

INTERNATIONAL SUPERSTAR DAVIDO RELEASES COMPANION VISUAL TO “JOWO”



DIRECTED BY DAMMY TWITCH JOWO IS FEATURED ON HIS CRITICALLY-ACCLAIMED ALBUM A BETTER TIME WATCH “JOWO” [HERE](#)

December 4, 2020 — Multiple award-winning Nigerian superstar **DAVIDO** today releases the visual to the standout track “**Jowo**” taken from his critically acclaimed third studio album **A BETTER TIME** released through Davido Worldwide/Sony Music U.K./RCA Records. “**Jowo**” (meaning “please” in Yoruba) is a mid-tempo sultry Afro-pop record produced by **Napji** and **Magic Boi**. Watch “Jowo” on YouTube [HERE](#).

Directed by *Dammy Twitch*, the visuals for “Jowo” were shot in Lagos, Nigeria. Here, a twisted love story of two gang leaders played by Davido and Nigerian ‘Big Brother’ TV celebrity **Rebecca Nengi Hampson** is told. The gang leaders have been put up against each other by a brutally feared Godfather figure played by renowned Nollywood veteran **Richard Mofe-Damijo**. Will they be able to finish off the mission?

The visual release of “Jowo” continues a successful year for Davido. He made a victorious return to music with “**FEM**” - his first solo release of 2020 and the first single taken from **A BETTER TIME** which shot straight to the No.1 spot in the Apple Music charts in over 8 countries including Nigeria, where it held the top position for 4 weeks. “**FEM**” has since enjoyed over XM streams globally, viewed over 8m times on YouTube and reached #19 on US iTunes chart - the highest for an Afrobeats record in the United States.

Listen to ***A Better Time***: <https://smarturl.it/ABetterTime>

FOLLOW DAVIDO
[INSTAGRAM](#) | [TWITTER](#) | [FACEBOOK](#) | [YOUTUBE](#)

About Davido:

Born in Atlanta, Georgia and raised in Nigeria, 27-year-old Davido (real name David Adedeji Adeleke) has been a champion for the continent of Africa. He chose to chase his music dreams and whilst doing so earned over 30 awards including a MOBO for Best African Act, MTV EMA for Best International Act, three MTV Africa Music Awards, two BET Awards and two Nigerian Teen Choice Awards for “Top Featured Artist” and “Choice Male Artist.”

With an unmatched work rate, Davido has delivered back to back hits since his musical debut in 2011. Breaking out with successive singles “***Back When,***” “***Dami Duro,***” “***Gobe,***” “***Aye***” and “***Skelewu,***” the latter would enjoy attention from Major Lazer and Wiwek who went on to remix the single. His musical elevation would see further global collaborations with Chris Brown, Pop Smoke, Summer Walker, Young Thug, Mayorkun and more. Davido kick-started last year with a sold-out date at London’s prestigious O2 Arena, becoming the first solo African artist to do this. He created waves across America with his smash hit single “***Fall***” which is certified gold in the US and in Canada.

With a discography attesting to over a billion global streams and 400 million video views, the Afrobeats forerunner has very much established himself as a force to be reckoned with.

Media Contacts:

Tammy Brook - tammy@FYIBrandComm.com

Christina Lo Duca - cloduca@fyibrandgroup.com

Sarah Weinstein Dennison/ RCA Records Publicity

Sarah.weinstein@rcarecords.com