

PR and Communications Campaign Case Study



THE BRIEF

MultiChoice Nigeria announced in November 2021 that Nigerian Idol would be returning for its seventh season. The announcement was received with a lot of excitement by both the media and fans alike.



PR & COMMS APPROACH



Create the foundation for sustainable storytelling of MultiChoice's impact in the growth of the Nigerian music industry through Nigerian Idol.

TACTICS



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KEY RESULTS

1

Achieved media coverage in 1,119 key online and 109 mainstream print platforms, reaching over 201 million people in Nigeria.



2

Over 226,000 people posted content about Nigerian Idol on their social media platforms 258,000 times using the hashtag #NigerianIdol.



3

Social media conversations yielded over 1 billion impressions and reached more than 400 million people across Africa.



4

Produced over 30 pieces of original artworks and amplified them on owned and third party platforms.

