



WHAT PEOPLE SAY ABOUT BIG BROTHER NAIJA

John Ugbe

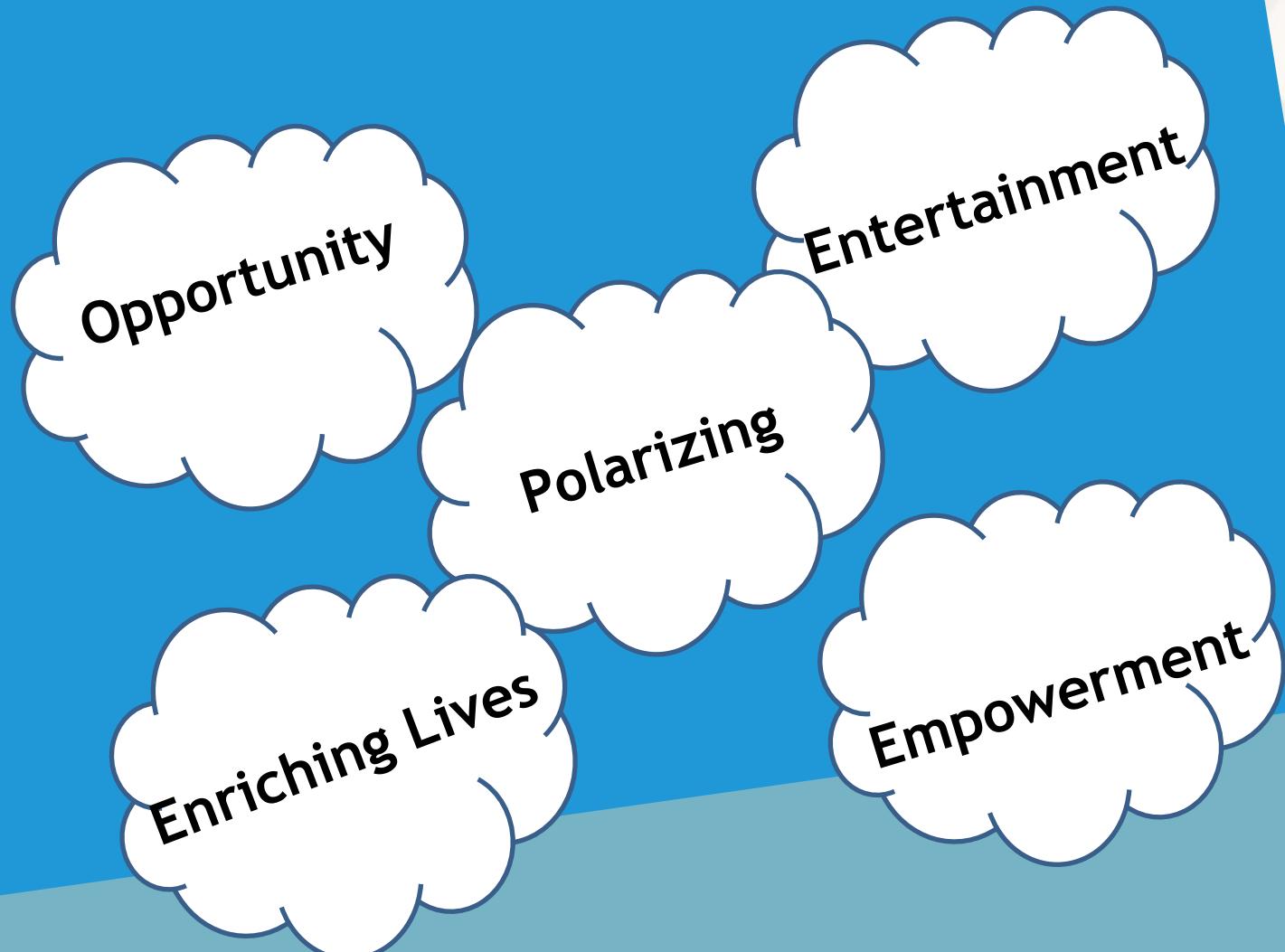
April, 2019



DStv

GOTV

Some of what people say about Big Brother Naija



Let's confirm or
debunk some
commonly held
beliefs...





