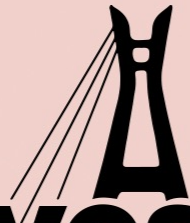


the Real Housewives OF LAGOS

SOCIAL MEDIA OVERVIEW



OVERVIEW OF CONTENT:

PLATFORM	POST COUNT	REACH	ENGAGEMENTS/ER %	VIDEO VIEWS
FACEBOOK	109	11 965 886	1 079 335 / 9%	3 313 591
INSTAGRAM	88	7 003 659	233 361 / 3,3%	6 356 620
IG REELS	56	6 648 844	325 318 / 4,8%	7 982 393
TWITTER	187	12 035 457	1 166 531 / 9,6%	1 550 805
TIKTOK	35	596 820	28 440 / 4,7%	619 351
YOUTUBE	43	N/A	N/A	1 663 300
TOTAL	518	27 450 666	2 832 985 / 10,3% ER	21 486 060

OVERVIEW OF CONTENT PUBLISHED ON SHOWMAX NAIJA SOCIAL MEDIA ACCOUNTS

OVERVIEW

Similar to previous versions, The Real Housewives of Lagos saw a cult following on social media. Topping the Twitter trends for 13 weeks, it became a social media phenomenon with **over 386 000 tweets using the show hashtag #RHOLagos** and a **further 20 000 on Instagram**, seeing a **133% audience growth** across all of the Showmax Nigeria social media accounts.

Our approach to keep fans engaged included surfacing key moments to keep people hooked, create unique episodic creative, localizing our approach to communicating and partnering up with Twitter to further showcase this was a must-watch show not only in Nigeria, but all of Sub-Saharan Africa.

Overall the show topped all social platforms with **video content exceeding over 21 million views** with a further **reach of over 27 million** and an **engagement rate of over 10%** - a telling sign that people were dedicated to the drama, fashion and levels of luxe weekly from Carolyna, Chioma, Iyabo, Laura, Tiannah and Mariam.

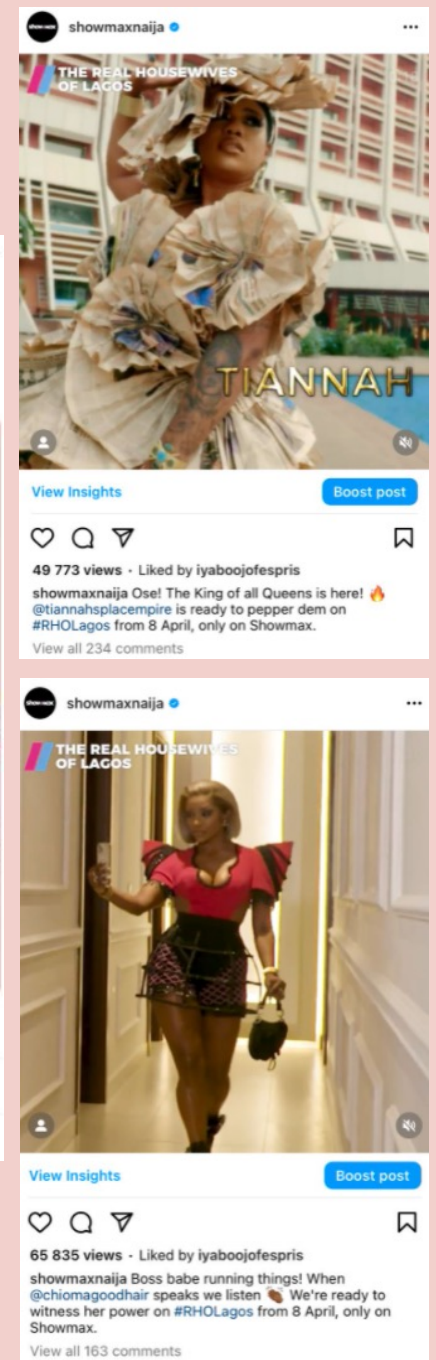


TEASE

The tease phase of the show campaign saw us hinting at the show coming soon – while fans knew a brand new addition of The Real Housewives was on the way, they had no clue of the cast. The answer was in the posts, as some of the cast were used for the initial tease visuals.

Prior to the main announcement, a group image was revealed of the housewives in sunglasses, while not directly saying who each of the ladies were but allowing fans to question and theorise who would be part of it. Soon after the official announcement was made followed by the tease trailer for the title.

Leading up to launch we turned to individual cast focus pieces, creating introductory videos for each of the housewives using footage from the show as a first-look garnering nearly 350 000 video views. Fans got to know the ladies better and what they would bring to the show. We also used this period to reveal a fan favourite element: taglines! Needless to say the hype was real with these videos seeing over thousands of views and engagements across platforms.



