LIVESPOT FESTIVAL

## **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.













**ONLINE MEDIA MENTIONS** 



SATURDAY Van









hanyarta ta zuwa nahiyar Afirka, inda za ta yi casu a kasashen Najeriya da kuma Ghana.





## 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.



BHM is a media and public relations company involved in reputation management, consumer engagement, content development, community and assets management, research and intelligence and media relations.

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