



# MTN x Asherkin Mother'sDay

DIGITAL AND MOBILE CRAFT

PRESENTED BY: PLAYHOUSE COMMUNICATION LTD



# Context

**BACKGROUND:** Mothers are the heartbeat of communities, and in the fast-paced, tech-driven world of telecommunications, a deep emotional bond between brands and this vital audience was missing.

The brand wanted to create a genuine, emotional connection with mothers—an audience that values relationships and sees through insincere gestures. The need was clear: to improve brand sentiment and loyalty by acknowledging and celebrating Nigerian mothers in a way that resonated deeply and authentically.

To bridge this emotional gap, we crafted a campaign that would put the spotlight on everyday Nigerian mothers, celebrating their sacrifices and contributions in a relatable, heartfelt way on Mother's Day by partnering with AsherKine, a popular Nigerian influencer known for positively impacting lives on the street.

The campaign harnessed the influencer's trusted connection with the people, known for their generous heart and mission to uplift Nigerians, adding credibility and warmth. The act of surprising mothers with cash paid into their MoMo wallet and other gifts not only brought joy but also reinforced the brand as a supporter of Nigerian families, building trust, loyalty, and a meaningful emotional bond.

## **OBJECTIVE**

1. Enhance Brand Sentiment
2. Boost Customer Loyalty
3. Drive adoption of MoMo PSB

## **TARGET AUDIENCE**

Nigerian mothers and young women.

# Strategies used in delivering the message

**Human-Centric Engagement:** The campaign focused on a grassroots approach, directly reaching Nigerian mothers in their daily lives to create a memorable and genuine connection. By giving tangible gifts like cash, yellow roses, and shopping vouchers, the campaign aimed to demonstrate appreciation in a relatable and impactful way.

**Influencer Partnership for Authenticity:** Partnering with a popular Nigerian influencer known for generosity and street-level engagement, the brand tapped into an established connection of trust and admiration. The influencer's reputation for "giving back" aligned perfectly with the campaign's goal of celebrating mothers, bringing authenticity and warmth to the brand message.

**Surprise-and-Delight Moments:** To make the interactions unforgettable, the campaign adopted a surprise-and-delight tactic, catching mothers off guard with gifts and heartfelt messages. This approach created spontaneous, emotionally charged moments, further amplifying positive sentiment and making the brand feel personal and accessible.

**Broad Social Media Amplification:** The influencer documented and shared these moments on social media, capturing raw, relatable reactions that resonated with a broad audience. This helped to extend the campaign's reach and drive engagement, allowing people across Nigeria to participate in the emotional experience.

**Cultural Relevance and Symbolism:** Choosing yellow roses, a symbol of friendship and appreciation, was a culturally thoughtful touch that added depth and meaning to the gesture, emphasising the brand's sensitivity to Nigerian values and traditions.



# Measurable results

## Brand Performance

- By focusing on heartfelt, one-on-one interactions with mothers, the brand reinforced **customer loyalty** (Source: MTN Brand Health Tracker).
- The Asherkine X MTN Valentine's Day campaign drove adoption of MTN MoMo PSB by **1.2%**



Comments

13.3K



Impression

5.07M



Reaction

222k

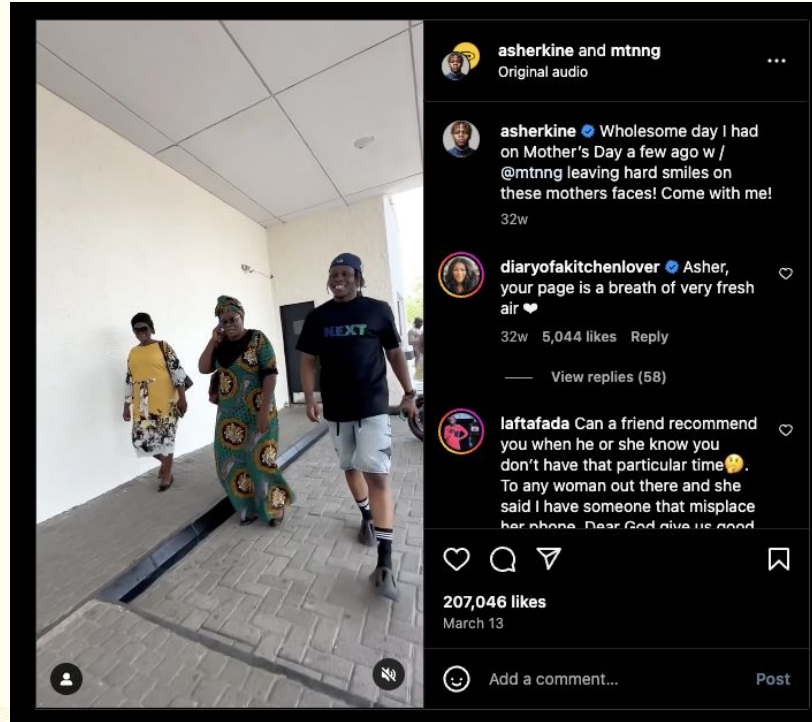


Reach

3.1M



# Link and Evidence of Execution



[https://www.instagram.com/asher\\_kine/reel/C4dhH0EN\\_ax/](https://www.instagram.com/asher_kine/reel/C4dhH0EN_ax/)

[https://x.com/asher\\_kine/status/1767958586632667367?s=46](https://x.com/asher_kine/status/1767958586632667367?s=46)