

Sanlam tunes in to the youth



We look at what is behind the success of the **Sanlam Sing 'it** lyric-writing competition.

Entries have just closed for the third Sanlam Sing 'it competition – the innovative nationwide song-writing competition that has produced more than 10 national radio hits so far.

Over the past year aspiring songwriters from all over South Africa have been sending in their entries for the Sanlam Sing 'it competition via a number of social media channels.

This year sees four very exciting bands vying for the grand prize. The Soil, AKA, Straatligkinders and BlackByrd are already well known among younger South African radio audiences, and they'll certainly be giving it their all. Straatligkinders' frontman, Boucher Bosch, says: 'It's a huge honour to be part of Sanlam Sing 'it 2013.'

Now each of the four participating bands has to choose one set of lyrics to compose and record a song. Songs will be made available to download and members of the public will vote

online in November for their favourite. Winners will be announced in December.

What it means to Sanlam

'Sanlam has always been a company that prides itself on supporting local talent,' says André Kearns, Sponsorship Manager: Group Marketing. 'This is especially true when it comes to the generation of trendsetters and future leaders.'

Sanlam and its partners LitNet and MTV have created an innovative online platform for local talent to be exposed and showcased, but they have also established valuable brand awareness among university students and the young working crowd.

Sanlam is very much in touch with the urban youth, and its involvement in Sanlam Sing 'it serves to strengthen this bond, as it gives the company exposure among lyricists, bands and their support bases.



Snappy soundbites

We catch up with **Adam Jerrett**, last year's winning lyricist, and **Peter Crafford**, frontman of **3rd World Spectator**.

On the song ...



Adam Jerrett

Adam: I really didn't expect to win. I had entered the song the previous year, and it hadn't got anywhere, so winning came as a very nice surprise.



Peter Crafford

Peter: Amazingly, three of the five songs we shortlisted were written by Adam, but we really responded to 'Once More, With Feeling' as it inspired us to experiment with a new sound.

On the competition ...

Peter: It's great that Sanlam is on board, because the local music industry needs

this kind of support to reach the heights it deserves.

Adam: Thank you, Sanlam, for the great opportunity you're giving young songwriters. It's great to get recognition for something I've been doing for so long. And the money's come in handy too.

On life at the moment ...

Adam: I'm still writing and I've entered a few songs for the 2013 competition, which I'm very excited about. By day I'm still a computer science lecturer, though.

Peter: We're working on our second album, writing new music all the time, and touring as much as possible.



By the numbers

- The winning band will receive a music video valued at **R50 000** and a **R10 000** voucher from Paul Bothner Music.
- The winning lyricist will receive a **R50 000** cash prize and the opportunity to appear in the music video.
- The other finalists will each win **R5 000**.



a set of Monster headphones and Roland music recording equipment/software from Paul Bothner Music.