



PR and Communications Campaign Case Study



The Brief

IDA was briefed to coordinate and execute the communication and PR strategy for Jumia Black Friday 2021, including the production, distribution and amplification of multimedia storytelling content around Jumia's unbeatable Black Friday offers.



PR & Comms Approach

Coordinate storytelling around Jumia's unbeatable Black Friday offers, inspired by music, lifestyle and food, and driven by cool people and platforms with youth appeal and influence in popular culture.



Tactics



Key Results



Over 80 mentions in 60 days on print, online, social media platforms across the country.



An estimated audience reach of 24.2 million for online mention alone.



27 (30.7%) of the coverage were paid and 61 (69.3%) were earned mentions.



All 88 (100%) mentions had positive sentiments. 100% of news coverage during the campaign period was considered positive to neutral, with no negative sentiments.



#JumiaBlackFriday recorded over 190 posts, from 36 users, with an engagement of over 356,000, accumulating over 645,000 impressions with 197 posts while #BigDealMoments recorded over 500 posts, with impressions of over 65 million and #JumiaBigDeals recorded 31 posts and over 140,000 engagements.