TEASER / INTRO



TEASER / INTRO

COMING APRIL 8

the Real Housewives OF LAGOS

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COMING APRIL 8



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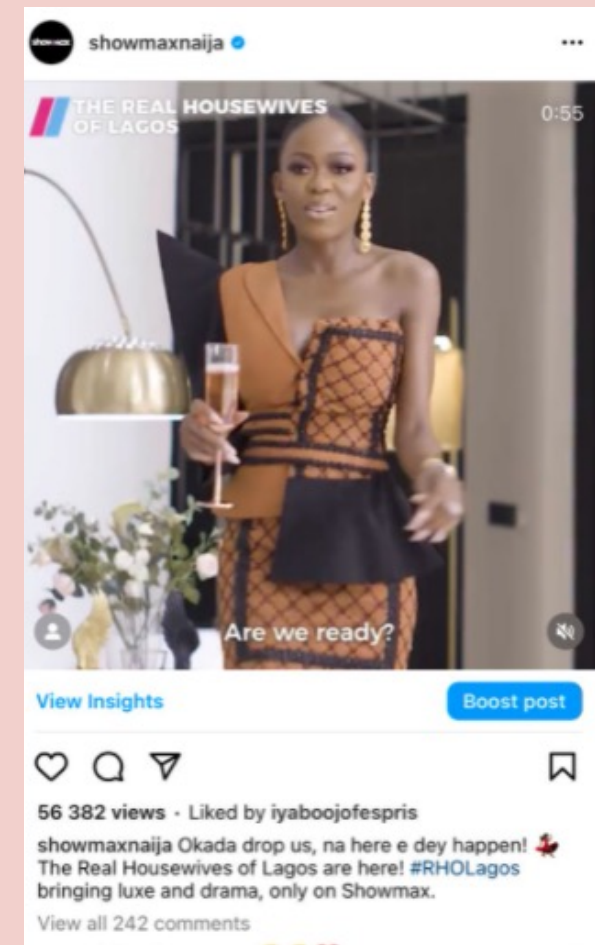
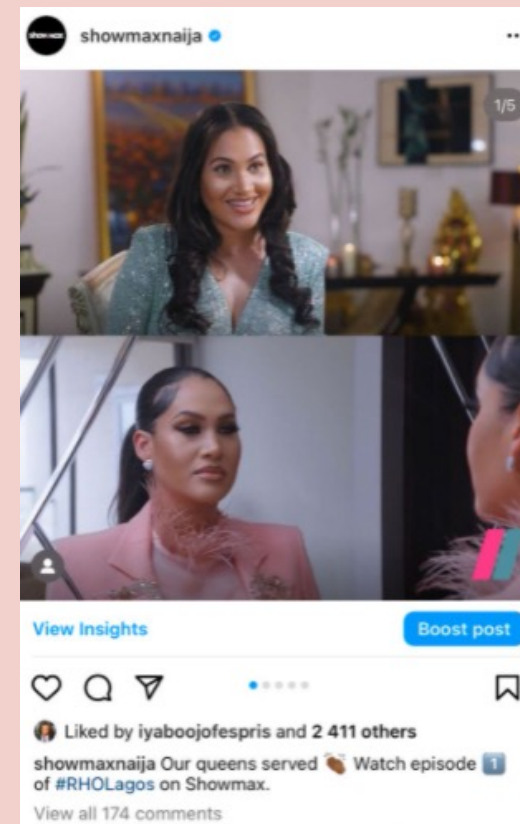
showmax.com

LAUNCH

The moment the show was teased we realised this would be a social media hit and we knew we had to treat it as such! Leading up to the premiere there were two events: a launch in Lagos (Nigeria) and another in Johannesburg (South Africa) both seeing strong social support.

For the Lagos event we teamed up with TikTok to host an exclusive red carpet live event hosted by Big Brother Naija ex-housemate Prince, where he interviewed key MultiChoice stakeholders, celebrity guests and some of our housewives. This saw **a total of 22 300 viewers watching live through the app.**

In Johannesburg we had a star-studded event hosted by Bonang Matheba, where some of our Lagos housewives were joined by The Real Housewives of Durban, media and celebrity guests to be welcomed into the Showmax family.



LAUNCH

The Johannesburg #RHOLagos launch was carefully planned, with the announcement of Bonang as the MC for the event revealed by a tweet announcement by fellow media personality and friend, Toke Makinwa (who hosted the Lagos event). The tweet reveal set the platform into a flurry of excitement.

The Real Housewives, media partners, influencers and celebrity guests took to Twitter on Thursday 7 April to update about the invite-only event with the stars.

This pre-premiere event saw over **76 000 social mentions on Thursdays alone and trended well throughout the weekend.** Leading up to the launch of The Real Housewives of Lagos it trended throughout the night and well into the weekend as fans gave commentary on pink carpet looks and shared excitement about Naija and Mzansi coming together.

A 30-minute TV special after the night was released during the course of the #RHOLagos season hosted by Bonang.



