



The Brief

ID Africa was required to develop a PR plan to generate awareness and interest for the 7th AMVCAs, while also generating goodwill and positive sentiments for the parent brand, MultiChoice and DStv.



PR & Comms Approach

Produce and distribute high quality multimedia content to reinforce the AMVCA as Africa's most prestigious film industry event, while reiterating the narrative of MultiChoice as Africa's biggest storytellers



Tactics

Direct media interaction pre-event.

Countdown storytelling in form of features and blog posts.

Pre-event Party PR.

Throwback content to highlight past successes.

Focus on fashion and style moments using live social.

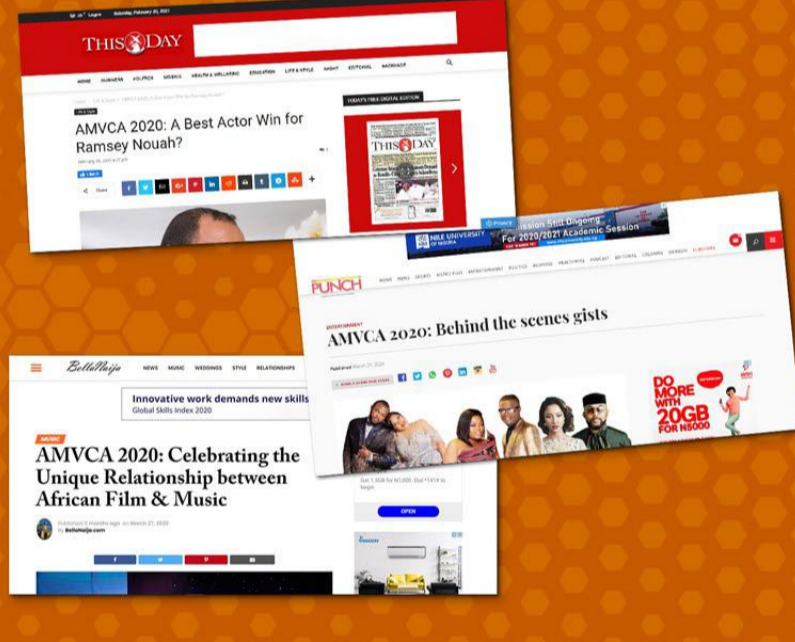
Post-event reviews to highlight impact of DStv on the industry.



Key Results



480 online news mentions



5 newspaper covers



90 million audience reach in print and online media



57 million people reached globally, on social media, while generating 96 million impressions

