

BAFEST 2019

PURPOSE

Born in Africa festival (BAFEST) is a highly entertaining fusion of Music, Art, Film and Fashion, organized by Access Bank to help shape a positive African story globally and better connect the world to Africa.



PR ACTIVITIES

The PR activities for BAFEST 2019 were driven by a 3-dimensional approach that, for the culture, stirred human emotions across Nigeria towards the novel festival by utilizing and showcasing the participating consumers, movie owners, artists, DJs, music and fashion heavyweights like supermodels Oji Okpe and Millen Magese, and artistes like Burna Boy, Tiwa Savage, Teni, Naira Marley and others to evoke positive conversations, good cheer, chants and dance from the fans.



OVER
5 NEWSLETTERS
SENT TO
>10,000
RELEVANT SUBSCRIBERS



>21m
PEOPLE REACHED



20+
MEDIA IN
ATTENDANCE



>17,000
SOCIAL MEDIA POSTS

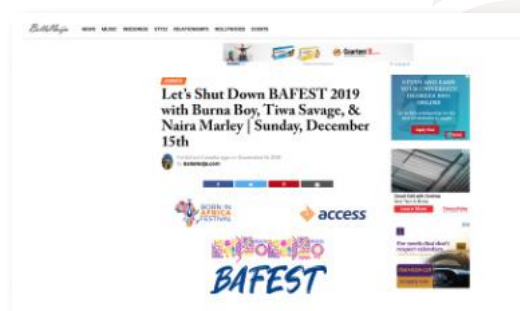


84.5%
ONLINE MEDIA



15.5%
PRINT MEDIA

ONLINE MENTIONS



PRINT MENTIONS



GALLERY



RESULTS

Generating over 70% target consumer participation in BAFEST, Nigerians' love for music, film, art and fashion relatable content was brought to forefront, thereby positioning the Festival as a forerunner for pro-African art in all forms.