LAUNCH

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#RHOLagos 29 w

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OF LAGOS

EKO FOR SHOW

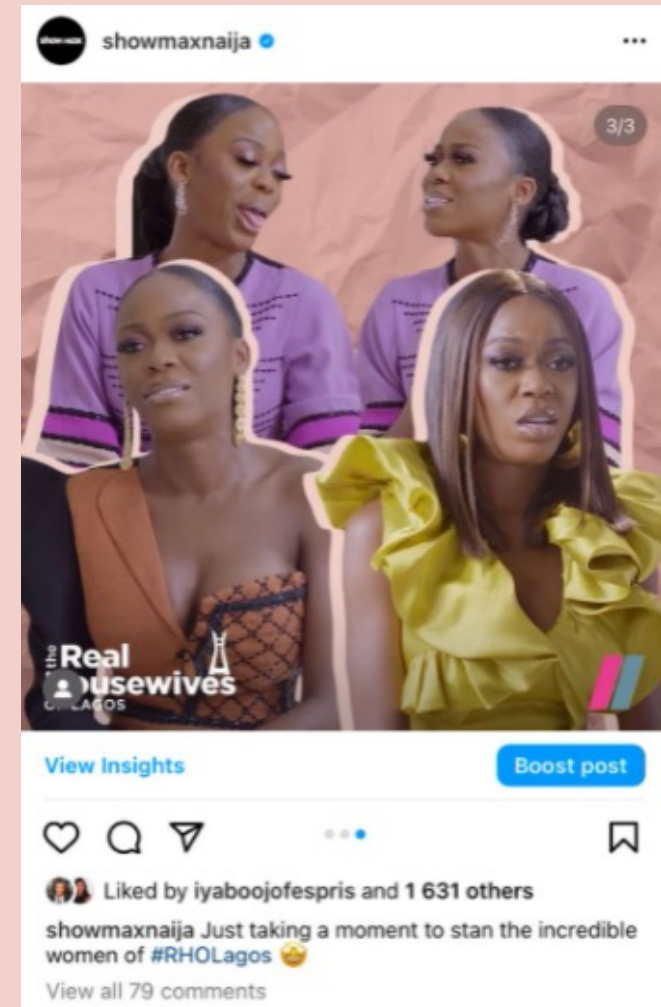
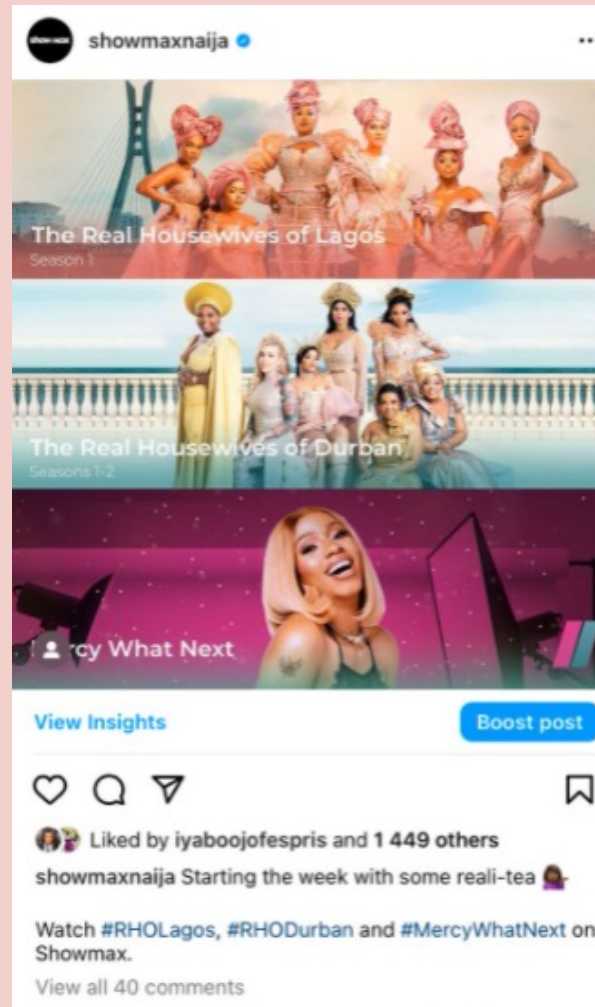
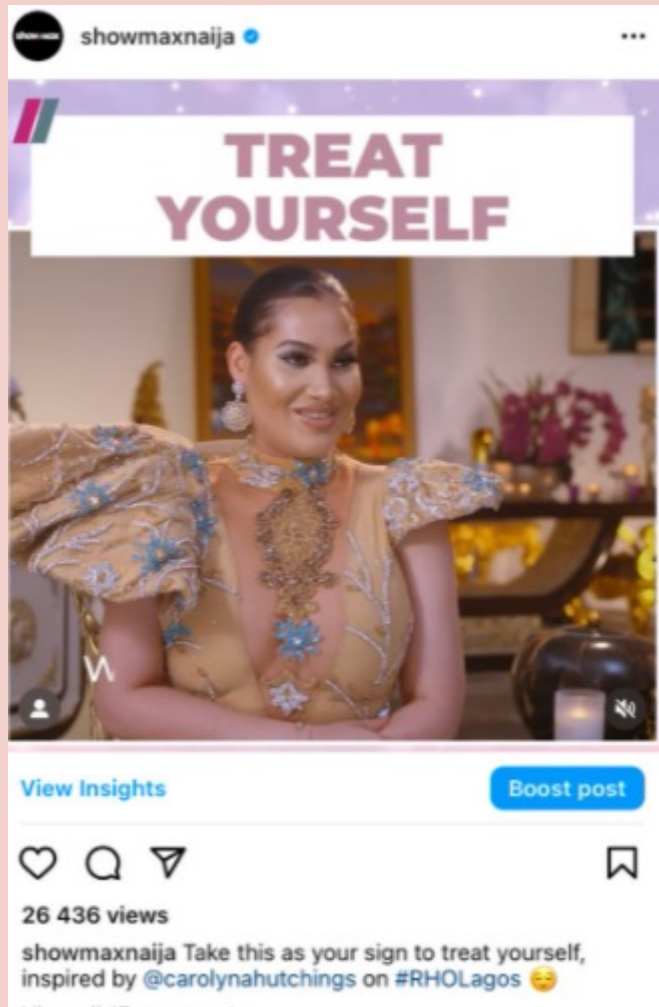
TAP TO WATCH EPISODE 1

