

Ariya Repete 2018



To deliver Goldberg to fun-seeking and reward-loving men across South West Nigeria with the use of the 4 pillars of the classic Yoruba "Owambe" experience (wrapped in stories of comedy and drama):

Music: juju, fuji, drums, live performances, praise songs and dance.

Culture: fashion, style, oriki and history.

Food: Goldberg and local delicacies specific to the towns and cities.

Association: communities, clubs, peer groups and clans.

Goldberg Talent Hunt

Fuji, Juju & Drumming



100,000 CONTACTS

were issued a special newsletter



13 PHOTO NEW STORIES

With 13 news releases issued

OVER 6 MILLION SOCIAL MEDIA REACH

with

OVER 78 MILLION IMPRESSIONS



427 MENTIONS



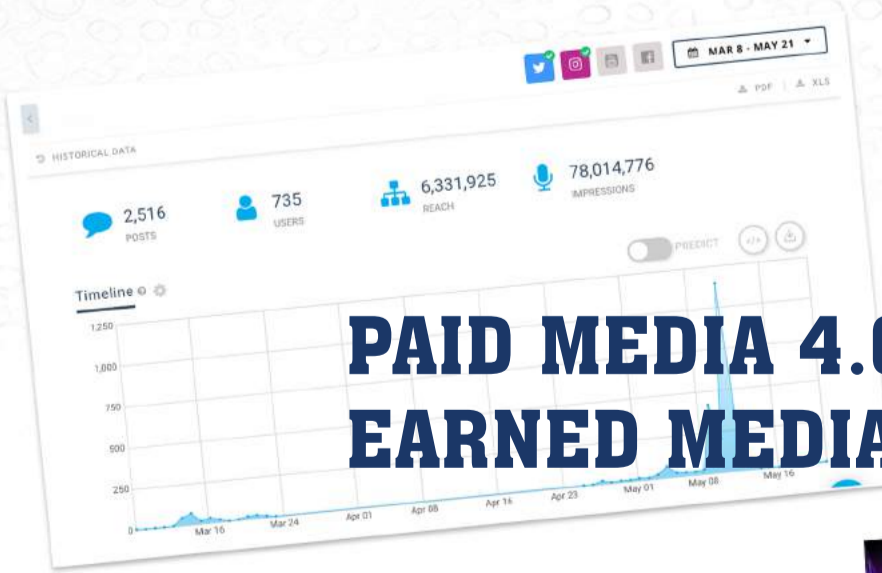
> 6 MILLION

potential consumers reached



2835 COMMENTS ACROSS SOCIAL MEDIA

websites and blogs and most comments were positive.



PAID MEDIA 4.6%

EARNED MEDIA 95.4%



RESULT

with over 16 stops across western Nigeria, the 3 month old campaign, set out to uphold the Yoruba culture, saw over 78 million people share about their experiences.

