



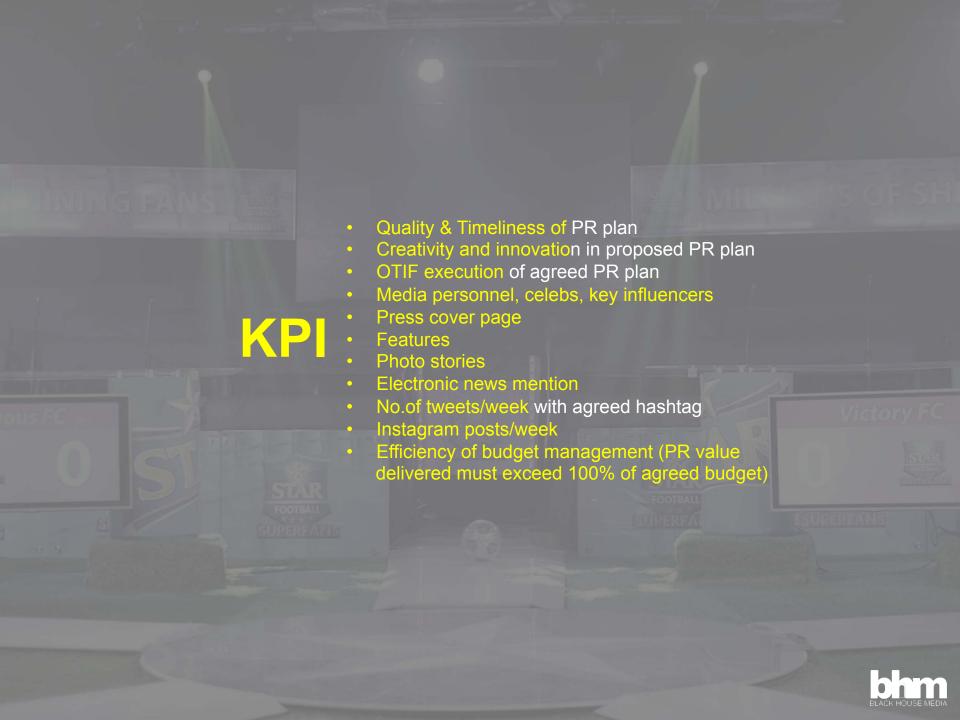
- Develop a compelling PR strategy that will generate sufficient buzz for the Star Football Superfans, a new platform for Sports sponsorship by Nigeria's leading Brewer, Nigerian Breweries.
- Provide detailed PR plan for the activation based on the agreed strategy.
- Heavy traditional and digital media 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.
- Use public relations and media relations to drive publicity with minimal 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