#RHOLAGOS

Send message

WEEKLY

Examples of weekly content executions:



MAINTENANCE



TWITTER

For the first time, Showmax Naija teamed up with Twitter for a truly tailored experience on the platform for fans to enjoy throughout the duration of the show for four months. Throughout the duration of the season we saw over 386 000 uses of the show hashtag alone.

TREND TAKEOVER

On premiere day (8 April) we executed a trend takeover alongside a Twitter event page (a curated destination housing tweets around a specific topic). The trend takeover allowed us to celebrate the start of the biggest show and surface must-see content under the hashtag as first view.

TWITTER EVENT PAGE

The Twitter event page went on for the entire 4-month duration of the show, sitting above the trends page as a first-view. This allowed both the title and Showmax to be top of mind whenever a user logged onto Twitter and allowed us the opportunity to truly showcase Lagos to the world.

This event page housed tweets from brand, cast, media publishers and a live fan feed to monitor the conversation. It was a go-to place alongside the RHOLagos and cast Twitter topics on the platform to follow along what was happening weekly.



TWITTER

TWEET TO UNLOCK

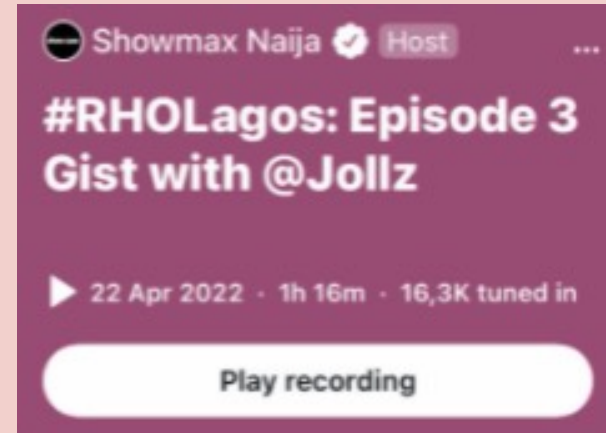
We also went on to initiate a tweet-to-unlock experience a week after to have a first-look at what was to come in episode two.

TWITTER SPACES

In addition, we created a bi-weekly after show via Twitter Spaces hosted by various influencers to allow fans a space to discuss each episode – with an average of 2000 – 3000 listeners. We peaked at an individual Space having over 16 000 listeners. We also used this angle to officially welcome the mid-season arrival of one of our housewives, Mariam Timmer.

TWITTER TV

As a special collaboration, we received support from Twitter TV (9 million followers) for the premiere of the show with resharing of our content as a well to celebrate the Lagos show launch.



INSIGHTS AND METRICS

With The Real Housewives of Lagos being such a social media driven show, we saw interesting insights based on fan behaviour that impacted Showmax, talent and the general conversation.

BRAND ACCOUNT SOCIAL GROWTH:

Saw over 133% account growth with Instagram seeing an audience growth of 187% and Twitter with an additional 98% more followers since the start of the campaign.