Contrary to popular belief:

a good majority of viewers believe Big Brother Naija is a talent hunt



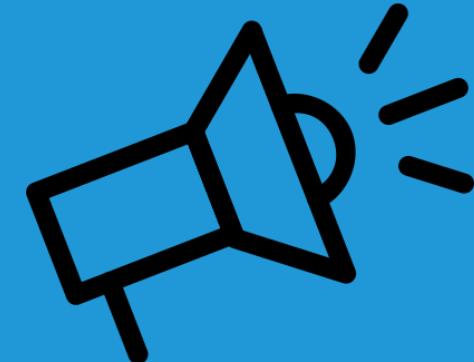
Confirmed by the organizers who say the show was:

“...designed to spot and groom new talent in the entertainment industry in Nigeria and beyond”



One respondent said:

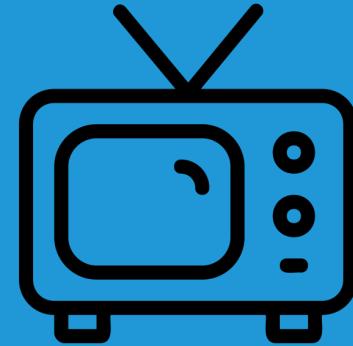
“In Big Brother Naija, talent is what you bring in, how you use the opportunity lies in your hands”



**60% of
Respondents say
Big Brother Naija
is a Talent Hunt**

We couldn't agree more with these...

-  **61.5%** of respondents say they would rather watch Big Brother Naija than the **English Premier League**, or popular Christian music concert, The Experience
-  **20.5%** preferred “The Experience”
-  **17.9%** say they would rather watch a premier league match



70% of Viewers Love Big Brother Naija For Its Strong Entertainment Credentials

While 6% say it is Educative

Creating legitimate paths to success



More than 53% say Big Brother Naija is a surer path to success



While 43.6% say a university degree is a surer path to success. Only 2% opted for “Yahoo Yahoo”



Fun Facts

67.9%

67.9% of BBNaija viewers are female, while 32% are male.

34.6%

34.6% of surveyed viewers say Friday night parties = most enjoyable moment on the show.



28.7% of respondents say Bisola Aiyeola is their favourite housemate.

Alex was voted second by 11.7% of the viewers.

Miracle is the favorite housemate of 9.6% of the respondents

while Cee-C, Tobi and Efe tie at fourth with 8.5% of the respondents voting them as the most loved housemates respectively.

61.5% of the members of the general public say they would accept a free slot to the Big Brother house if given.

75% of the bloggers and journalists surveyed also admit they would accept a free slot

while 25% of this group say they would not as they are not mentally prepared for it.

Some Opinions

33.3%

find the **Eviction Live Shows** more interesting

>30%

of those surveyed still said they find sex and nudity among housemates quite offensive

19.2%

prefer the **Diary Session** while 11.5% enjoy **Celebrity Visits** the most

90% say that Big Brother Naija has great economic value for Nigeria

76.9% will encourage others to audition for Big Brother Naija

78% ex- housemates also say if given the chance, they would go back to the Big Brother house again

A photograph of two people laughing together. On the left, a man wearing sunglasses and a colorful, patterned jacket is laughing heartily. On the right, a woman with short hair and a colorful, patterned top is also laughing. They appear to be at a social gathering or event.

Impact on Youth Culture

-  50% of the Auditionees for the 2019 Season believe they can find love in the house
-  50% of the auditionees had previously applied to other reality TV shows before applying to Big Brother Naija
-  64.1% of people surveyed say Big Brother Naija impacts youth culture in Nigeria

Overnight Stardom

A major attraction of Big Brother Naija is the popularity and the celebrity status it confers on participants.

With Big Brother Naija, you don't have to win to be successful, case in point; Ebuka



THE EBUKA STORY

2.5 Million

Ebuka has a combined following of about 2.5 million, the highest by any ex-BBNaija housemate



TV STAR

FRIEND OR FOE

Immediately after his participation in Big Brother Nigeria, started out working on a rather unknown TV show on NTA called “Friend or Foe”

8TH POSITION

Ebuka participated in the first edition of BBNaija, then called Big Brother Nigeria in 2016

ON-AIR PERSONALITY

MEN'S CORNER

He also anchors the “Men’s Corner” show on Ebony Life as an On-Air Personality, he has no limits and no “comfort zone” - he’s just as comfortable talking to presidential candidates as he is discussing sports, celebrity lifestyle, fashion and everything in between.

BRAND AMBASSADOR & INFLUENCER

Today he is a brand ambassador and influencer for Pork Money, Samsung, Budweiser, H2O, and Mannor Gates to name but a few, across his twitter and instagram pages alone.

