

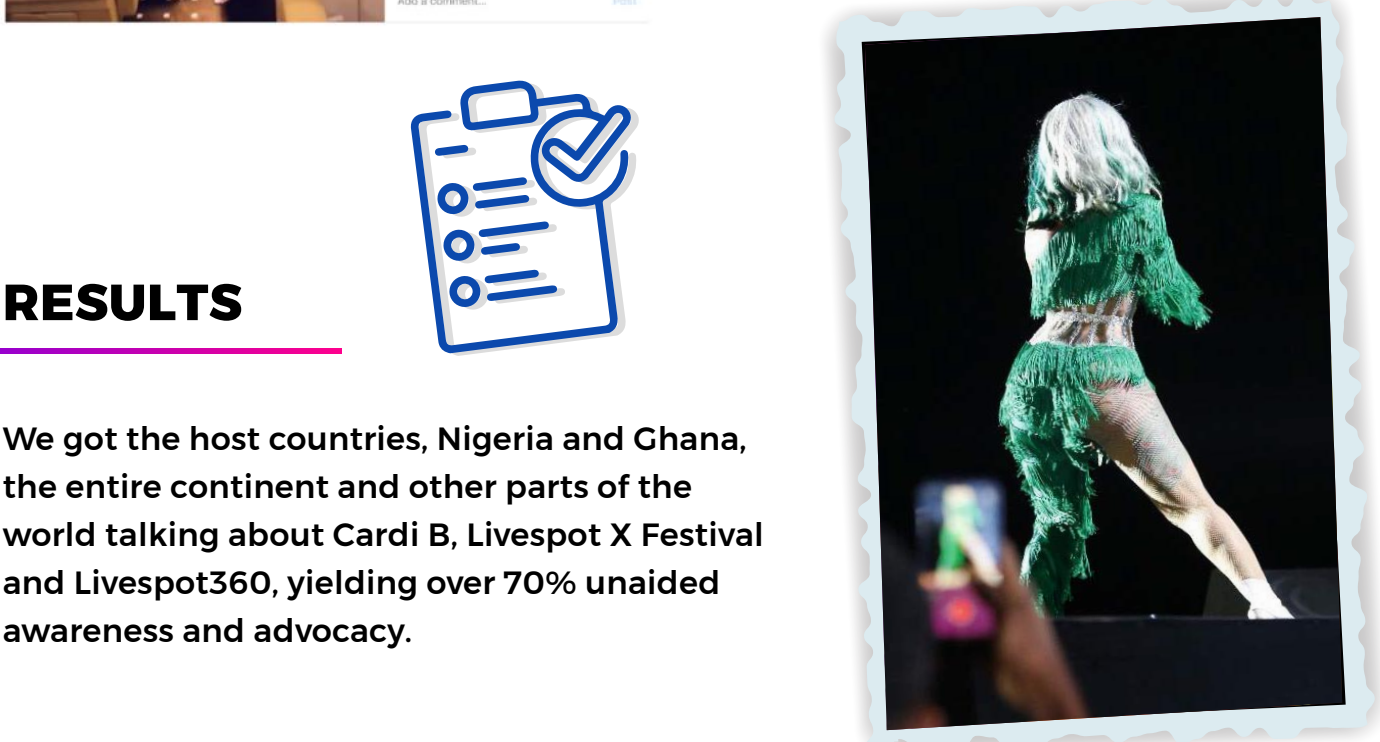
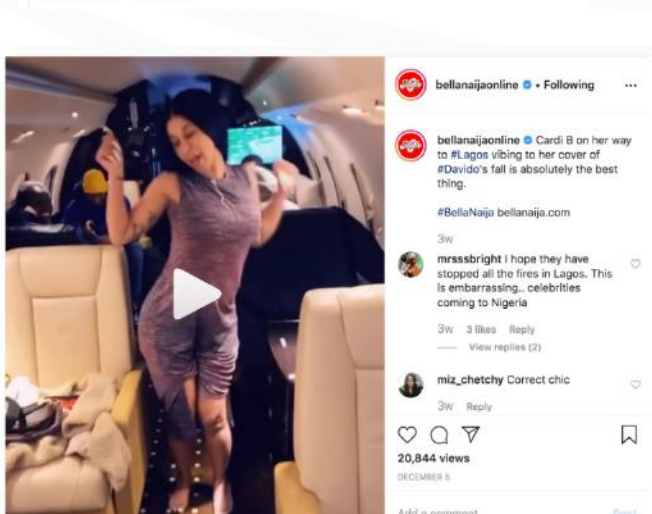
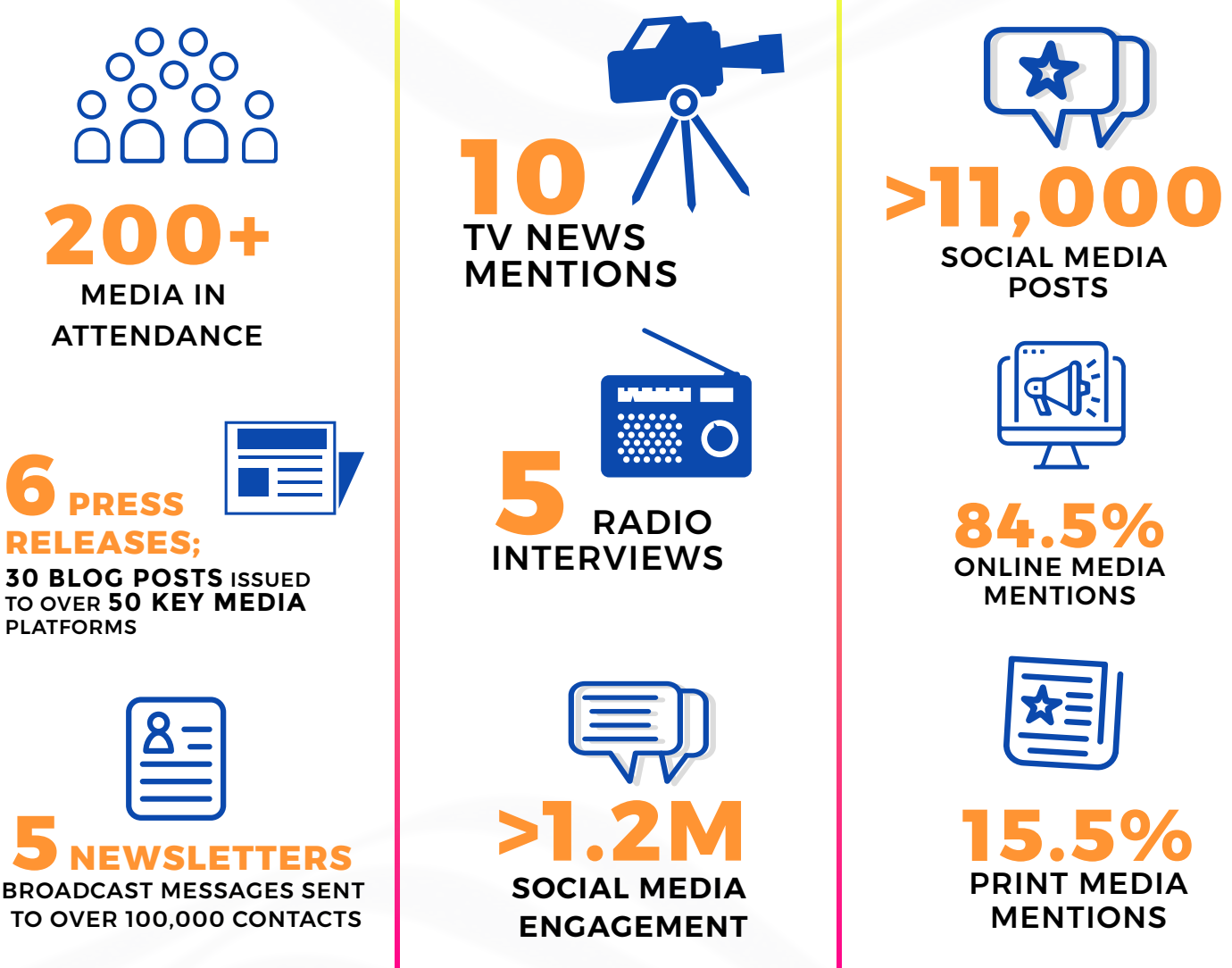


## PURPOSE

Livespot X Festival is the outdoor convergence of everything vibrant, exciting, lifestyle, and urban pop-culture. The first edition which was a fusion of incredible live performances, all rolled into one high-octane event featured, for the first time in Africa, international rap and media sensation Cardi B!

## PR ACTIVITIES

Leveraging the star power of the Livespot X Festival headliner, Cardi B and the array of A-list artists billed to perform at the festival, BHM used a synchronised announcement, name dropping and gamification to spark conversations and anticipation about Livespot X Festival, spinning fun and engaging content out of historical records and facts about the artists.



## RESULTS

We got the host countries, Nigeria and Ghana, the entire continent and other parts of the world talking about Cardi B, Livespot X Festival and Livespot360, yielding over 70% unaided awareness and advocacy.