

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.



190
PRINT AND
ONLINE
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.