

# LADY BUCKIT & THE MOTLEY MOPSTERS

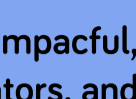


## The Brief

LBMM is Nigeria's first animated feature with a cinematic release. ID Africa was briefed to develop a PR and Communications strategy, as well as manage digital marketing activities.



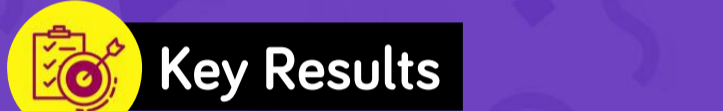
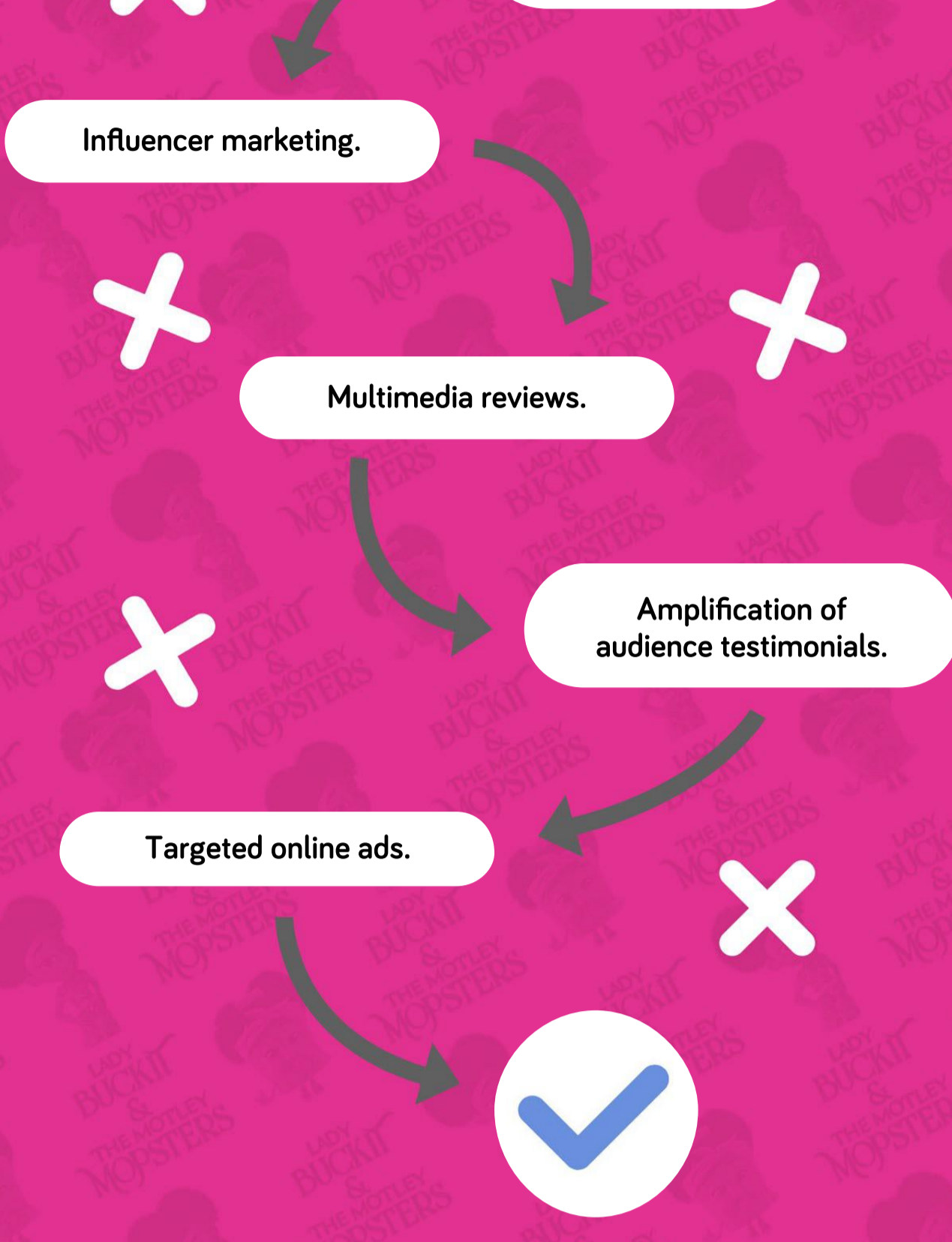
## PR & Comms Approach



- (i) Build awareness through direct media engagement, impactful, emotive storytelling based on the profiles of the creators, and engagement of key opinion leaders in the creative sector.
- (ii) Generate interest to drive action by leveraging paid social media and digital advertising channels.



