

Asherkine Mother's Day Campaign

Objective:

MTN aims to celebrate and honor mothers across Nigeria in a manner that resonates with our cultural values of family, community, and gratitude. We want to create a powerful, influencer-led Mother's Day campaign that captures heartfelt stories and showcases the unique bonds between mothers and their children.

Campaign Overview:

We want to execute an influencer-led Mother's Day campaign that captures heartfelt stories and showcases the unique bonds between mothers and their children.

Key Goals:

- Reinforce MTN's commitment to family and community.
- Create genuine connections through storytelling that reflects the diverse experiences of mothers in Nigeria.
- Generate engaging content that can be shared across various platforms, creating a sense of community and shared appreciation.

Deliverables:

- Develop a strategy to identify and collaborate with relevant influencers who align with our brand values.
- Curate and produce compelling stories that highlight the profound impact mothers have on their families and communities.
- Implement a robust social media plan to amplify these stories, encouraging user participation and engagement.

We look forward to your innovative ideas on how to bring this vision to life!