



MTN CHASE CAMPAIGN

DIGITAL AND MOBILE CRAFT

Presented by: Playhouse Communication Ltd



Context

Problem Statement:

Amid rising unemployment and government inaction, Nigerian youth are facing critical challenges that hinder their potential and dampen their aspirations. From June to December 2023, Nigeria's youth unemployment rate rose to 5.0% in Q3, marking a 0.8% increase from Q2. This escalation underscores the scarcity of stable job opportunities and limited support for entrepreneurship, leaving many young Nigerians trapped in informal or precarious work. This lack of secure employment not only stalls economic growth but also weakens hope, making it difficult for youth to envision a brighter future.

Campaign Insight:

In response, MTN Nigeria launched "*The Chase*," a motivational TV commercial aimed at reigniting the drive and resilience of Nigerian youth. *The Chase* speaks directly to young Nigerians, encouraging them to pursue their dreams with renewed determination and to believe in their power to overcome adversity. The campaign resonates with youth facing discouraging realities, delivering an empowering message that aligns with MTN's commitment to supporting and uplifting the Nigerian spirit.

Campaign Objective:

1. **Increase Brand Awareness:** Strengthen MTN's presence among Nigerian youth by making *The Chase* a memorable and widely recognized brand campaign.
2. **Promote Positive Engagement:** Stimulate meaningful conversations and interactions on social platforms and beyond.
3. **Build brand affinity:** cultivate a lasting, positive association with MTN among Nigeria's youth, both online and offline.

Target Audience:

- **Primary Audience:** formal and semi-formal youth, including Millennials and Gen Z, who aspire to better their lives despite current challenges.
- **Secondary Audience:** Aspirational Nigerians seeking hope and motivation to rise above circumstances and achieve their dreams.

Strategies used in delivering the message

Social Amplification

We leveraged popular social blogs to extend the reach of The Chase TVC, sparking widespread awareness and encouraging Nigerians to push beyond their limits. These platforms amplified the campaign's inspirational message, building momentum and motivating audiences to strive for personal growth and achievement.

Use of Influencers

Top influencers joined the campaign, creating engaging reaction videos that unpacked the TVC's theme and core message.

Content creators also shared their own stories of resilience, narrating them in local dialects to add authenticity and cultural relevance.

They invited our target audience to share their own journeys and stay motivated to chase their dreams, creating a powerful, grassroots-driven ripple effect.

Paid Media

We strategically deployed The Chase campaign across key digital channels—including social media, display ads, and video platforms—to maximize visibility and engagement.

A Twitter takeover served as the campaign's heartbeat, sparking vibrant discussions, deepening the audience's connection to the core message, and fuelling active engagement.

We used a dynamic mix of creative assets to drive incremental reach, ensuring the campaign resonated widely and efficiently with Nigerian youth.

Measurable results

Brand Performance

1. The campaign's distinctiveness stood out, with 74% of the target audience perceiving the ad as unique and memorable, reinforcing MTN's innovative brand image (Source: MTN Brand Health Tracker).
2. The MTN 5G campaign also achieved impressive recognition, skilfully incorporating key brand assets that enhanced recall and visibility (Source: MTN Brand Health Tracker).
3. Moreover, the campaign had a notable impact on key brand attributes, laying a strong foundation for long-term brand desire and affinity (Source: MTN Brand Health Tracker).



Reach

17.4m



Impression

47.3M



Comments

1.43K



Reaction

24.4k



Views

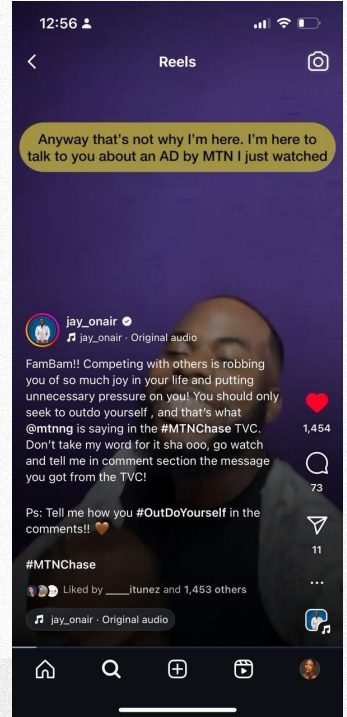
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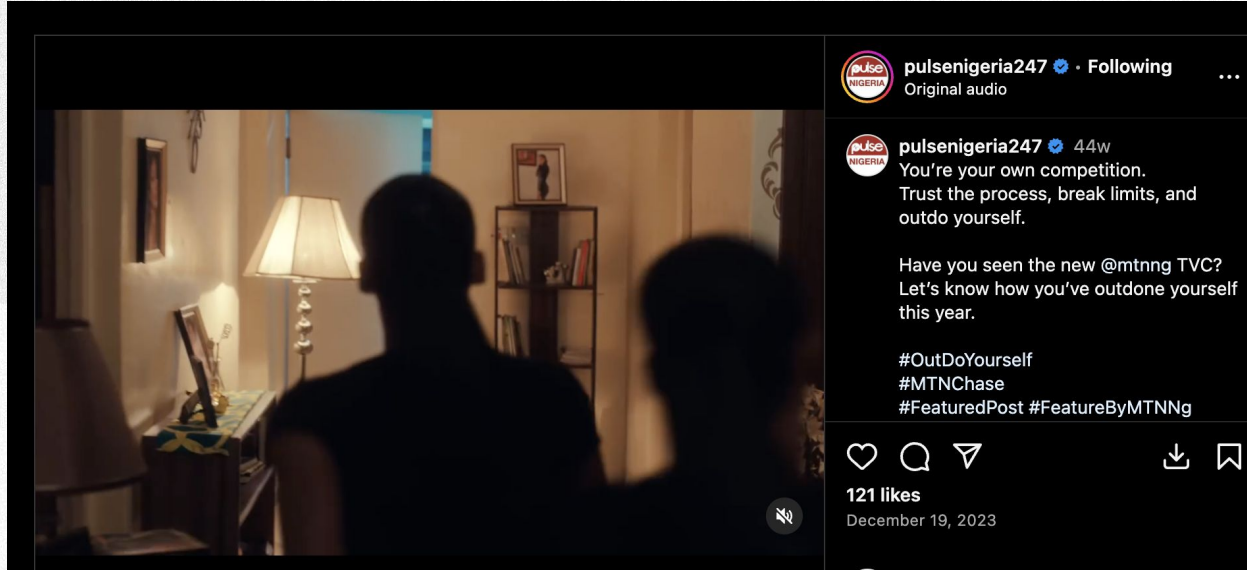
AVG VTR

20.38%

Evidence of Execution



Evidence of Execution



<https://www.instagram.com/reel/CztC0-fl71R/?igsh=MWdkd2VrZTRpb3ViNg==>

<https://www.instagram.com/reel/C1B1C9lCNdk/?igsh=YWExMjVzZXhnZ2Y2>

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