



PR and Communications Campaign Case Study



The Brief

As part of the brand building and thought leadership activities for ALAT By Wema, ID Africa conceptualised the ALAT Talk Series to serve as a platform to enable young Nigerians to exchange ideas and insights about life, relationships, technology, and finance, offering them informed opinions from experts and experienced young professionals.



PR & Comms Approach



- Create a platform unique to ALAT where topics that resonate with ALAT's TA are discussed by ALAT representatives and other third-party professionals, while engaging young Nigerians on ALAT and its products.
- Improve brand perception with customers, media, regulators and shareholders through strategic stakeholder management.
- Reinforce the narrative of ALAT as a leader in digital innovation in the Nigerian financial services industry, by leveraging the story, legacy and impact of ALAT.



Tactics

Key speakers profiling

Influencer relations

Interviews

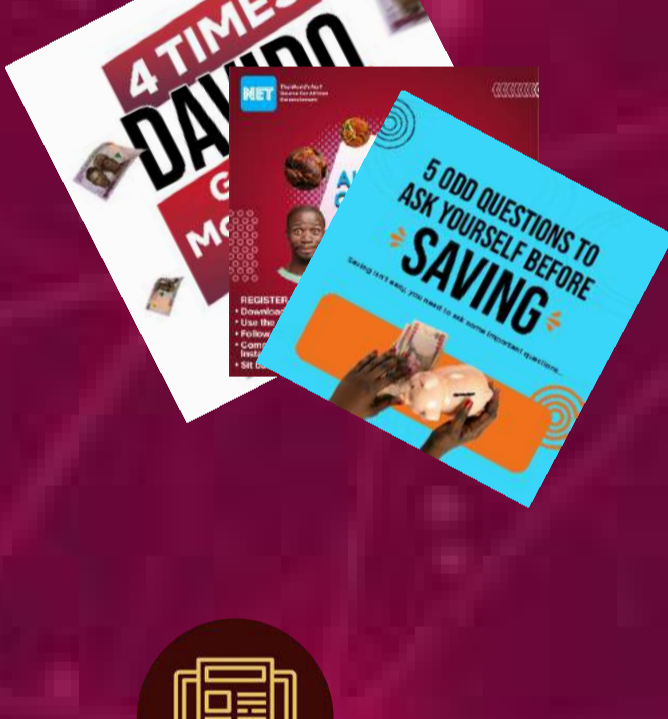
Multimedia content production distributed across print, online platforms and social media



Key Results



- Over 100 media mentions across 3 editions
- 90.7% of media mentions were earned worth an estimated 3.8 million.



Over 205 mentions on social media.



Online readership of over 29 million.



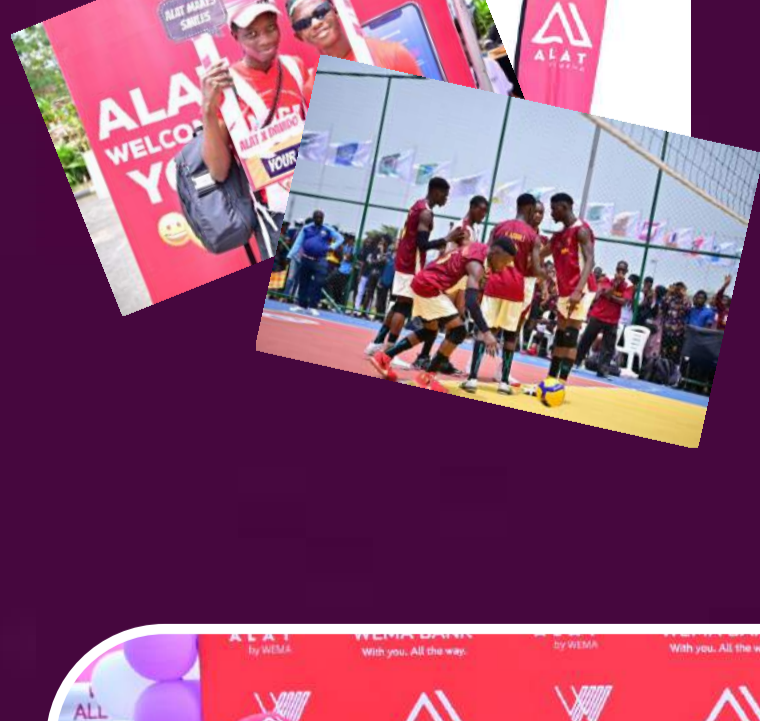
Over 21,000 views and 2,000 likes of all the sessions' highlights.



#ALATTalkSeries had over 350 posts, reaching over 970,000 unique users with 18,000 engagement and approximately 28 million impressions.



All three editions were attended by over 350 guests.



ID Africa is a Pan-African marketing communications, public relations and strategic advisory firm helping consumers, brands, organisations, and governments communicate and connect better with the people they care about.