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*Open for ages 16-28

AUDITION OPEN
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NIGERIAN IDOL 2024: **DARE TO DREAM**

In a sea of reality shows promising stardom, we needed to make Nigerian Idol truly shine.

To stand out and captivate our target audience, we tapped into the show's profound significance for over 250 million Nigerians who watch and participate in the show.

For us, Nigerian Idol represents a platform that gives participants' voices wings - wings to rise above the noise and shine on the global stage.

The creative campaign's impact was undeniable.

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- Over 2 million registrations
 - 30k impressions
 - 29.3k reach

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