



## PR and Communications Campaign Case Study

### The Brief

IDA was required to provide high-level strategic advice for senior management on how to leverage the positive FY 2021 results for building brand goodwill and countering any negative narrative around the key issues.

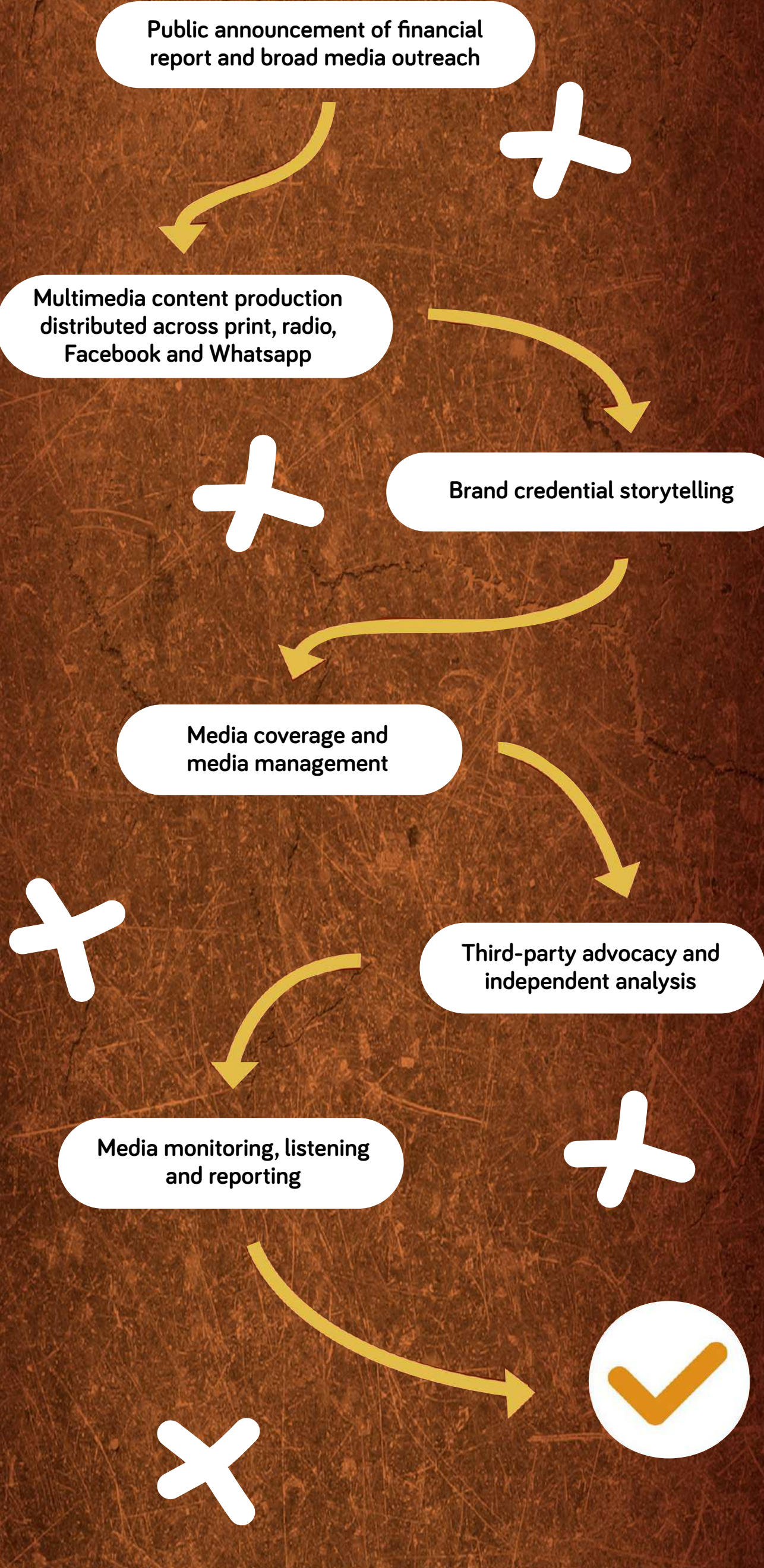


### PR & Comms Approach

Use stats, figures and the HFMP's position within the flour milling industry to solidify the company's narrative of consistency, success and sustainability, as well as amplify the results and HFMP's key executives.



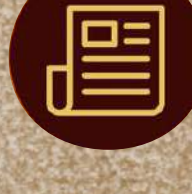
### Tactics



### Key Results



Over **100** mentions in **35** days on print, online, social media, TV and radio platforms across the country.



Online readership of over **90** million.



News and conversations on the Honeywell Flour Mills Plc FY 2021 were broadcast on **5** key radio stations, reaching an audience of over **60** million Nigerians, including **1** TV broadcast on Channels.



Social media conversations with third-party platform such as Netng, Neusroom and other media houses.

