

CAMPAIGN NAME: CREATING A BETTER AFRICA-

SUMMARY SLIDE

Our Objective: Inspire and mobilize businesses and owners to take a stand on issues that promote good governance in their region.

Our Target Audience: Decision makers at various levels in the private sector, entrepreneurs, CEOs, CFOs, CMOs, etc. Opinion leaders and influencers.

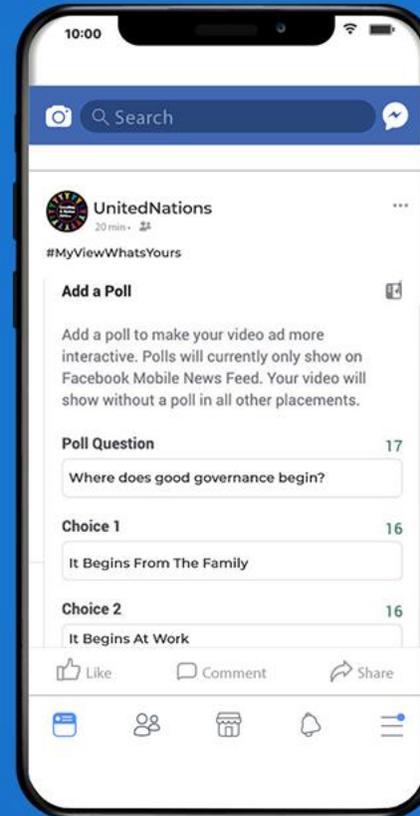
The ASK: How can creativity help solve the problem using social media platforms and technology?

The Solution: By leveraging key platforms, technology and tools such as Facebook being the largest community, twitter and WhatsApp, technology that will enable the audience to share their views and tools that will measure the performance of this campaign on social media

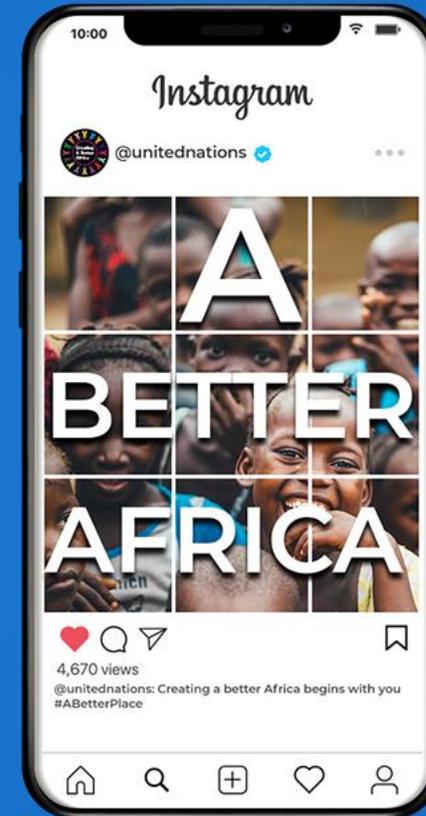
How does it work? – Use the social platform to generate awareness, drive conversation and engagements for the campaign on Facebook, Twitter, Instagram, WhatsApp.

With this, the Social media solutions listed above will help the UN reach a wider audience as well as gather quick insight on what the stakeholders expect from key brands in their region in a fun and creative way.

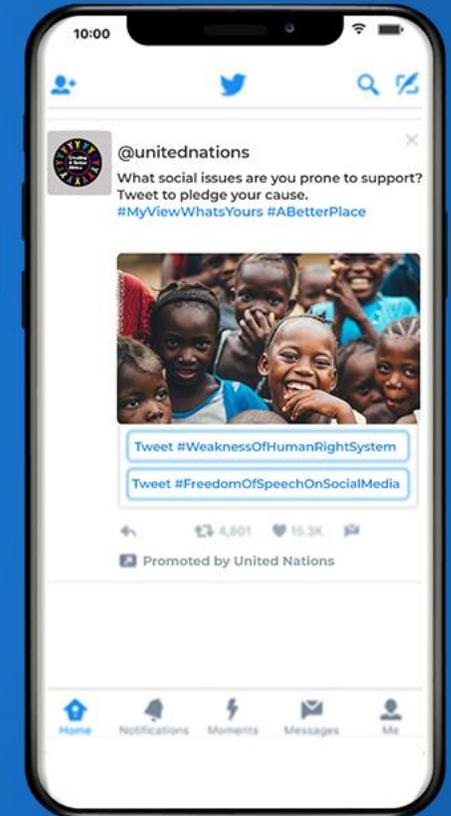
By inspiring and prompting our target audience to take certain actions we will be able to solve the client problem.



Being the largest platform, it will be used to reach key audience with a poll conducted on the platform.



This platform will be used for video upload and awareness related post that will communicate the campaign key message.



Conversation cards will be driven majorly on this platform with a dedicated hashtag used to create awareness for a better Africa

CONSUMER INSIGHT:

The practice of good governance doesn't start with the government, it begins at home, at our place of work and can be inputted as a culture in our organization.

If the UN can achieve its aim of inspiring these business personalities and owners, it is also indirectly driving a change to its stakeholders via their practice and culture.

Change will reach more people if we have business owners and personalities give their voice to social issues in Africa, in exchange the business will gain consumer loyalty, acquire new customers and

In creating good governance, it begins with you.

HOW WE WILL WORK

Here are the digital approach and strategy we will deploy for this campaign.

Step 1: Post a creative that says Creating a better Africa begins with you #ABetterPlace across the highlighted social media platform.

Step 2: Use conservation cards and polls to get insight on some of the social issues business organizations (start the conversation with 'What social issues are you prone to support? Tweet to show your pledge. Then the response will be "I pledge to give my voice to press freedom" #MyViewWhatsYours

Step 2b: Facebook poll: Where does good governance begin; at home or at work? #MyViewWhatsYours

Step 3: Then task business owners to give their voice to a cause they pledge to partake in as an organization. #ABetterPlace

Step 4: Organizations that participate then earn a digital badge that will be shareable on stories. Members of that organization will then share images on whatsapp/Instagram stories/Facebook stories. Design: Na business wey support good governance we dey patronize. #ABetterPlace

WHO IS YOUR AUDIENCE?

They are opinion leaders, influencers, CEOs, who are larger big on twitter tracking conversations, LinkedIn for global connect, and Facebook to interact with family & Friends. They mostly have their PR team handle their Instagram account.

They do not spend so much time on social media but are up to date with what's happening because of their busy schedules.

Between ages 25- 55years.

United Nations
20 min · 👤

#MyViewWhatsYours

Add a Poll

Add a poll to make your video ad more interactive. Polls will currently only show on Facebook Mobile News Feed. Your video will show without a poll in all other placements.

Poll Question 17

Where does good governance begin?

Choice 1 16

It Begins From The Family

Choice 2 16

It Begins At Work

Like Comment Share

FACEBOOK SOCIAL MEDIA :

NA BUSINESS WEY
SUPPORT GOOD
GOVERNANCE
WE DEY PATRONIZE.

Creating A Better Africa

STORIES SOCIAL MEDIA :

The digital badge

@unitednations

A
BETTER
AFRICA

4,670 views

@unitednations: Creating a better Africa begins with you #ABetterPlace

INSTAGRAM SOCIAL MEDIA :

@unitednations

What social issues are you prone to support? Tweet to pledge your cause.
#MyViewWhatsYours #ABetterPlace

Tweet #WeaknessOfHumanRightSystem

Tweet #FreedomOfSpeechOnSocialMedia

4,601 15.3K

Promoted by United Nations

TWITTER SOCIAL MEDIA :