

CASE STUDY

FELABRATION WITH 7UP
SOCIAL PR CAMPAIGN

BRIEF

TELL THE STORY OF THE 7UP BRAND IN NIGERIA, AMPLIFY 7UP'S PARTICIPATION AND SPONSORSHIP OF FELABRATION AND SHARE STORIES FROM THE EVENT THAT WILL PROMOTE THE ESSENCE OF THE BRAND, TO THE TARGET AUDIENCE ONLINE.

STRATEGY

TO TELL THE STORY OF FELABRATION 2015 USING EVENTS AND HAPPENINGS FROM TODAY AND THE PAST, THAT CONNECT NIGERIA, FELA KUTI, AFROBEAT AND THE 7UP BRAND.

INNOVATION AND CREATIVITY

#FELABRATIONWITH7UP

THIS WAS USED TO EXPLAIN THE OVERALL THEME BEHIND THE COMMUNICATION STRATEGY THAT WAS USED ALL THROUGH THE CAMPAIGN. USING THE CELEBRATION OF FELA KUTI AND AFROBEAT MUSIC TO PROMOTE THE 7UP BRAND.



IMPLEMENTATIONS AND DESIGN, PRODUCTION, LOGISTICS, AND SUPPORT TEAMS

- **TO EMPHASIZE 7UP'S ROLE IN CELEBRATING NIGERIAN INDEPENDENCE AND THE BRAND'S RELATIONSHIP WITH FELA AND AFROBEAT, WE DEVELOPED ARTWORK AND SHARED RARE PHOTOS THAT PROVIDED LESSONS IN HISTORY — FUN FACTS ABOUT FELA (HIS BIO) THAT TIE IN TO SIGNIFICANT MOMENTS IN THE HISTORY OF THE 7UP BRAND, PLUS FUN PHOTOS FROM PAST EVENTS.**
- **WE ALSO BUILT STORIES AROUND THE FANS, GUESTS, STARS AND PERFORMANCES AT FELABRATION 2015 USING VIDEOS AND IMAGES DEPLOYED ACROSS VINE, FACEBOOK, IG, TWITTER AND YOUTUBE. THESE INCLUDED COVERAGE AND SPECIAL INTERVIEWS OF STARS AT THE EVENT BY A 7UP VJ.**
- **WE DID A DAY-BY-DAY UPDATE OF PHOTOS AND VIDEOS FROM THE EVENT SERIES. ALL CREATIVE MATERIALS WERE TREATED WITH THE GREEN '7UP FILTER' TO IMPART 'NIGERIANNES' AND ALIGNMENT WITH THE BRAND COLOURS.**
- **WE ALSO DEPLOYED CONTENT ON FELA, HIS CONTRIBUTION TO THE FIGHT FOR HUMAN RIGHTS IN AFRICA (VIDEOS, PHOTOS, MEMES, GIFS, ETC).**
- **ALSO, TO FURTHER INCREASE THE ONLINE IMPRESSIONS WE HAD OUR ONLINE AUDIENCES POST THEIR BEST FELA IMPRESSIONS ON SOCIAL — DANCING AND MIMING SOME OF FELA'S POPULAR SONGS, AND ANSWERING QUESTIONS ABOUT THE LEGEND AND THE 7UP BRAND TO WIN COOL FELABRATION T-SHIRTS, AND VVIP INVITES TO THE EVENT.**

LOGISTICS AND SUPPORT TEAM FACTS

- **2 AGENCY STAFF WAS ON GROUND EVERYDAY OF THE WEEK-LONG EVENT TO GATHER CONTENT FOR SOCIAL AND DEVELOP POST-EVENT STORIES.**
- **SOCIAL MEDIA INFLUENCERS ALSO HELPED TO AMPLIFY AND DRIVE CONVERSATION ABOUT THE #FELABRATIONWITH7UP ACTIVITIES.**

POST-EVENT

- **PHOTOS, VIDEOS AND STORIES FROM THE EVENT WERE USED TO GENERATE INSPIRING AND FUN CONTENT THAT WERE SHARED ON MAJOR BLOGS, AND OTHER DIGITAL PLATFORMS.**



RESULTS

- **70,442,584 SOCIAL MEDIA IMPRESSIONS IN 4 DAYS**
- **3,502,630 PEOPLE WERE REACHED IN 4 DAYS**
- **OVER 193 ONLINE MEDIA MENTIONS: INCLUDING BELLANAIJA.NG, NET.NG PULSE.NG (ALL OF THE TOP 10 NEWS SITES IN NIGERIA) IN THE FIRST 2 WEEKS OF THE CAMPAIGN.**

BUDGET AND COST EFFECTIVENESS

- BUDGET CONFIDENTIAL

