

CASE STUDY

ONE LAGOS FIESTA 2016

DIGITAL COMMUNICATIONS
CAMPAIGN

BRIEF

CREATE, MANAGE AND GROW NEW DIGITAL ASSETS FOR THE ONE LAGOS PLATFORM AND THE 2016 CAMPAIGN - WEBSITE AND SOCIAL MEDIA (FACEBOOK, TWITTER, INSTAGRAM & YOUTUBE)

GENERATE AUDIENCE INTEREST AND PARTICIPATION IN ONE LAGOS FIESTA AND OTHER ACTIVITIES AROUND THE EVENT (LAGOS GOT TALENT CONTEST, CONCERTS, ETC.)

INCREASE MEDIA AWARENESS AND COVERAGE OF ONE LAGOS FIESTA

STRATEGY

- **EMOTIONAL STORYTELLING TECHNIQUE**

USE INTERESTING PEOPLE, BEAUTIFUL PLACES, ENGAGING PLATFORMS AND EXCITING PRODUCTS TO TELL A STORY OF LAGOS, BY 'FRIENDS OF LAGOS', THAT'LL REVERBERATE AROUND THE WORLD.

- **VIRAL STORYTELLING TECHNIQUE**

CAPTURE RARE, GRIPPING, AND SHAREABLE MOMENTS OF THE FANS, ARTISTES, AND PERFORMANCES, AT THE EVENTS, AND SYNDICATE ON SOCIAL MEDIA.

INNOVATION & CREATIVITY, IMPLEMENTATION & PRODUCTION

- **DESIGN AND DEVELOPMENT OF NEW WEBSITE FOR ONE LAGOS FIESTA, WITH ACTIVE REGISTRATION PAGE FOR USER DATA COLLECTION AND A COUNTDOWN CLOCK.**
- **DESIGN OF CAPTIVATING AND COLOURFUL ANNOUNCEMENT VIDEOS FOR SOCIAL. THE SAME VIDEOS WERE ALSO USED ON CABLE TV.**
- **DESIGN OF ARTWORKS AND OTHER CREATIVE MATERIALS FOR SOCIAL MEDIA AND ONLINE PROMOTIONS.**
- **TARGETED ADVERTISING TO DRIVE TRAFFIC TO DIGITAL ASSETS AND GROW FOLLOWING**
- **CREATION OF DAILY CONTENT AND STORIES FOR BLOGS AND NEWS WEBSITES, WHICH SUMMARIZED ACTIVITIES FROM EVENTS TAKING PLACE SIMULTANEOUSLY ACROSS 5 LOCATIONS IN LAGOS**
- **LIVE SOCIAL FEEDS DAILY BROADCASTED SIMULTANEOUSLY FROM 5 ACTIVATION LOCATIONS ACROSS LAGOS VIA SOCIAL (FACEBOOK, TWITTER AND INSTAGRAM)**
- **SET AGENDA TO POSITION LAGOS AS A TOP YULETIDE DESTINATION USING STORIES, PHOTOS AND VIDEOS.**
- **INSPIRE LAGOSIANS TO PETITION GLOBAL MEDIA (CNN, GUARDIAN, REUTERS, BUZZFEED, ETC.) TO FEATURE LAGOS' NEW YEAR'S EVE COUNTDOWN ON THE GLOBAL STAGE.**
- **RECRUIT KEY MEDIA AND INFLUENCERS TO POPULATE IG, FB, TWITTER WILL SIGHTS AND SOUNDS OF LAGOS — CREATED OR CURATED.**
- **SHOW LAGOS IN ITS FULL GLORY — DRONE IMAGES, CELEB SIGHTINGS, DECORATIONS, PEOPLE, MARKETS, WATERWAYS, ALL THE BEAUTY.**

RESULTS

KEY ONLINE NEWS MENTIONS — 323 WEBSITES

SOCIAL MEDIA IMPRESSIONS - 80,008,016

SOCIAL REACH - 21,000,000 CONTACTS

VIDEO VIEWS — 289,371

TOTAL NUMBER OF SOCIAL FANS/FOLLOWERS — 20,522

WEBSITE TRAFFIC — 18,161

TOTAL NUMBER OF REGISTRANTS — 1391

BUDGET AND COST EFFECTIVENESS

BUDGET CONFIDENTIAL