TALENT SOCIAL ACCOUNT GROWTH:

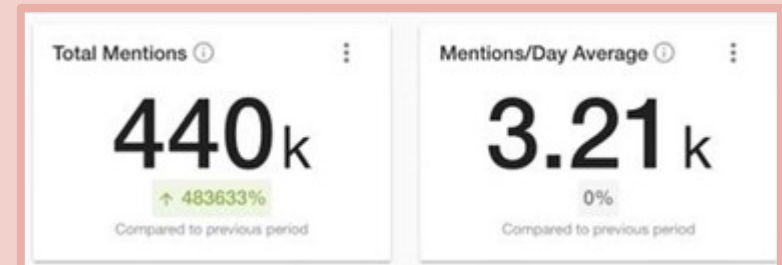
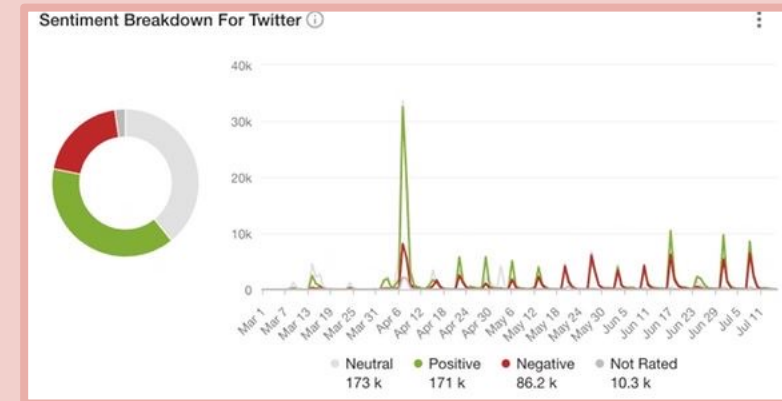
We saw not only incredible growth for the brand accounts, but talent accounts too with individual members seeing 400 – 500% following growth during the course of the show run.

NUMBER OF TIMES #RHOLAGOS WAS USED:

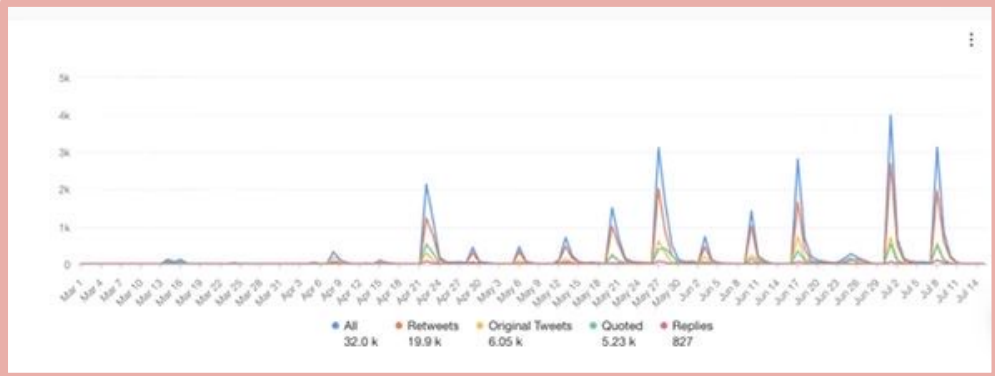
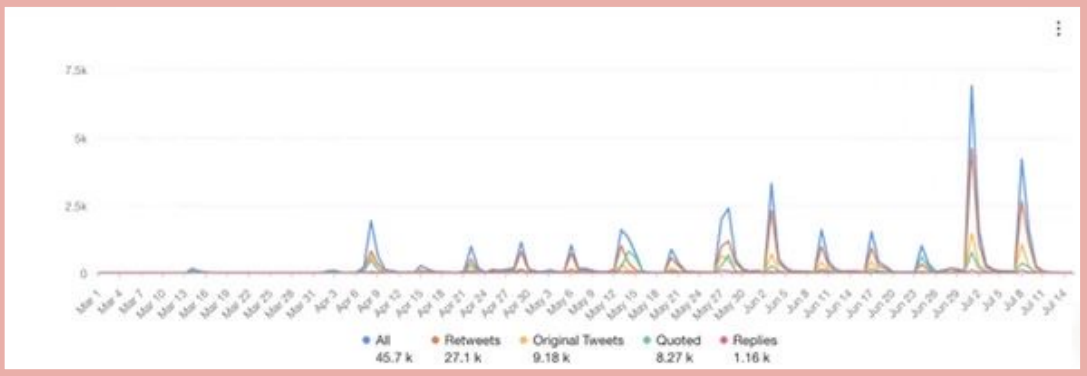
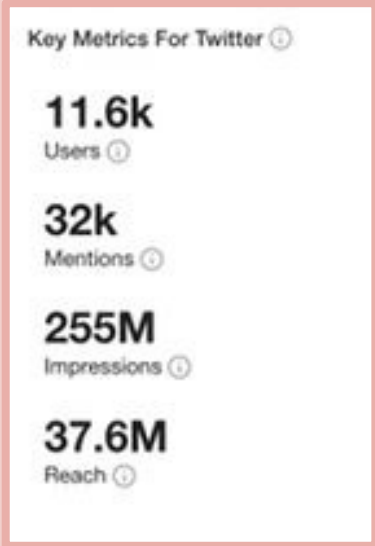
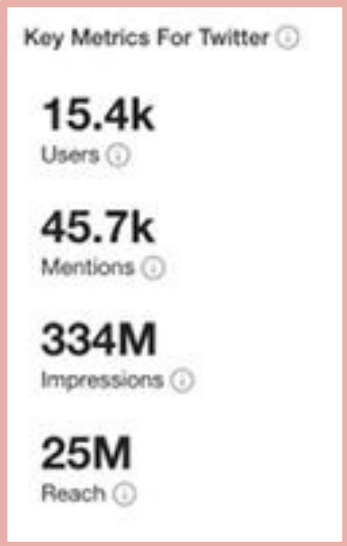
Hashtag was used over 386 000 times on Twitter out of a total of 440 000 mentions.

