



MTN Foundation WCWDT

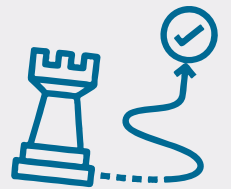
PURPOSE

To position MTN as a brand that is socially responsible and committed to solving societal problems through collaboration with its over 70million customers in Nigeria.



PR ACTIVITIES

BHM used believable stories of thousands of people who have benefited from the MTN Foundation to trigger an emotional connection with its customers and a desire to plug in and benefit from the programme.



69

ONLINE MENTIONS



21

PRINT MENTIONS



1,321

SOCIAL MEDIA POSTS



91.7%

EARNED MEDIA



8.3%

PAID MEDIA



>3000

ENGAGEMENTS

ONLINE MENTIONS



RESULTS

Through offline and online engagement, customers were able to nominate thousands of communities, reward a handful of them with basic amenities and spread awareness of the WCWDT initiative, delivering a more positive perception of the brand.

