiss”, which is released in conjunction with Mr Eazi’s emPawa talent incubation initiative, is co-produced by Master KG of global hit “Jerusalema”. The song marks the music entrepreneur’s latest collab with Triller.

In March 2020, the singer and songwriter linked up with DJ Neptune and Joeboy for “Nobody”. Shortly after releasing the song they opened up the #nobodychallenge to users of the app who responded with enthusiasm, uploading over 186,000 videos across Africa. “Nobody” benefitted from the AI-powered music video app’s innovative features, such as plugging directly into a user’s Apple Music account, to soar up the charts across the continent and the world.

“Seeing the ‘Nobody’ song uplift people around the world at the craziest time was such a next level eye opener for me and it was an amazing partnership with Triller. Triller is opening up a new level of interaction between artists and our fans which is benefitting not only me personally, but the entire industry,” Mr Eazi said.

This time around, the entertainer has upped the ante, giving Triller users a taste of the song to allow them to express their interpretation nine days before release.

Mr Eazi is upbeat that, as the app grows exponentially across the continent, many users will also resonate with “French Kiss’s” catchy beat.

“‘French Kiss’ is such a happy song. I think this last quarter needs that kind of energy, and, by linking with my guys from Triller, we have been able to share that energy with our fans and break the song in the process,” he said.

About Triller

Triller is an AI-powered music video app and talent discovery platform that allows users to create professional-looking videos in a matter of seconds. Pick a song, select the portion of the song you want to use, snap a few takes and with the tap of a button you have a celebrity-quality music video starring you and your friends. Triller relies solely on organic growth and has approximately 250 million downloads as of September 2020, with celebrities like Alicia Keys, Cardi B, Marshmello, Roddy Ricch and Eminem regularly using the app to create their own music videos. In Africa, the app has been embraced by a host of artists including Burna Boy, Nasty C, Sauti Sol, Fally Ipupa, Sarkodie and DJ Cuppy. Triller recently was acquired by Proxima Media.

For more information, visit www.triller.co and follow [@triller](https://www.instagram.com/triller) on Instagram. You Do You

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