

MTV SHUGA

SEASON 7



MTV SHUGA

Strategy: We adopted a planned storytelling to fuel anticipation towards the premiere of Shuga season 7. To use a community of fans, influencers and advocates and to ensure desired incubation.

10 TRENDS
were created around MTV Shuga

5
RADIO MENTIONS

20
PRINT MENTIONS



105
MEDIA MENTIONS

7
YOUTUBE VIDEOS



>39.6%
OF COMMENTS ON SOCIAL MEDIA WERE POSITIVE

>131 MILLION
IMPRESSIONS
WERE SUSTAINED ON SOCIAL MEDIA



OVER 1000
GUESTS
AT THE PREMIERE



19 MILLION
PEOPLE REACHED
ON SOCIAL MEDIA AS 1827 UNIQUE USERS POSTED 7137 UNIQUE POSTS ON INSTAGRAM AND TWITTER.

7 HOUR
TWITTER TREND
EVERY WEEK DURING THE MTV SHUGA TV PREMIERE

RESULTS:

Playing largely on Nigerians' love for football, thousands of Nigerians were rewarded with the ultimate football viewing experience resulting in over 138 million impressions across social media reaching approximately 14,155,883 people.

