

DEVELOP A FULL PR STRATEGY THAT WOULD;

- CREATE AWARENESS about the promo
- POSITION THE VERVE BRAND as aspirational without necessarily playing into the strengths of competition, which will aid the "sharpening" of consumers" perception and understanding of the brand.
- SUPPORT the aspiration needs of identified consumer segments
- DRIVE AWARENESS/ENGAGEMENT with existing cardholders while also stimulating new cardholders to acquire cards. During the summer period,





STRATEGY

Human beings like to be recognized. The strategy was to key into this innate desire by rewarding everybody that shopped in the truck, celebrating each individual winner across all media platforms, telling their individual stories and in the process, amplifying the functional benefits of the brand using interesting and shareable images and videos

In this way, consumers were able to see their personal stories in the brand's story, endearing them to the brand, hereby creating indirect endorsement for Verve and inspiring participation among their friends and neighbours.

HOW

Use stories of winners experience to create interesting and believable media content and interest in the brand.

Deploy brand ambassadors in areas being activated to tell the story.

Leverage performance by Guinness world record holder, Kaffy to inspire participation and endorsement.

Deploy exciting videos from special dance perfomances on social to trigger further interest.

Upload exciting photos from TAs Star Radler experience on social.

Drive conversation for Star Radler on relevant social platforms

Leverage events for the promotion and tasting of Star Radler



Areas Activated

Lagos: Ikeja, Agege, Iyana Ipaja, Oshodi, Ajah, Cele, VI, Tradefair, Surulere, Berger, Ikotun, Festac

 Port Harcourt: Garrison, Mile 1, Rumuokoro, Ikokwo, Waterline,

• Total - 17



OUTCOME

- Media: Online
- Goodwill. Customers were
 <u>rewarded for participation</u> with Fridges,
 DVDs and Home theaters
- Greater awareness about the Verve brand
- Content on <u>Linda Ikeji</u>, <u>BN</u> seen by at least 1 million people (direct and pass- on)
- 90% of comments on social positive
- Interesting branded <u>videos viewed</u> by over 100,000
- Over 90 million impressions with more than 1million people reached.
- Increased following of the Verve brand by at least 40% on twitter and Facebook
- <u>Dramatized trade talk</u> deployed on all brand assets



RESULTS

- Print Mention (21) (zero negative)
- Online Mention (60) (zero negative)
- Photo output: 700
- Newsletter (2)
- Radio News (4)
- Social media posts: 3,884
- Social Media Impression: 98, 716,055



OUTCOME

- Media: Online
- Goodwill. Targets saw sampling as a big gesture from NB Plc
- Ambushing events enabled endorsement from top celebrities.
- Content on Linda Ikeji, BN seen by at least 1 million people (direct and pass- on..
- Unsolicited advocacy from bloggers, influencers and celebs.
- Cumulatively, mentions on Vanguard Online is seen by 2million fans on platform and social.
- Direct sampling at Media Houses/Agencies fuelled interest and demand. Total perception positive.
- 95% of comments on social positive
- Earned media worth over 30m Naira.
- Funny branded video skit generated over 1,000 likes total and more than positive 100comments.
- Over 21million impressions with more than 5million people reached.
- On-going survey of media, campuses and online communities looks set to return around 90% positive disposition to product
- Every sampled organisation called back to request extra supply.
 Most gave free media space.



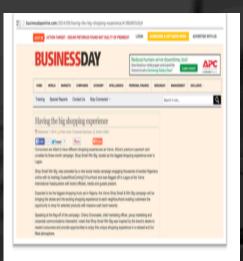
RADIO SLOTS

DATE	STATION	TIME	DURATION
AUGUST 29	SMOOTH FM (NEWS)	01:30PM	30 SECS
SEPTEMBER 6	INSPIRATION FM (HYPE)	10:16AM	25 SECS











Verve set to engage customers on shopping experience

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