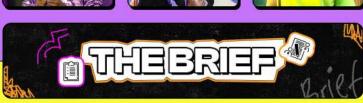


## **BBNAIJA SHINE YA EYE**





ID Africa was briefed to leverage the popularity of the reality show, BBNaija, for its sixth season which was to be organised during the COVID-19 pandemic. This was also a period where MultiChoice needed to re-enforce its reputation as a socially responsible corporate organization that delivers world-class productions in line with global health and safety

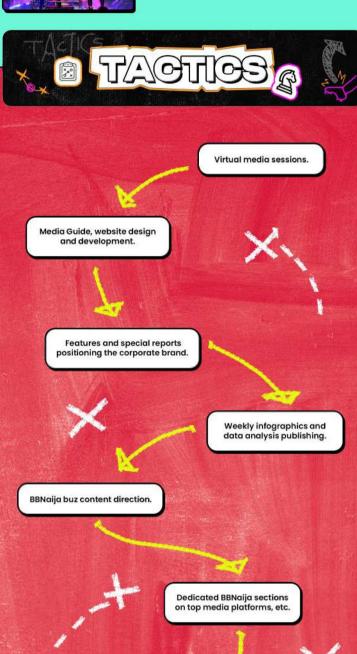
standards.







To use the entertainment values of BBNaija, success of past winners, and economic impact of the show as storytelling vehicles to create organic conversations while positioning MultiChoice as the Home of authentic Nigerian entertainment.



NAIJA · BBNAIJA · BBNAIJA · BBNAIJA · BBNAIJA · BBNAIJA · BBNAIJ





Over 40% positive mentions on social media







which were published across Africa's top social media platforms.

Client recorded over







idafricans.com