## **SHUGA** SEASON 7

**Strategy:** We adopted a planned storytelling to fuel anticipation towards the premiere of Shuga season 7 To use a community of fans, Influencers and advocates and to ensure desired incubation.

**10** TRENDS were created around MTV Shuga



**MTV SHUGA** 















MU SHUGA

NTV

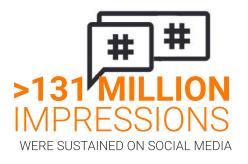
MU SH

OSG



ER 1000

AT THE PREMIERE









## PEOPLE REACHED

ON SOCIAL MEDIA AS **1827** UNIQUE USERS POSTED **7137** UNIQUE POSTS ON INSTAGRAM AND TWITTER. PREMIERE



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.





Black House Media (BHM) is a public relations and digital communications agency headquartered in Lagos. Founded in 2006, Black House Media manages strategic communications programs for companies with interests in entertainment, lifestyle, fashion, media, consumer and technology.