TOTAL POSTS AND VIDEO VIEWS:

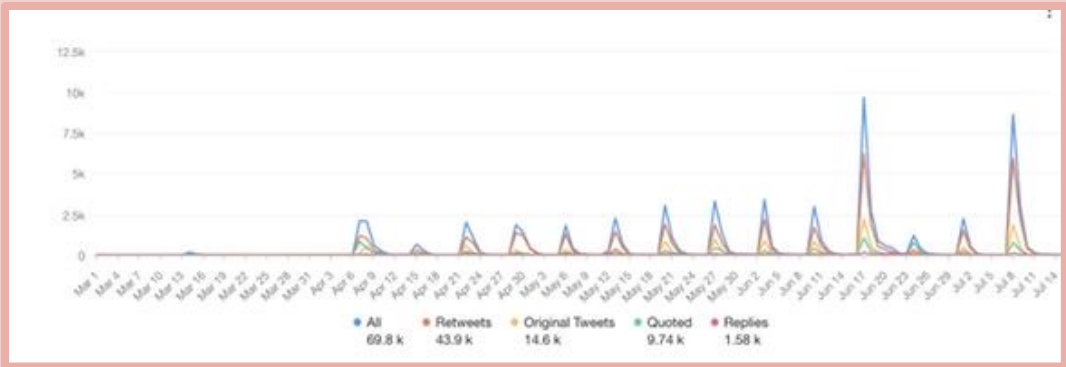
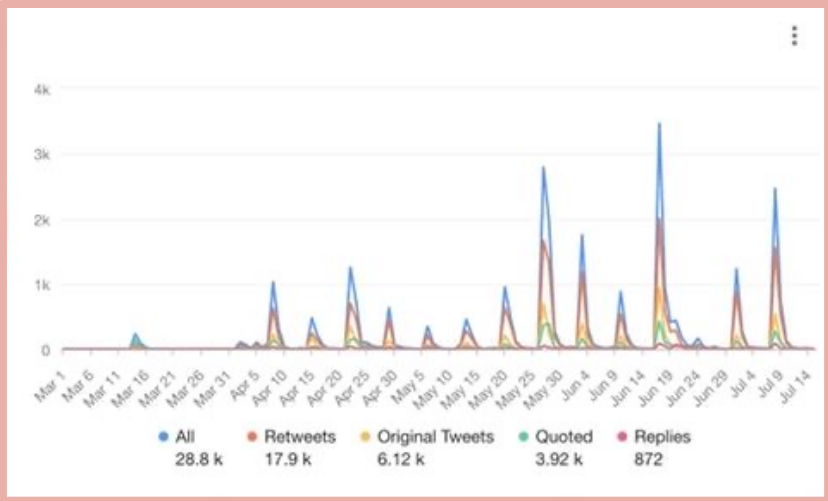
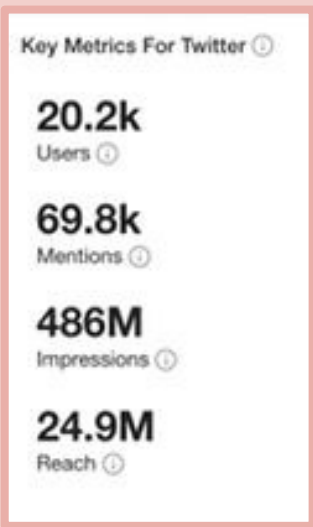
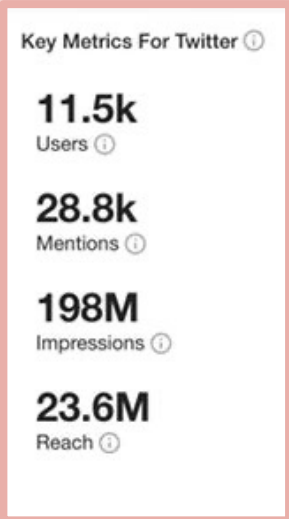
Over 500 posts, with a large focus on video content. With videos receiving on average 100 000 views per video, with the most viewed individual video being over 550 000 views. Video content in Instagram Reels proved to be a great test of adapting and moving to using vertical content.



