NICKFEST



PURPOSE

Nickfest is a family festival created by Nickelodeon in partnership with Maltina, as an avenue for children and families to share in the happiness that Maltina and Nickelodeon provide.



PR ACTIVITIES

Through the use of compelling conversations that established the Nickfest days as the happiest days of the children's lives, attendee-families were indirectly recruited as advocates for Nickfest with Maltina helping to sell the 'Sharing Happiness' message to over 90% of all young Nigerians reached during the campaign.







MENTIONS



190,000 SOCIAL MEDIA ENGAGEMENT



5 SPECIAL
NEWSLETTERS
SENT TO
>100.000

RELEVANT SUBSCRIBERS









RESULT:

With over 4000 children in attendance, thousands of families soliciting for sold out tickets and thousands of conversations online about the experience and Maltina's Happyland, feedback gathered on ground and online proved that the children had the time of their lives.