

## NIGERIAN IDOL SEASON 7

PR and Communications Campaign Case Study







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.







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



Media briefing and management.

Multimedia content production including artworks, vidoes, infographics, press releases, recap blog posts, features, reviews, and brand storytelling.

Media monitoring and reporting.

Webpage update and maintenance for Nigerian Idol season 7.

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







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



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







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



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.



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