



The Brief

My World of Bags, a fashion manufacturing company partnered with Mastercard Foundation to produce PPEs and distribute for free across South West Nigeria. ID Africa was briefed to develop a PR and Communications strategy to reach the target groups in the region.



PR & Comms Approach



Build awareness and interest through creative storytelling that is relatable to the target audience at community level, using local advocates and electronic mass media.



Tactics

Virtual media briefing session to kick-off.



Scripting and production of radio PSAs in local Oyo, Ekiti, Ondo and Ijesa dialects.



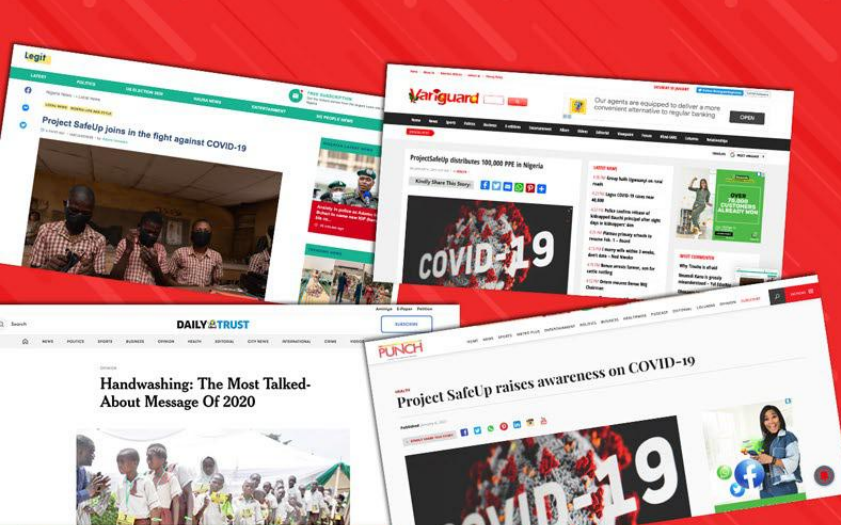
Multimedia content production distributed across print, radio, Facebook and Whatsapp.



Key Results



Over **300** mentions in **60** days on print, online, social media and radio platforms across the country



Online readership of over **100 million** users



4 indigenous radio jingles were broadcast on **10** indigenous radio stations across **184 rotations** reaching an estimated **2 million** people



22 radio conversations occurred in radio stations in Lagos and Osun state over the course of a month



Social media conversations with third-party platforms such as Netng, Neusroom and from other media houses