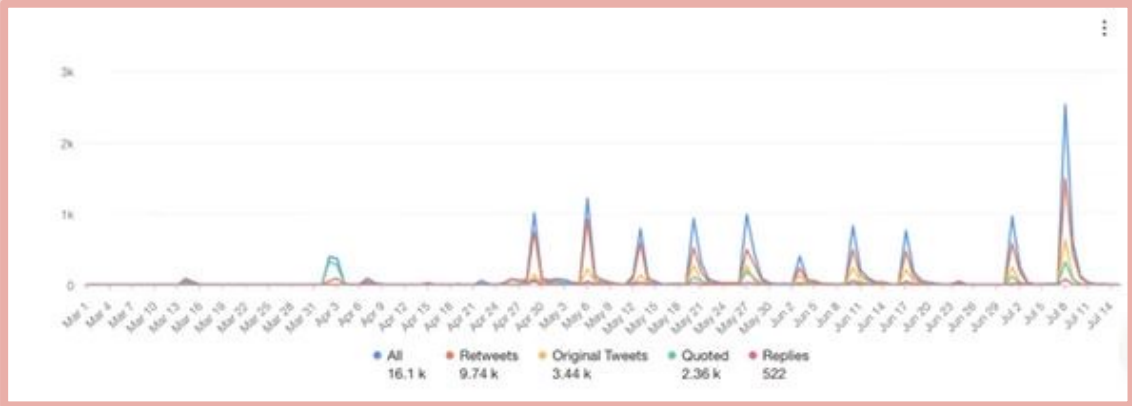
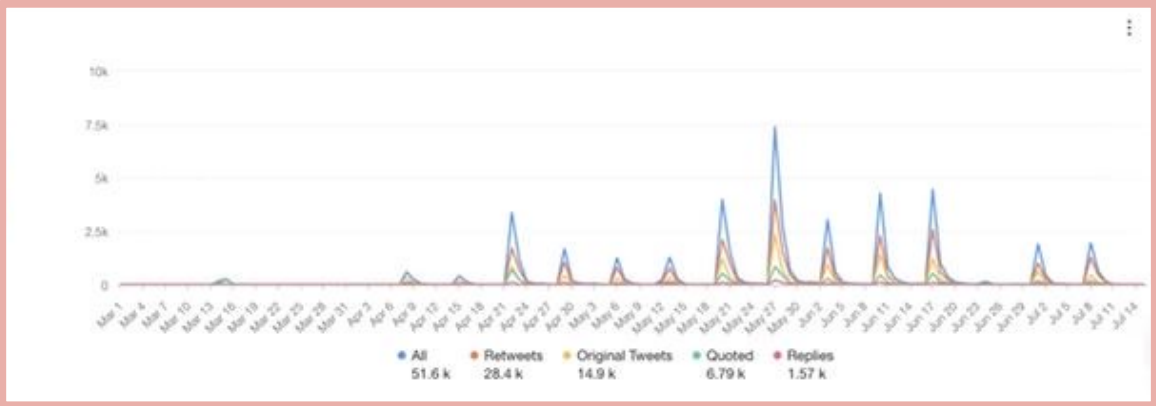
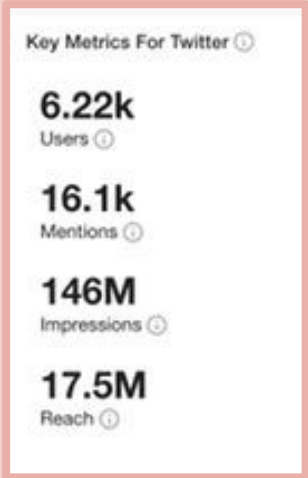
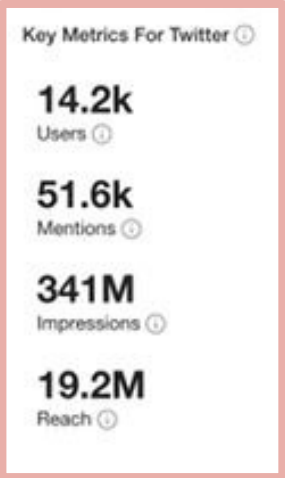
CAST CONVERSATION BREAKDOWN



