

Skit Makers Report

Q3 2025



INTRODUCTION

Q3 2025 was another unforgettable chapter in Nigeria's skit-making scene, a season where Instagram became the stage, and creators delivered performance after performance that captured everyone's attention.

This report is a focused look at skit makers on **Instagram for Q3 2025**, spotlighting the wins, surprises, and standout moments that defined the quarter.

The quarter was marked not only by consistent content output but also by a surge in engagement, as audiences actively interacted through likes, shares, and comments.

It breaks down the key metrics that shaped the quarter, offering a clear view of how skit makers ranked on Instagram based on output, engagement, and overall impact. The report highlights creator-level performance, showcases the skit makers who led the conversation and drove the most audience attention in Q3.

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THE UNSTOPPABLES

Some skit makers don't just make waves; they own the tide. Quarter after quarter, these creators have shown that consistency isn't just about posting often; it's about showing up strong every single time. Let's have a look at the ones who keep raising the bar

3x in a row

Call it a streak or call it domination; either way, Folagade Banks is unstoppable. For the third quarter in a row, this year, he's held his place among the top skit makers.

99M Total Views

11M Total Likes

14M Total Comments



Folagade
BANKS

#1 Male skit maker

THE UNSTOPPABLES

2x in a row 

Consistency looks good on Kie Kie. For two consecutive quarters, she has remained one of the most consistent skit makers, and she's showing no signs of slowing down

46M Total Views

3.9M Total Likes

128K Total Comments



KIEKIE

#1 Female skit maker

THE HEAVY HITTERS

The competition was fierce this quarter, and these creators made sure the top spot didn't come easy. With millions of views and even more laughs, they kept the energy high and the timelines buzzing.

2

65M

Total engagements

BRODASHAGGI



3

57M

Total engagements

GILMOOREE



4

52M

Total engagements

OLUWADOLARZ



5

47M

Total engagements

MR FUNNY



THE HEAVY HITTERS

The ladies brought their creativity front and centre this quarter, reminding everyone why they continue to own the screen. Their storytelling felt effortless, rich with humour, relatability, and moments that connected deeply with their audiences. From character-driven scenes to real-life reflections, they proved once again that authenticity and creativity remain their strongest currencies.

2

44.6M

Total engagements

TAAOOMA



3

26.7M

Total engagements

KIDBABY101



4

18.1M

Total engagements

REALJADROLITA



5

15.4M

Total engagements

NEEKAH'S LUXURY BEADS

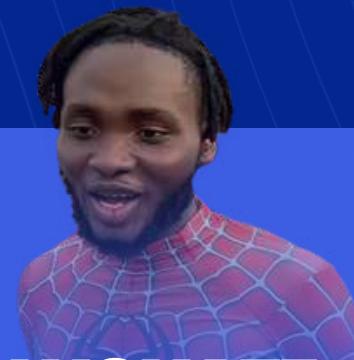


PLOT TWISTS

Every quarter comes with surprises. From unexpected patterns to standout moments, these stories remind us that in the skit world, anything can happen. Some creators took things up a notch, others made us do a double take; either way, they kept the charts interesting.

POSTING MACHINE

When it comes to posting, consistency might be Oluchaze's middle name. With **94 skits** posted, he outpaced everyone else on the list, proving that showing up a lot can pay off.



OLUCHAZE



JADROLITA

ROBOT RELOADED

You could call it a comeback, or better yet, a reboot. Jadrolita made a bold return to the scene and stormed straight into the Top 5 with **16.9 million views**. Her iconic robot character brought something fresh and familiar all at once, and audiences clearly missed it.

EYES ON THE SKITS

From steady climbs to sudden spikes, each month revealed how audiences showed up for their favorite creators. Summer was in the air, and Nigeria had its own version of it. With schools on break and workdays moving slower, timelines stayed active and skit makers reaped the rewards. It was the perfect season for comedy to shine, and the views made that crystal clear.

165.9M

Views

JUL

120.1M

Views

AUG

160.6M

Views

SEP

BIG moments

Every quarter, the skit scene shows us moments that go beyond numbers and remind us how creative, ambitious, and boundary-pushing these creators really are



views on views

One skit, **39 million views**. If that's not impressive, what could be? This shows why Oluwadolarz remains one of the most consistent entertainers in the game.

39M views



[Watch the video here](#)



