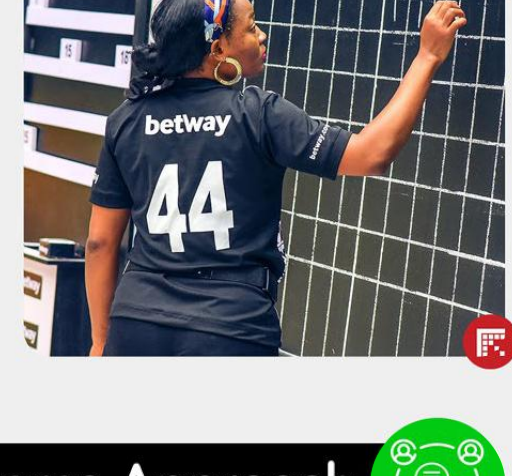


betway



The Brief

Leading online entertainment and gaming brand, Betway, was announced as the headline sponsor of BBNaija Season 5. ID Africa was engaged to develop and execute an effective PR & communication plan that will amplify awareness for the brand as well as drive traffic to its website.

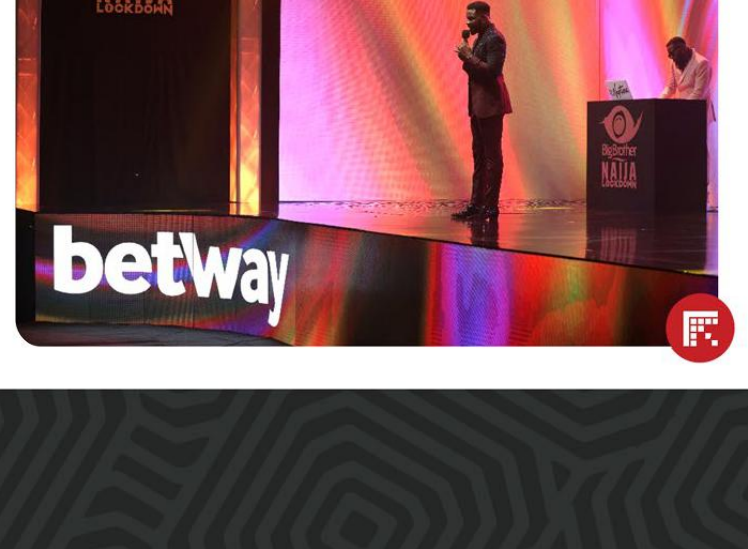
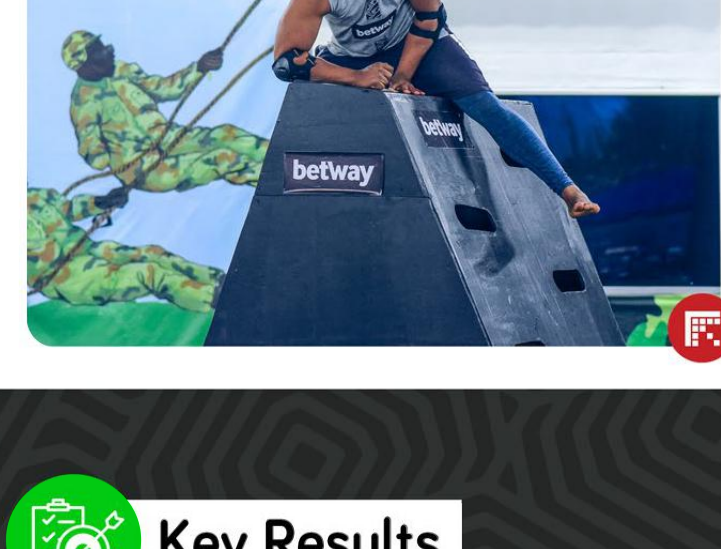
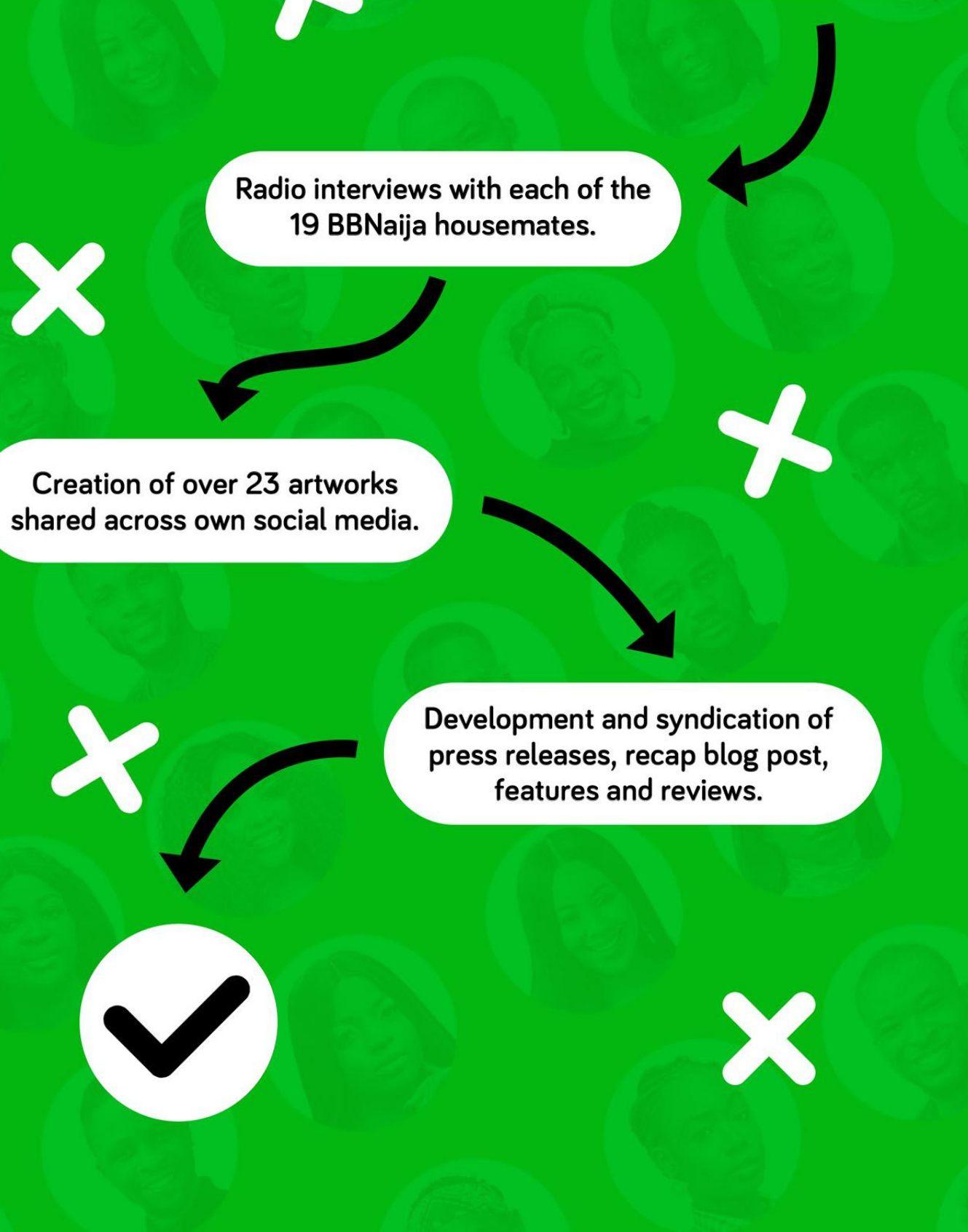


PR & Comms Approach

Leveraged on the popularity of the brand ambassadors to build awareness for Betway, while also positioning Betway as the leading online entertainment and gaming brand.



Tactics



Key Results



Over **500 online mentions** on key print and online platforms



Direct engagement of **50 journalists** to unveil Betway BBNaija ambassadors



11 newsletters sent to over **50,000 contacts**



Co-ordinated the **Betway After The House** interviews with all the **19 BBNaija housemates**. Facilitated the distribution of photos and **16 videos**, recording over **750,000 views** on social



Created over **23 artworks** shared across owned social media including @bhmg and @thenetng with over **850,000 followers** across IG, Twitter and FB

