



The Brief

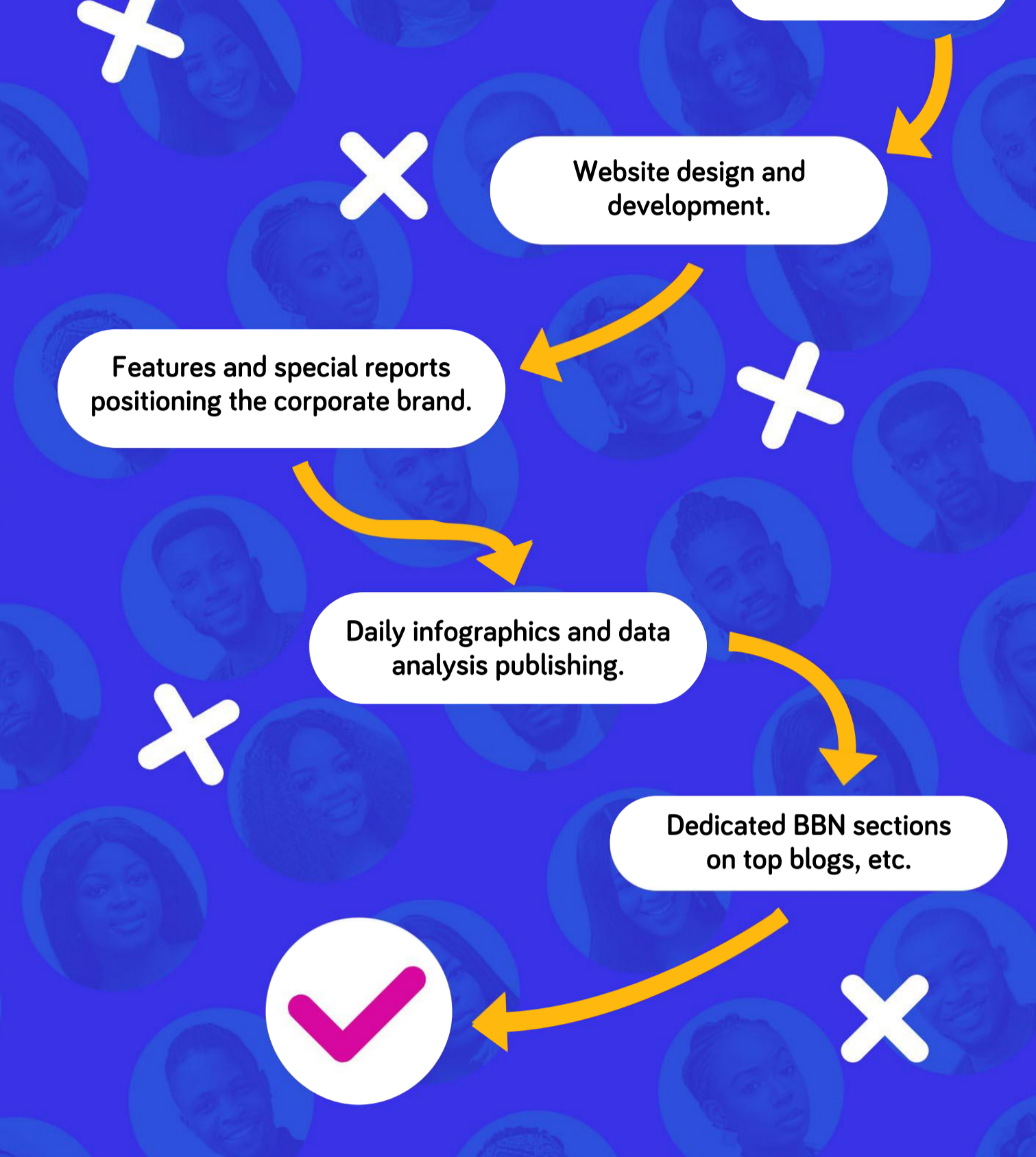
ID Africa was briefed to leverage the popularity of the reality show, BBNaija, for its fifth season which was to be organised during the COVID-19 pandemic. It was also a period during which the producers needed strong positive PR and goodwill.



PR & Comms Approach

To use the entertainment values of BBN, success of past winners, and economic impact of the show as storytelling vehicles to create organic conversations while positioning MultiChoice as the Home of Entertainment for Nigerians to cope with the pain of the lockdown.

Tactics



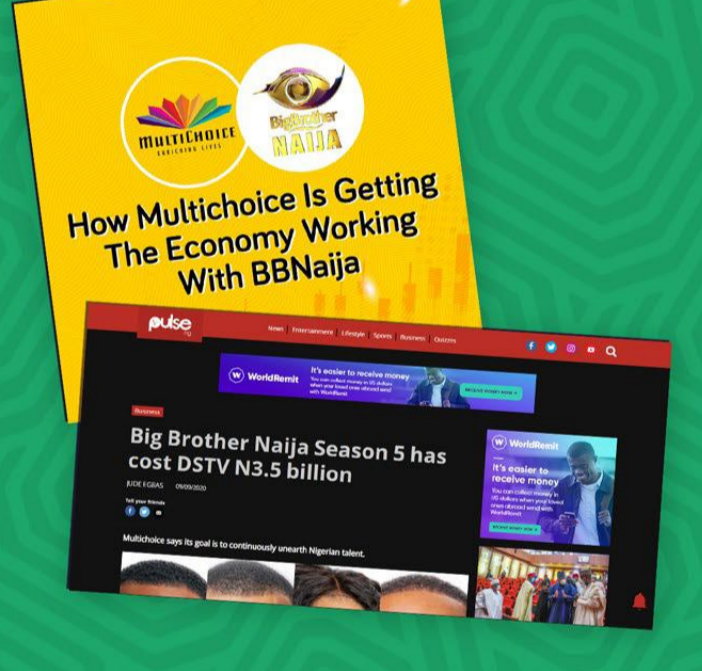
Key Results

Over **10 billion** 'accounts' reached online, with **60 billion** digital media impressions generated



20 cover stories and over **320 news mentions** in top national print dailies

Over **3,200 online news mentions** of the brands: BBNaija, DSTv, Africa Magic or MultiChoice



43 TV news mentions

Direct engagement of **120 key journalists, OAPs, editors, bloggers and influencers** via Zoom



Client recorded over **900 million votes** from viewers of the show