SKIT meets cinema

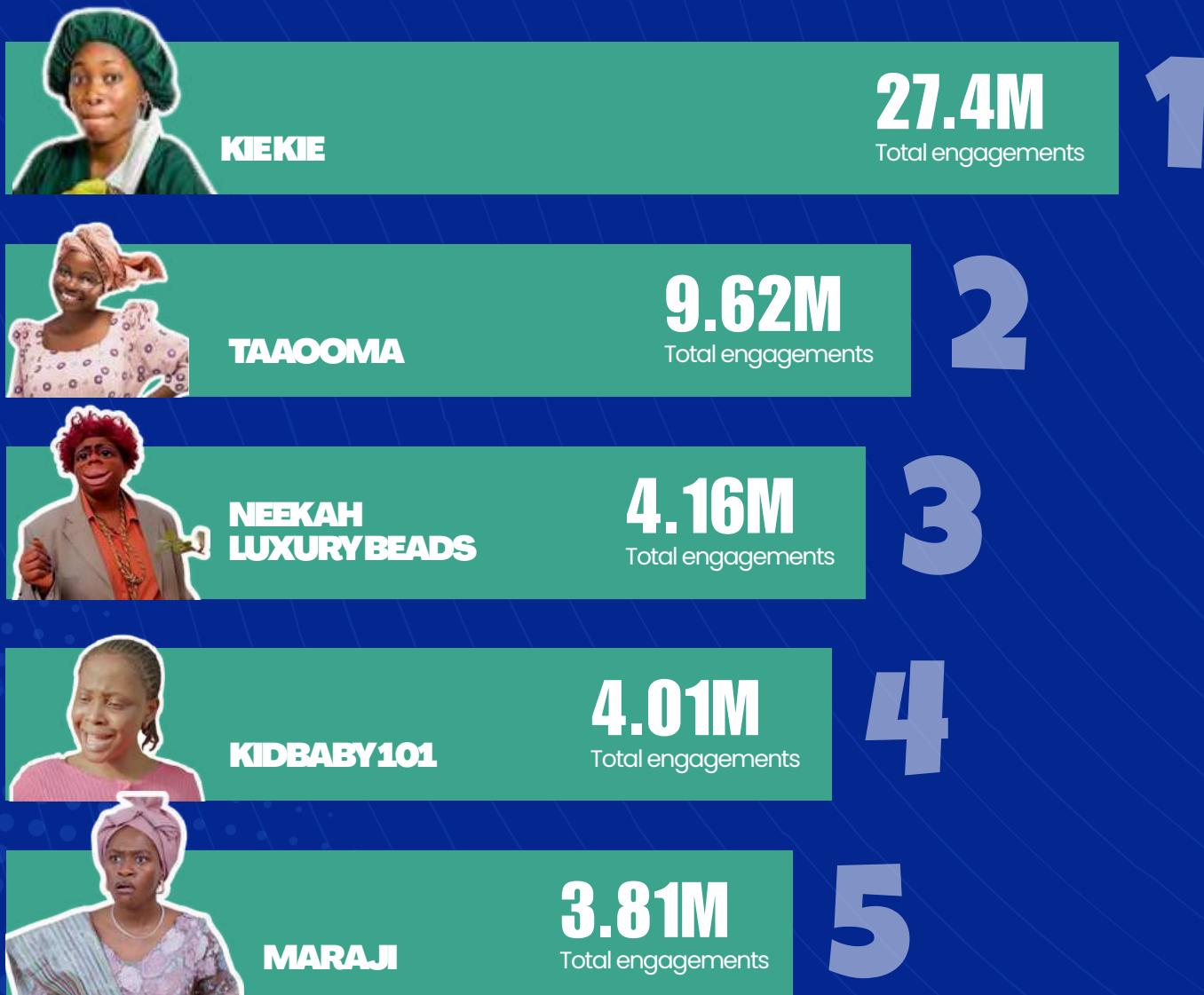
Kie Kie took things to a whole new level, from skit maker to movie producer. She didn't just drop the news; she owned the moment, going all out with creative promotion, recording **19 skits** that kept her audience talking about Gingerr.



BRANDED SKITS

Here, the creators blend comedy with creativity to make ads feel anything but forced. They weave brands into their storylines so smoothly that the promotions feel natural, entertaining, and full of personality. It's advertising, but with charm, humour, and that signature touch their audience love.

