

BHM
PR CASE STUDY



L'Original²
The fayrouz expression show

Prepared by

bhm
BLACK HOUSE MEDIA



FayrouzL'Original is an expression competition sponsored by Natural Premium drink Fayrouz on the stables of the pioneer and largest brewing company in Nigeria, Nigerian Breweries Plc. The competition is aimed at Nigerian undergraduates and National Youth Service Corp (NYSC) members (an organisation set up by the Nigerian government to involve the country's graduates in the development of the country) who have talents in Modelling, Designing, Photography and Make up Artistry.

Contestants enroll in teams of fours to be a part of the competition. Each team is made up of a photographer, designer, a make up artist and a model. The first edition of the competition had over 400 teams from across the country register for the competition online and 10 teams qualified for the Regional screening in Enugu.

After a fierce contest at the **grand finale** on July 5, 2014 at the Oriental Hotel in Lagos, Team Elan won the coveted prize of 20,000 USD and an opportunity to show their work at the 2014 **Lagos Fashion Design week**.

The show birthed the very first team of L'Originals known as '**Team ELAN**'. They have since earned plausible recognition in the fashion industry home and abroad.



(April 2015 – July 2015)

Due to an impeccable maiden edition, the second edition was taken up a notch. To execute a more emotional and interactive show that will benefit the target audience, enhance brand equity and at the end create brand advocacy, the Brand team decided to introduce auditions in four tertiary institutions in four regions which includes South West Nigeria (Lagos and Ibadan), South South Nigeria (Port Harcourt) and South East Nigeria (Enugu) across the Nigerian Breweries business units in the country.

The selected institutions for the regional audition these regions were:

- University of Ibadan
- University of Port Harcourt
- University of Nigeria Enugu
- University of Lagos

The jury auditioned over **1600** young creative undergraduates and NYSC members across all four universities.

The jury for the second edition of the competition includes Nigerian bespoke Fashion Tailor **Mai Atafo**, Creative Director April by Kunbi, **Kunbi Oyelese**, renowned creative Nigerian photographer **Kelechi Amadi-Obi** and National Retail Make Up Artiste House of Tara **Rhema Akabuogu**.

The jury chose 6 different teams who were treated to a 3 day all expense paid trip to **Tinapa Calabar** where they explored the tourist sites of the beautiful city of Calabar to **inspire their creativity** for the semi-finale competition.

Two Teams Team Meddlelane and Team Hai were chosen from the semi finale to go head to head for the grand finale in Lagos were Team Meddlelane emerged the winner of Fayrouz L'Original 2. The winners took home **N4,000,000, Apple Macbook Laptops, Canon Cameras** and an opportunity to showcase at the next **Lagos Design Fashion Week**.

THE BRIEF

Develop a strategic PR plan that would;

- Create awareness about the second edition of the competition
- Drive interest and participation by the target audience
- Position Fayrouz as a youth oriented exciting brand that loves fashion, art, design and travel.

- **Duration - 4 Months**

PR CAMPAIGN EXECUTION

The Announcement

The strategy was to develop a make believe [L'Original fashion magazine](#) featuring the jury of the second edition of the competition leading the audience to think the competition was launching a fashion magazine. This teaser was released online for 48 hours to get people to engage in conversations about the 'new magazine'.

Call to Entry

The call to entry campaign took off immediately after the teaser to reveal the return of the competition. To drive interest and participation, **BHM's** storytelling technique was used to connect with the TA from three different angles online.

- Individual and Team Success stories of the previous winners 'Team ELAN'
- Fayrouz L'Original 2 Jury profile stories
- Confessions of the corper that spent N4M in a Mall'

• A fictitious human angle narrative that tells the story of how a young NYSC member won and spent N4M which was the prize money of Fayrouz L'Original 2

Duration – 4 weeks

- Outcome**
- Over 130 earned online mentions
 - Over 100 radio mentions
 - About 30 earned print mentions
 - Over 8 Million Social Media Impressions

Auditions

For four weekends, each weekend the members of the jury visited one university to audition the thousands of young creative minds that entered for the competition. To create anticipation for each university and host city, the following media tactics were explored for each audition.

- Radio Conversations every day for each week preceding the auditions weekend.
- Jury Radio Interviews each day before the auditions
- Live Social Media and online exploitation (Contestant Videos and Photos, Behind the Scenes content, Jury's shout outs e.t.c)
- Print exploitation (Photo stories, [News Stories](#), [Entertainment Stories](#), Lifestyle Stories, Brand stories e.t.c)
- Exclusive TV Coverage by Nigerian Urban Lifestyle Channel Soundcity.

