

A close-up photograph of two hands shaking in a firm grip. The hand on the left is dark-skinned and wearing a light-colored shirt cuff. The hand on the right is light-skinned, wearing a dark red sleeve and a silver chain bracelet. The background is blurred, showing other people in a social setting.

Everybody Wins

OBJECTIVES

- **Communication-** To get all relevant stakeholders to promote good governance in the communities they operate in
- **Media-** Create a minimum of 70% awareness with society on the topic of 'Good Governance'

CHALLENGE

- **Solicit the help of businesses to drive the agenda of good governance within our society**

Facts

Consequences of bad governance:

Nearly **3 million** people rely on **surface water**



17% of Ghana's population do not have access to **electricity**



23.3% of road accidents are caused by **bad roads**



36% of healthcare expenditure in Ghana is **wasted** annually



While the rich enjoy...



**The typical
African man
does not value
accountability**



OPPORTUNITY

To keep all stakeholders happy
EVERYBODY WINS
'Scratch my back I scratch yours'



WHO ARE WE TALKING TO?

- Key decision makers
 - Men & Women
 - Ages 30-60
- Results driven
- Profit seeking
- Focus on the big picture
- Mindful of reputation. Will do anything positive to boost it.

BIG IDEA

Pass 8



A mutually beneficial collaborative portal which links businesses to governments. The portal is monitored by a body representing the society. The shared goal is to drive accountability for key activities within the country thus 'leading to good governance'

Strategy: Leveraging media to engage people as to streamline activities, project management, law enforcement and allocation of funds in order to promote the agenda of 'Good Governance'

Create Awareness

Months 1-3

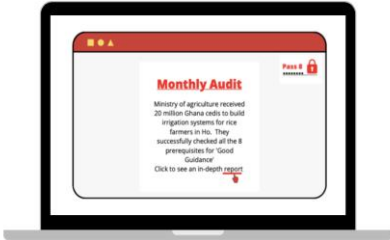
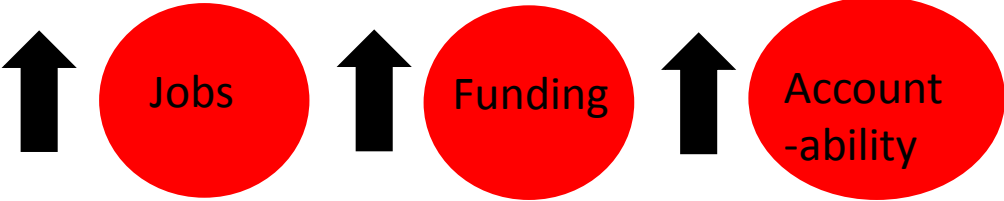
- Press – leverage to build reach for the Pass 8 portal
 - Radio – to target grassroots communities for incremental reach
 - Digital – Social to instigate the conversation and incremental reach

Engagement

Months 4-8

- Press- strategically run stories about the Pass 8 portal
- Radio- engage the public with interviews and announcements
 - Digital- Partner with key influencers and bloggers to create a buzz about the importance of a holistic approach to 'Good Governance'

Execution



Press

Informative Articles



Monthly Audit

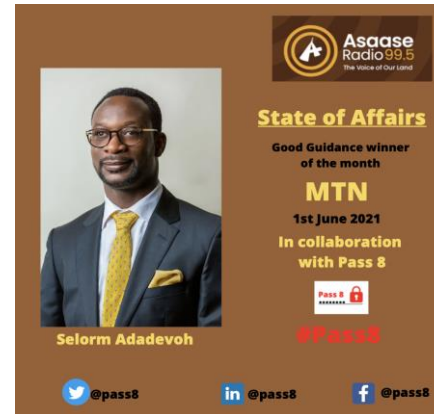
Ministry of agriculture received 20 million Ghana cedis to build irrigation systems for rice farmers in Ho. They successfully checked all the 8 prerequisites for 'Good Guidance'

[Click to see an in-depth report](#)



Radio

Announcements & Educational Interviews



Digital

Blogs and Social media engagement





Everybody Wins

CHALLENGE

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OBJECTIVE

- Communication – to get all relevant stakeholders to promote good governance in the communities they operate in
- Media- create a minimum of 70% awareness with society on the topic of Good Governance.

INSIGHT

The typical African man does not value accountability

OPPORTUNITY

To keep all stakeholders happy

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‘Scratch my back I scratch yours’

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STRATEGY

Leveraging media to engage people as to streamline activities, project management, law enforcement and allocation of funds in order to promote the agenda of ‘Good Governance’

EXECUTION

Press- informative articles
Radio- Announcements and Educational Interviews
Digital- Blogs and Social media engagement

MEASUREMENT

- -Portal visits
- -Hashtag
- -Engagement likes/comments/reposts
- -Number of projects successfully completed
- -Earned media: rise in a fan base on social media
- --Number of posts by stakeholders