

MTN The Chase Campaign - Client Brief

Background:

Nigerian youth face significant socio-economic challenges, including high levels of unemployment and limited opportunities for advancement. MTN recognizes the need to inspire hope and motivate young people to pursue their dreams, despite these challenges. "The Chase" campaign is intended to build resilience and ambition among Nigerian youth.

Objective:

To design a powerful campaign that resonates with Nigerian youth, encouraging them to "outdo" themselves and remain motivated in pursuing their dreams.

The campaign should position MTN as a supportive partner in their journey, fostering brand loyalty and emotional connection.

Target Audience:

Primary: Youthful Nigerians, including Millennials and Gen Z, who are aspirational but face barriers to progress.

Secondary: Aspirational Nigerians from all demographics who resonate with the campaign's message of resilience.

Key Deliverables:

1. A television commercial (TVC) that captures the campaign's essence of perseverance, resilience, and ambition.
2. Digital assets for social media amplification, encouraging youth to share their "Outdo" stories.
3. A strategy to leverage influencers and content creators who can share their own "Chase" stories, inspiring broader participation and engagement.