FEMALE CATEGORY



BRANDED SKITS

MALE CATEGORY



FOLAGADE BANKS

27.3M

Total engagements

1



SYDNEY TALKER

24.6M

Total engagements

2



LAYIWASABI

9.79M

Total engagements

3



MR FUNNY

9.39M

Total engagements

4



BRAINJOTTER

8.73M

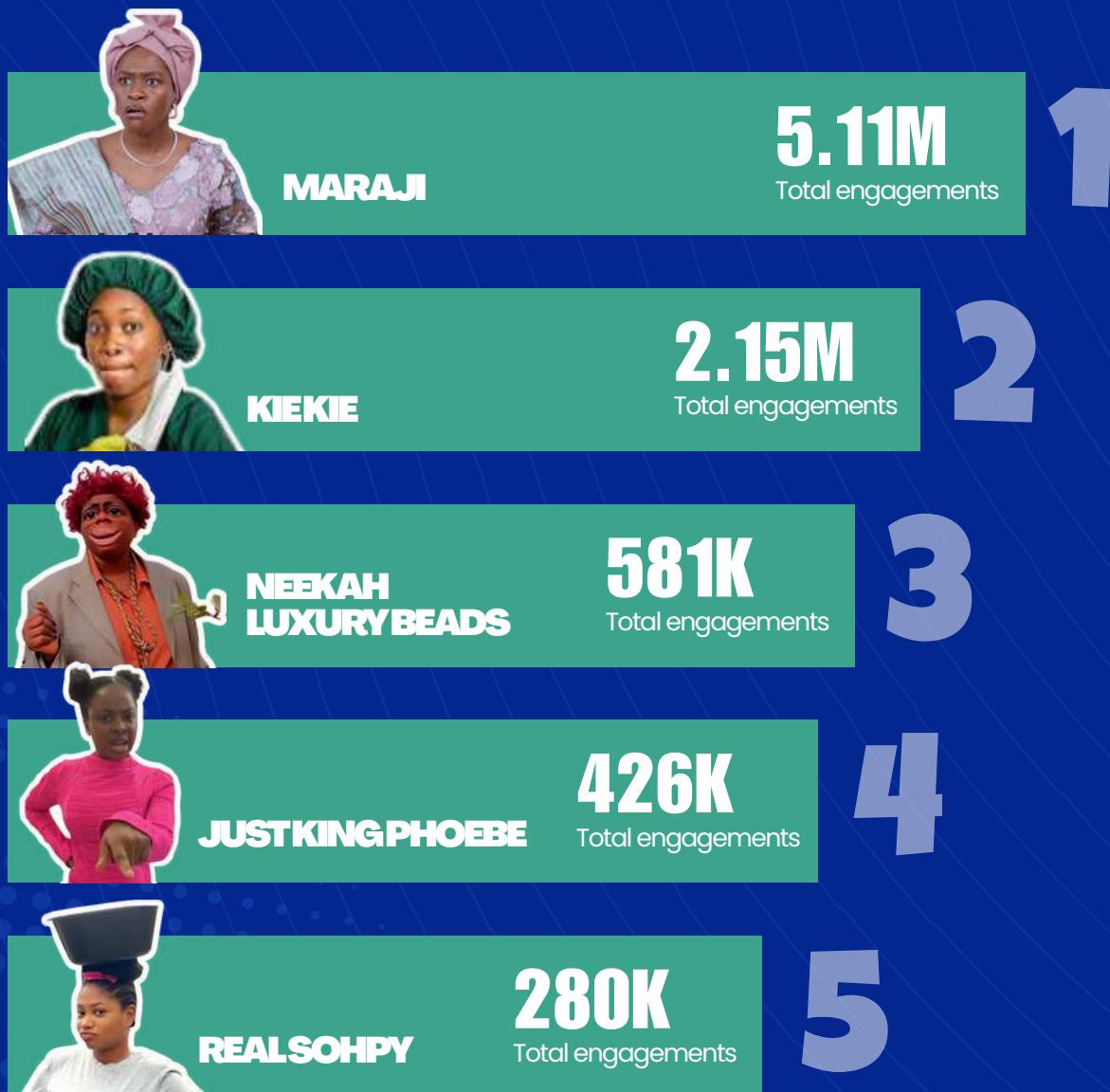
Total engagements

5

DIRECT ADS

These creators produced straight-to-the-point promotional videos, where the spotlight is fully on the brand. No skits; just clean, clear messaging delivered with confidence. It was all about presenting the product or service in a polished, engaging way that gets the message across instantly.

FEMALE CATEGORY



DIRECT ADS

MALE CATEGORY



BRAINJOTTER

4.05M

Total engagements

1



OLUCHAZE

2.57M

Total engagements

2



LAYIWASABI

1.77M

Total engagements

3



SAMUEL BANKS

862K

Total engagements

4



JAYONAIR

850K

Total engagements

5



comment MAGNET

Jay on Air gave us videos that weren't just ads but entertaining stories. This led to an average of **9,541 comments**.

JAY ON AIR



THE BRAIN JOTTER EFFECT

On brand collaborations, Brain Jotter pulled in the highest views on ads at **3.7 million views**, proving that creativity and commerce can coexist effortlessly.

BRAIN JOTTER

INFLUENCE WITH IMPACT

Maraji led the chart for direct ads among the ladies with over **4.8 million views**, reaffirming her strong brand alignment and audience trust.

MARAJI

BRAND MAGNET

Kiekie recorded **35 ad-related** posts, including skit ads and direct ads, which accounted for nearly 75% of her total uploads, showing that brands do not just want visibility; they specifically want her driving their campaigns.

KIEKIE

LOOKING AHEAD

Q3 2025 proved once again that Nigeria's skit industry isn't just thriving, it is scaling. With total views climbing steadily month after month and engagement crossing new milestones, creators continue to redefine what consistency and creativity can achieve.

In Q3, we also saw a surge in branded collaborations, with ad skits accounting for a growing share of total uploads, proof that influencer marketing is now a core part of the skit ecosystem, not just a trend.

As we move into Q4, we expect to see even higher engagement driven by holiday content and end-of-year campaigns. And looking ahead to 2026, all signs point to an even more competitive and commercialised landscape, where storytelling, strategy, and authenticity will separate the crowd from the creators who truly lead the culture.

The story doesn't end here. Explore our interactive dashboards to see the data behind the trends, and uncover the insights shaping the next chapter of Nigeria's skit scene.

Male skit makers dashboard:

[View dashboard here](#)

Female skit makers dashboard:

[View dashboard here](#)

YouTube analytics dashboard:

[View dashboard here](#)

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