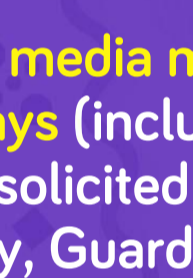
## Tactics



## Key Results



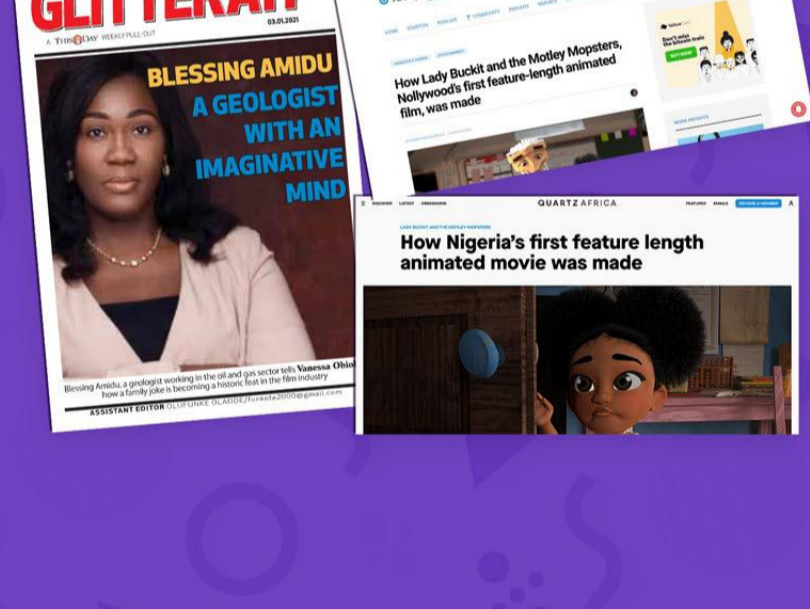
Digital ads reached **7.5 million** people with over **19.5 million impressions**



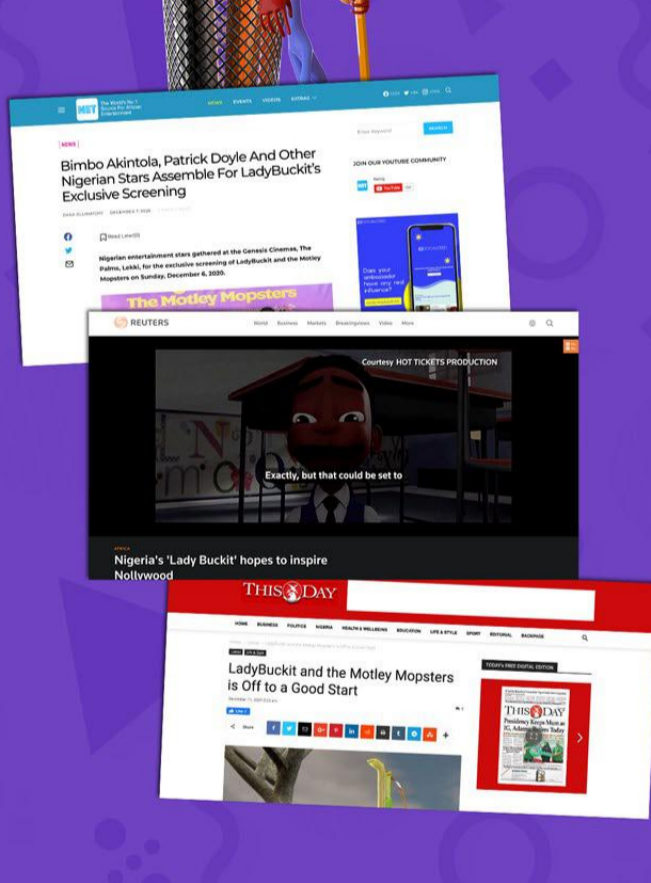
Over **180** media mentions in **60** days (including **4** agency-solicited covers in Thisday, Guardian Life, Guardian Woman and The Sun Entertainment)  
- **91.8%** of media mentions were earned, with estimated worth of **N9 million** Naira



Over **2,100** mentions in print, online, TV, radio, and social media



Online readership of over **1 billion**



Successfully pitched and facilitated **9** published profiles and interviews across **4 continents** - in media platforms such as Reuters, The Africa Report, Quartz, ThisDay, Guardian Life, The Sun, Netng, etc.



Over **760,000** video views of the trailer and commissioned reviews

