



#THIS IS NAIJA

MTN + Football + Passion

138+ million
Social Media Impressions

14+ million people reached

We keyed into the World Cup frenzy, created and curated content that enabled fans express themselves and their passion for football, using interesting and engaging content from *This is Naija Fan Parks* to position MTN as an enabler of the TA's passion for Football prior to and during the mundial.



FUN AND ENGAGING AUDIO-VISUAL CONTENT REACHING OVER 14 MILLION PEOPLE



>30 STORIES



>20 PLATFORMS



>7 MILLION PEOPLE

MORE THAN 30 STORIES CREATED AND ISSUED TO OVER 20 KEY MEDIA PLATFORMS REACHING OVER 7 MILLION PEOPLE.



ORGANIC MENTIONS ON PRINT AND ONLINE.

EARNED MENTIONS ON KEY PLATFORMS LIKE GOAL.COM, BUSINESS DAY, DAILY TRUST, GUARDIAN, VANGUARD, LEADERSHIP, THE NATION, PULSING, SPORTING SUN, COMPLETE SPORTS AMONGST OTHERS.



199,430
TWITTER IMPRESSIONS

VIA TWEET THREADS BY KEY ADVOCATES

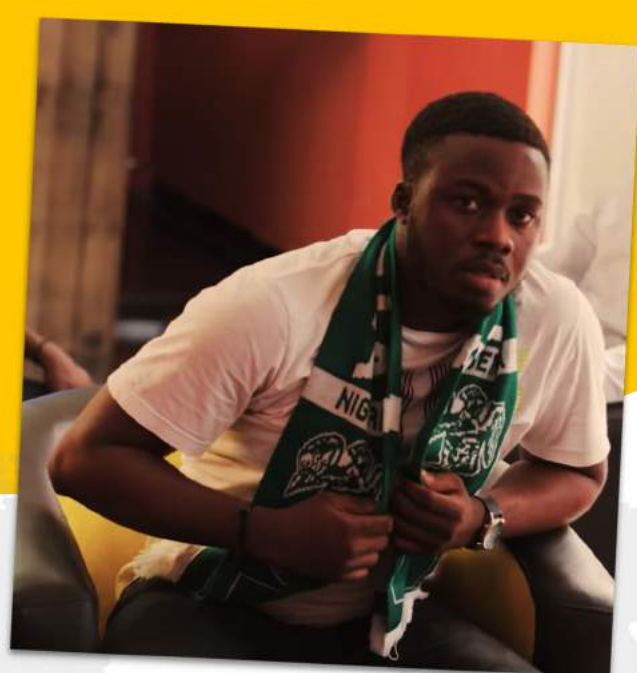


OVER 50
KEY MEDIA MENTIONS

ACROSS RELEVANT MEDIA PLATFORMS

40% INCREASE IN NATIVE ADVOCATES

AN INCREASE IN NATIVE ADVOCATES FOR MTN AMONGST FOOTBALL ENTHUSIASTS.



OVER 2000
VISUALS CREATED & SHARED

OVER 138 MILLION SOCIAL MEDIA IMPRESSIONS



RESULTS:

Playing largely on Nigerians' love for football, thousands of Nigerians were rewarded with the ultimate football viewing experience resulting in over 138 million impressions across social media reaching approximately 14,155,883 people.

