

CASE STUDY

HOW OUR SILLY, FUNNY VIDEO
WENT VIRAL AND MAGICALLY
CHANGED OUR SOCIAL
ENGAGEMENT STATS FOREVER!

BRIEF

WE WANTED TO CREATE ENGAGING, BUT PLAYFUL AND RELATABLE, CONTENT THAT RESONATES WITH MILLENNIALS FROM NIGERIA AND ACROSS AFRICA, USING MINIMAL COST AND MARKETING SPEND.

STRATEGY

VIRAL ENGAGEMENT TECHNIQUE

MASHUP AND RE-EDIT EXISTING MILDLY POPULAR YOUTUBE VIDEOS INTO NEW STORIES, TARGETING NEW AUDIENCES WITHIN THE AFRICAN CONTINENT & THE DIASPORA.

EMOTIONAL STORYTELLING TECHNIQUE

USE THE POPULAR STEREOTYPICAL “AFRICAN PARENT” TREND TO ENGAGE YOUNG AUDIENCES.

INNOVATION & CREATIVITY, IMPLEMENTATION & PRODUCTION

WE COMPARED AND CONTRASTED REACTIONS FROM PARENTS OF DIFFERENT NATIONALITIES, TO THEIR TEENAGE SON'S SHOCKING ANNOUNCEMENT OF AN UNPLANNED PREGNANCY. THIS WAS ALREADY A RELATIVELY POPULAR PRANK BEING MADE BY VARIOUS YOUTUBERS INDEPENDENTLY.

WE MADE A TOTALLY NEW 'STORY' BY SKILLFULLY MERGING SEPARATE PRANKS THAT PREVIOUSLY EXISTED AROUND THE WEB, SHOWING NIGERIAN, AFGHAN, AFRO-AMERICAN AND WHITE-AMERICAN FAMILIES INTO ONE LONG FORM CONTENT. THE FLOW OF THE STORY, AND COMPARISON BETWEEN THE VARIOUS REACTIONS MADE OUR VERSION MORE PUNCHY AND REACTION-INDUCING THAN EVEN THE ORIGINALS.

VIDEO WAS SHARED ON SOCIAL PLATFORMS - FACEBOOK, TWITTER, VINE, INSTAGRAM, YOUTUBE, AND THE ID AFRICA BLOG. IT WAS ESPECIALLY TARGETED AT AN FACEBOOK AUDIENCE, WHO HAD PREVIOUSLY NOT SEEN THE YOUTUBE VERSIONS.

RESULTS

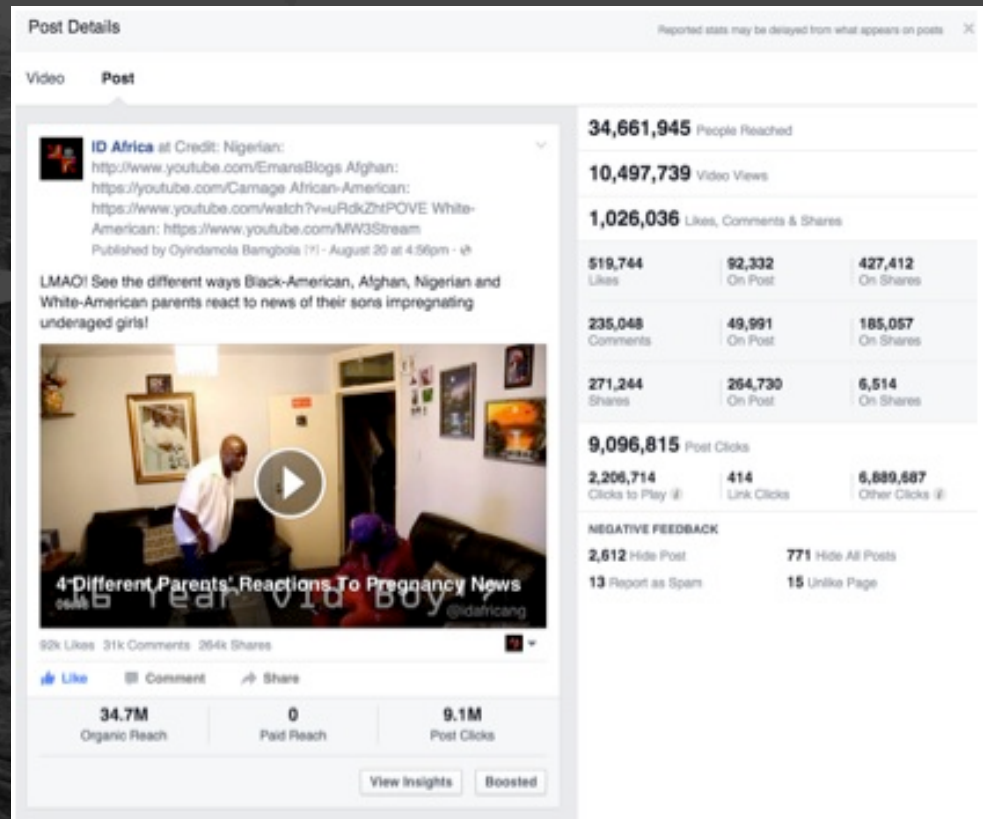
THE VIDEO VIEWS, CLICKS, LIKES AND COMMENTS SURPASSED THE VIDEOS WE HAD PUT UP IN THE PAST. WITHIN 4 DAYS OF PUBLISHING, THE VIDEO HAD BEEN SEEN BY OVER **800,000** PEOPLE ON FACEBOOK. BY THE END OF THE WEEK, THE VIEWS **WERE IN MILLIONS!**

SOCIAL MEDIA ENGAGEMENT

- **YOUTUBE:** 26, 657 VIEWS AND 16 COMMENTS (COMPARED TO OTHER VIDEOS WITH LESS THAN 90 VIEWS AND NO COMMENTS).
- **FACEBOOK:** THE VIDEO WAS VIEWED 10,497,739 TIMES (OVER 3 SECONDS) AND 5,077,671 TIMES (OVER 30 SECONDS).

A TOTAL OF **34,661,945** FACEBOOK USERS GLOBALLY WERE REACHED WITH OVER **10,000,000** VIDEO VIEWS AFTER A FEW WEEKS.

ALSO, ID AFRICA FACEBOOK PAGE FANS GREW BY OVER 200% DURING THE FIRST TWO-WEEK PERIOD.



- **BLOG:** BEFORE THIS VIDEO, OUR BEST EVER VIEW WAS AT **2,096**. THE PREGNANCY PRANK VIDEO GOT US **13,056** VIEWS. IN THE MONTH BEFORE THE VIDEO WAS POSTED (JULY), WE HAD **8,293** VIEWS FOR THE ENTIRE MONTH. IN THE MONTH WHEN THE VIDEO WAS POSTED, WE **HAD 41,375** VIEWS (MOST OF THE VIEWS CAME IN ONE WEEK).

BUDGET AND COST EFFECTIVENESS

FROM CONCEPTUALIZATION, TO EDITING, UPLOAD AND PUBLISHING, NO EXTRA 3RD PARTY COSTS WERE INCURRED. THE WORK WAS DONE BY ID AFRICA TEAM MEMBERS IN-HOUSE WITH ZERO PROMOTIONAL BUDGET.