Semi Finale

The Semi finale activities included a brief mentoring session with the 6 semifinalists, a tour of Calabar city in the South South region of Nigeria, and a mini runway event to choose the 2 finalists of the competition. To amplify the semi finale, the following tactics were deployed.

- Radio Conversations every day for the week preceding the auditions weekend.
- Jury Radio Interview the day before the semi finale event
- Semifinale event live Social Media and online exploitation ([Runway Videos and Photos](#), [Behind the Scenes content videos and photos](#), e.t.c)
- Print exploitation ([Thisday Glitterati Event Coverage](#), [Travel/Tourism Stories](#), [Lifestyle Stories](#), [Entertainment Stories](#), e.t.c)
- Exclusive TV Coverage by Nigerian Urban Lifestyle Channel Soundcity

P R E F I N A L E

- In preparation for the Grand finale, the finalists were engaged in the following media activities:
- Style Mania Cover Photoshoot featuring the finalists and Jury in Fashion pieces by Mai Atafo and Kunbi Oyelese to be auctioned at the Grand Finale event.
- Competition expose media parley with the jury, finalists and brand team
- Finalists Radio Interviews on the Top Radio Stations in Nigeria
- TV Interview on Silverbird Television
- Mentorship bootcamp session by members of the jury and Life Coach Kate Williams.

These events were exploited using the following media tactics:

- Social Media and online exploitation (Live Videos and Photos, Behind the Scenes content, e.t.c)
- Print exploitation (News Stories, Entertainment and Lifestyle Stories)
- Exclusive TV Coverage by Nigerian Urban Lifestyle Channel Soundcity
- **Other Social Conversation Tactics include:**
 - Allegiance conversations on social media and blogs (Team Meddlelane VS Team Hai), (Team Lagos VS Team Ibadan)
 - Music Performers Line up Conversations on Social media and blogs

Grand Finale

- The big idea for the [grand finale](#) was to invite the key Nigerian fashion influencers, Stylists, Bloggers and Lifestyle Media to achieve earned media and conversations for the competition in the Nigerian Fashion Industry and beyond.

Mode of Invitation

- To create anticipation for the event and inspire guests to attend, the invitation alongside a tray of Fayrouz was delivered to the top [Nigerian fashion influencers and enthusiasts](#), Stylists, [Fashion Bloggers](#) and Lifestyle Media. This activity was amplified on Social Media and prompted the guests to share on their social pages giving the event access to their thousands of followers nationwide.

Main Event Media Tactics

- Pre event Radio plus social conversations and ticket giveaways
- Event TV Coverage by top Nigerian TV Stations
- Live Social Media and Online Exploitations of all event activities including [Red Carpet Coverage](#), Celebrity Mixologist Activation, [Finalists Runway Showcase](#), [Music Performance](#), L'Original Fashion auction and Winners Showcase.
- Print Exploitation (Fashion Newspapers/Magazine Cover Stories, [News Stories](#), Entertainment and Lifestyle, e.t.c)

CAMPAIGN MEDIA OUTPUT

- Total Number Of Print Mentions – 112
(Over 2,000,000 people reached across Nigeria)
- Total Number Of Online Mentions – 552
(Over 10,000,000 impressions)
- Total Number of Local and National TV Mentions – 23
- Total Number of Radio Mentions – 511
- Total Number Of Social Media Impressions – 66,645,826

CAMPAIGN OUTCOMES

- Fayrouz L'Original 2 teaser and call to entry campaign received a laudable increase of 65.6% earned radio mentions and 71.2% earned online mentions versus the maiden edition
- The competition received over a 100% increase in the entries for the second edition. The maiden edition recorded over 1600 entries while the second edition recorded over 3,600 entries respectively
- The competition generated impressive interactive conversations and direct feedback across Fayrouz Nigeria and BHM Social Media platforms
- By visiting and exploring 5 different states in Nigeria for Fayrouz L'Original 2, the brand earned additional audience from tourism and adventure
- The success of the second edition placed Fayrouz L'Original on the vanguard of credible platforms that produce original young and marketable creative talents in the Nigerian Fashion industry
- The Fayrouz brand is embraced by young creative talents and fashion enthusiasts in the Nigerian fashion industry as the brand that supports their creativity and originality