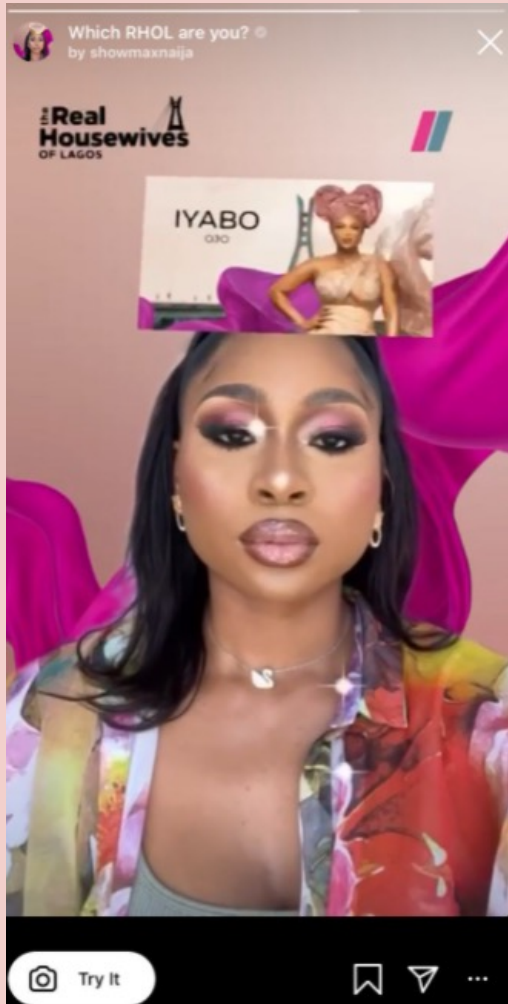
CAST CONVERSATION BREAKDOWN



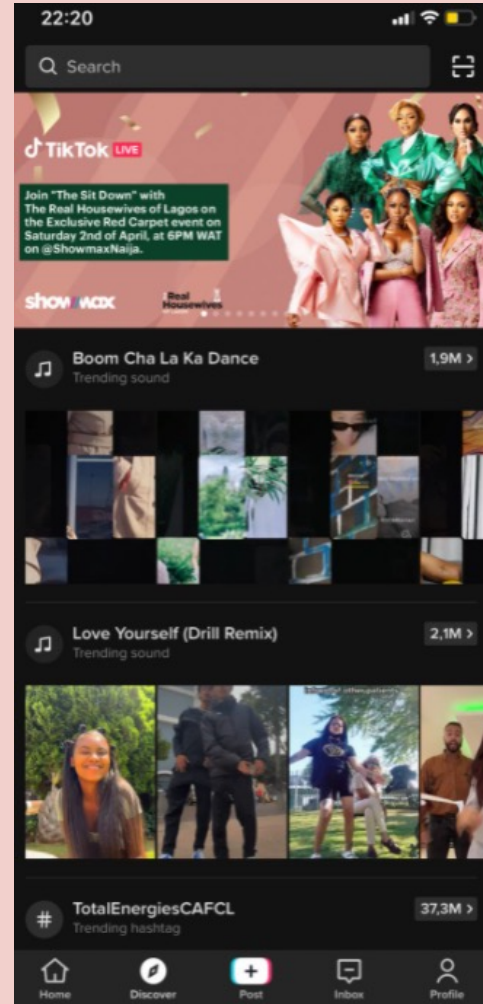
CAST CONVERSATION BREAKDOWN



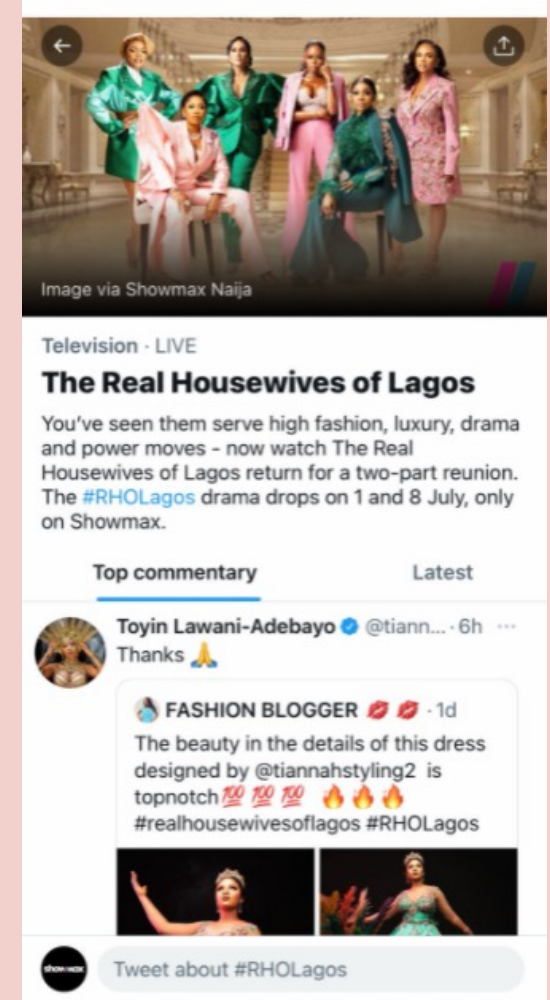
UNIQUE EXECUTIONS



INSTAGRAM FILTER



TIKTOK LIVE EVENT



TWITTER EVENT PAGE

the Real Housewives OF LAGOS