Testimonials



As one observer noted in a Punch Newspaper post; “He (Ebuka) has completely shattered TV presenter mould; viewers look forward to the weekly Sunday Eviction shows to see who was getting kicked out, but also to see what Ebuka wore”

“He turned Sunday nights into his very own personal fashion show. His outfits trended online as much as the contestants did. In a business where stylists have to beg, plead, sweet talk and cajole designers into lending their clothes for use in productions, Ebuka turned the table upside down”



An emerging breed of Influencer Marketers

House mate	Industry/Sector	Social (Twitter & IG)
Ebuka	H20, Pork Money, Samsung, Mannor Gates, Budweiser etc.	2.5 million
Bisola	Baileys, Dove Nigeria, Jumia, Google, Indomie Nigeria WAPIC, Sterling Bank, Power Oil, Samsung etc.	2.3 million
Alex	Globacom Limited, Campari, Migration Hub, MyPaddi App, L'Avyanna, Jenesis Colony, ElanRed, Bobo Foods, Pork Money etc	1.6 million
Cee-C	NairaBet, Sapphire Scents, Amstel Malta, Quickteller, Huawei, Ghandour Cosmetics, Budweiser, The Travel Experience etc.	1.6 million
Tobi	Amstel Malta, Heineken, Jumia, Ashluxury, Gokada, Play Apparel etc.	1.4 million
Nina Ivy	Oxygen Homes, Periwinkle Residences, Prominent Business Corp, M & S Closet, Grerivian Beauty,	1.2 million
Bambam	Casa Foundation, Jumia, Micserah, Barcelos,	861K
Ifu Ennada	Quickteller, Legend Extra Stout etc.	937K
Lolu	Pork Money, Miskay, Pepsi, Konami Africa, H20, MTN, DSTV	400K
Leo	LG, Pepsi, DSTV, The Travel Experience, Numatville Tourism etc.	380K
Tboss	234Bet, Gulder, The Play Network, House of Lunettes, Tiger Beer, Budweiser, DSTV,	738K
Teddy A	Sapphire Scents, Campari,	837K
Vandora	Jumia, DSTV	376K

How BBNaija Housmates rank on Social Media

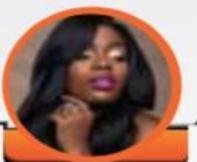


Ebuka

Social Media Following (Twitter & Instagram)

2.5^M

Media Personality



Bisola

Social Media Following (Twitter & Instagram)

2.3^M

Actor, Musician



Alex

Social Media Following (Twitter & Instagram)

1.6^M

Model, Dancer, Actor



Cee-C

Social Media Following (Twitter & Instagram)

1.6^M

Lawyer



Tobi

Social Media Following (Twitter & Instagram)

1.4^M

Photographer,
Investment banker

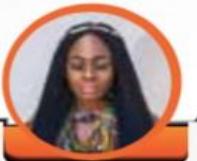


Nina Ivy

Social Media Following (Twitter & Instagram)

1.2^M

Entrepreneur,
Model & Student



Uriel

Social Media Following (Twitter & Instagram)

969^k

Entrepreneur,
Content Developer



Ifu Ennada

Social Media Following (Twitter & Instagram)

937^k

Actress,
Entrepreneur



Efe

Social Media Following (Twitter & Instagram)

933^k

Music Artiste



Miracle

Social Media Following (Twitter & Instagram)

900^k

Pilot and model



Bambam

Social Media Following (Twitter & Instagram)

861^k

Entrepreneur



Teddy A

Social Media Following (Twitter & Instagram)

837^k

Singer, Songwriter
Actor, Model



Tboss

Social Media Following (Twitter & Instagram)

738^k

Actor,
Presenter

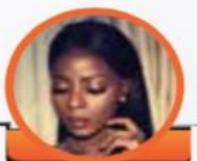


Anto Lecky

Social Media Following (Twitter & Instagram)

733^k

Sports Manager,
OAP



Khloe

Social Media Following (Twitter & Instagram)

700^k

Fashion
Designer

It's a lot of work...



Robust Ecosystem

Number #1 trending topic globally

There's no greater
endorsement than this...



2 people Liked this post. Liked by patmyboo and 1,092 others

dstvnigeria Thank you Naija! We trended number 1 globally.

#BBNaija #DoubleWahala #DStvLovesYou

[View All 53 Comments](#)

24 April 2018





Thank you!

John Ugbe
April, 2019

