

STAR MUSIC THE TREK

CASE STUDY



THE
TREK



SHINE ON

Prepared

bhm



THE BRIEF

- Provide detailed PR strategy and plan for the entire Trek campaign.
- Heavy traditional and digital media leverage of artistes line-up on The Trek.
- Invitation of media, key influencers, celebrities to the artistes sign on party.
- Secure credible and beneficial media partners for the Trek campaign



OBJECTIVES

- Attendance of at least 7,000 persons at each concert.
- Achieve average weekly social media reach of 2 million users
- Use public relations and media relations to drive awareness with minimal budget
- Awaken the interest of Target Audience
- Use stories of past shows to create believable media content capable of deepening interest

THE HOW

- Proper research, planning, monitoring, and evaluation was done to effectively sustain consumer to consumer conversations.
- Put together a full PR plan for Star music The trek 2016
- Effective PR conversations, hence breaking through the clutter.
- Media partnership.
- Creativity contents (Memes, short videos e.t.c) around all approved platforms

KPI

- Proper exploitation of media partnership
- Execution of approved PR plan
- Creativity and innovation in proposed PR plan
- Engagement of key Media personnels, celebs and key influencers
- Targeted Photo ops and stories

STRATEGY

The concept behind this year's Trek is using viral content from past Trek concerts to generate the biggest conversation in Nigeria yet and to also inspire millions of young Nigerians with believable stories told in exciting ways by relatable influencers and brand believers.

PR activities for the finale will be driven by coordinated consumer to consumer conversations, never before seen in Nigeria.

The tri-dimensional approach used for previous concerts will be applicable to the finale. This will incorporate:

- ✓ The Trek Media team
- ✓ The Trek advocates
- ✓ The Trek Spinners

OUTPUT

- Supervision of social media activities
- Issued news releases, photo news and spins to various media platform
- Total number of trends - 8
- Total number of radio mentions – 3
- Total number of print mentions – 34
- Total number of media mentions – 621
- Total number of You Tube videos - 12
- Approximately 75million impressions online
- Over 192 million impressions were sustained on social media
- Over 28 thousand YouTube impressions
- Photo stories
- Press briefing
- Photography coverage during events
- Recruited a team of media personnel, trek advocates and spinners
- Creation of memes

YOUTUBE IMPRESSIONS

With a total of 30,000 views from 12 videos, here are the top 5 videos from the start trek concert

Platform	Headline	Impressions
BHM	MI SHARES STAGE PERFORMANCE WITH HIS BIGGEST FAN	5165
BHM	MI SIGNS LOOKALIKE PROTÉGÉ LIVE ON STAGE	9,871
BHM	BRIGHT CHIMEZIE RETURNS IN SURPRISE DUET WITH HUMBLE SMITH	2219
Naija Entertainment Videos	D'banj Rocking With Girls While Performing For Star Music Trek Lagos	3971
N-tyze Entertainment	BRIGHT CHIMEZIE AND HUMBLESMITH ON STAGE FOR THE FIRST TIME AT STAR TREK MUSIC CONCERT IN OWERRI	6855

SOCIAL MEDIA ACTIVITIES

Time Tracker: #StarMusicTrek

OCT 3 - D

PDF

XL

6,588

POSTS

1,546

USERS

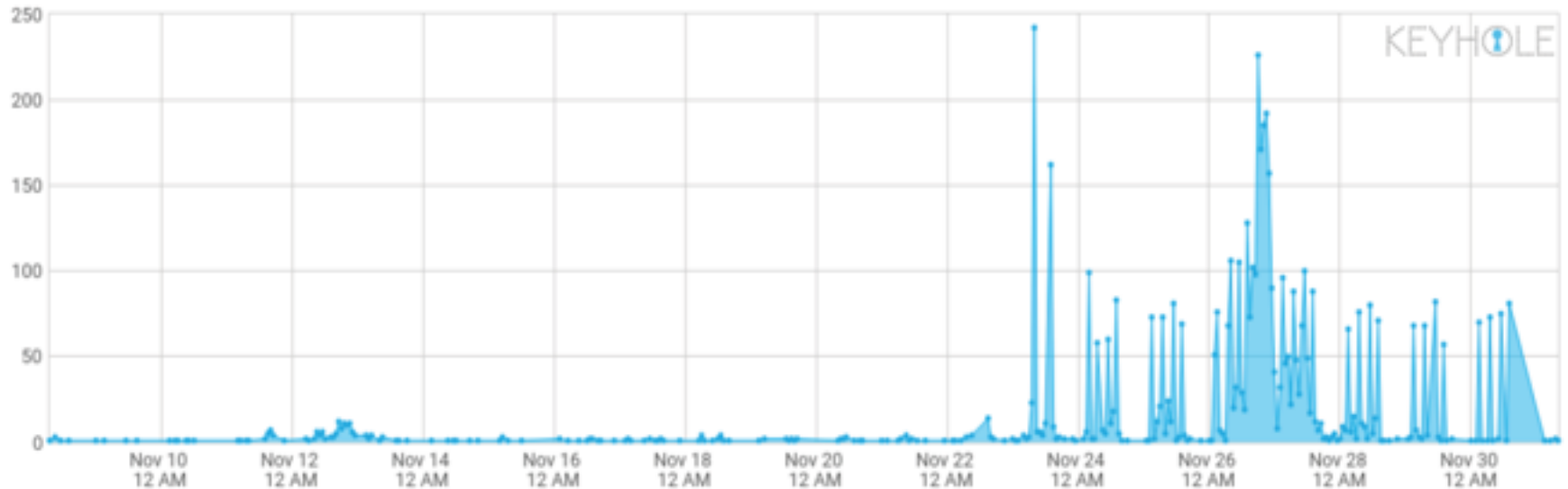
24,217,128

REACH

192,106,162

IMPRESSIONS

Timeline



OUTCOME

Media - Online

- Earned social media worth at least 5 million naira
- Content on Bella Naija, vanguard online, Olorisupergal, This Day, with a reach of over 2.1 million people
- 95% of comments on social were positive
- Over 75 million impressions online with a reach of over 2.1 million people
- A total of 60 paid online mentions, and 527 earned gaining approximately 75 million impressions with a reach of over 2.1 million people
- A total number of 12 You Tube videos, reaching over 30 million people
- Earned social media conversations on Bella Naija, TheNetng, Vanguard and Sabi News
- Over 24million people were reached across all social media platforms.
- Sustained conversations on social media with over 192 million impressions



RESULTS

The campaign exceeded the set target of 50 million impressions, reaching over 192 million impressions

The hashtag used on twitter trended for at least 4 hours each throughout the concert

- Print mentions – 34
(Zero negative)
- Online mentions – 587
(Zero negative)
- Comments
- Social media posts – 6,588
- Social media impressions – 192,106,162
- Prominence of brand mention in all communication.
- Key messaging of the brand was evident
- You tube videos - 12



Paid media

Vs.

Percentage earned

Earned media – 90%

Paid media – 10%

**Budget and cost
effectiveness**

Budget confidential

Campaign duration

Four months

*Thank
You*

