

BHM
PR CASE STUDY



Prepared by
bhm
BLACK HOUSE MEDIA

BRIEF

- Develop a compelling PR strategy that will generate sufficient buzz for the Star Football Superfans, a new platform for Sports sponsorship by Nigeria's leading Brewer, Nigerian Breweries.
- Provide detailed PR plan for the activation based on the agreed strategy.
- Heavy traditional and digital media leverage for the Star Football Superfans campaign.
- Introduction: 7 agencies pitched for the project. BHM scored __ % to come tops.

OBJECTIVES

- Use relevant media to aid **TA's** understanding of the show's concept and encourage participation, exciting the public with interesting contents from activities during and after the show.
- Build **believable followership** by leveraging on the show's unique features
- Create conversations on social to drive **awareness and build anticipation** towards the show.
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- Use public relations and media relations to drive **publicity with minimal budget**

KPI

- Quality & Timeliness of PR plan
- Creativity and innovation in proposed PR plan
- OTIF execution of agreed PR plan
- Media personnel, celebs, key influencers
- Press cover page
- Features
- Photo stories
- Electronic news mention
- No.of tweets/week with agreed hashtag
- Instagram posts/week
- Efficiency of budget management (PR value delivered must exceed 100% of agreed budget)

CREATIVITY

- **Engaging Conversation**
- Agency engaged consumers activity everyday on social through the use of our owned assets and key influencers who engaged their community of fans on social, this Star Superfans the show trend 6 times organically.

- Supervision of social media activities
- Total number of Trends- 6
- Total Number of Media Mentions – 271
- Over 1,200,000 impressions on Print
- Over 500,000 Impressions on news websites and blogs
- Over 89,000,000 social media impressions

OUTPUT

- Issued over 100 news releases, photo news and spins to various media platforms
- Used key influencers – Collin Udoh, popular Sports presenter and influencer Mocheddah, a musician and lover of football and Gbemi Olateru Olagbegi a BEAT FM OAP and compere
- Photo Stories
- Press briefing/ Media parley
- Select Photography coverage during Raffle draws and game show recordings
- Issued special newsletter to 50,000 contacts
- Invitation of special guests

OUT COME

Media: Online

- **Content** on Goal.com, Soccer Star, Nairaland seen by at least 10 million people (direct and pass- on).
- **Weekly mentions** on Complete Sports, Sport On, Soccer Star, Sport day, Punch, Vanguard, Business day, Encomium for 13 weeks.
- **Cumulatively, mentions** on Vanguard Online and Kenyanbuzz.com seen by 5 million fans on platform and social.
- **95% of comments** on social positive.
- **Earned media worth** over 100 thousand dollars.
- **Funny branded video skit** generated over 1000 likes total and more than positive 25 comments.

Over 89 million impressions with more than 15 million people reached.

- **On-going survey of media**, campuses and online communities looks set to return around 90% positive disposition to product

Results

- The campaign exceeded the set target of **50 million impressions** reaching over **89 million impressions**.
- The hashtags used trended **6 times** on Twitter.
 - Radio News (7)
 - Feature stories (5)
 - Print Mention **101** (zero negative)
 - Online Mention **(170)** (zero negative)
 - Photo output: **(500)**
 - Newsletter **(5)**
 - Memes **(50)**
 - Comments
 - Branded Video **(7)**
 - Celebrity posts **(5+)**
 - Social media posts: **11,616**
 - Social Media Impression – **89, 297,816**

Paid Media

Vs

Percentage Earned

Earned Media 70%

Paid Media 30 %

Budget and cost effectiveness

Budget confidential

Campaign Duration

3 Months

Amazing Blues

