



National Human Trafficking Awareness Day

DIGITAL AND MOBILE CRAFT

PRESENTED BY: PLAYHOUSE COMMUNICATION LTD

Context

BACKGROUND

Human trafficking in Nigeria is a significant issue, driven by economic challenges, poverty, unemployment, and lack of education. Nigeria serves as a source, transit, and destination country for trafficking. Victims, primarily women and children, are often lured by false promises of better opportunities but end up being exploited for forced labour, domestic servitude, and sexual exploitation.

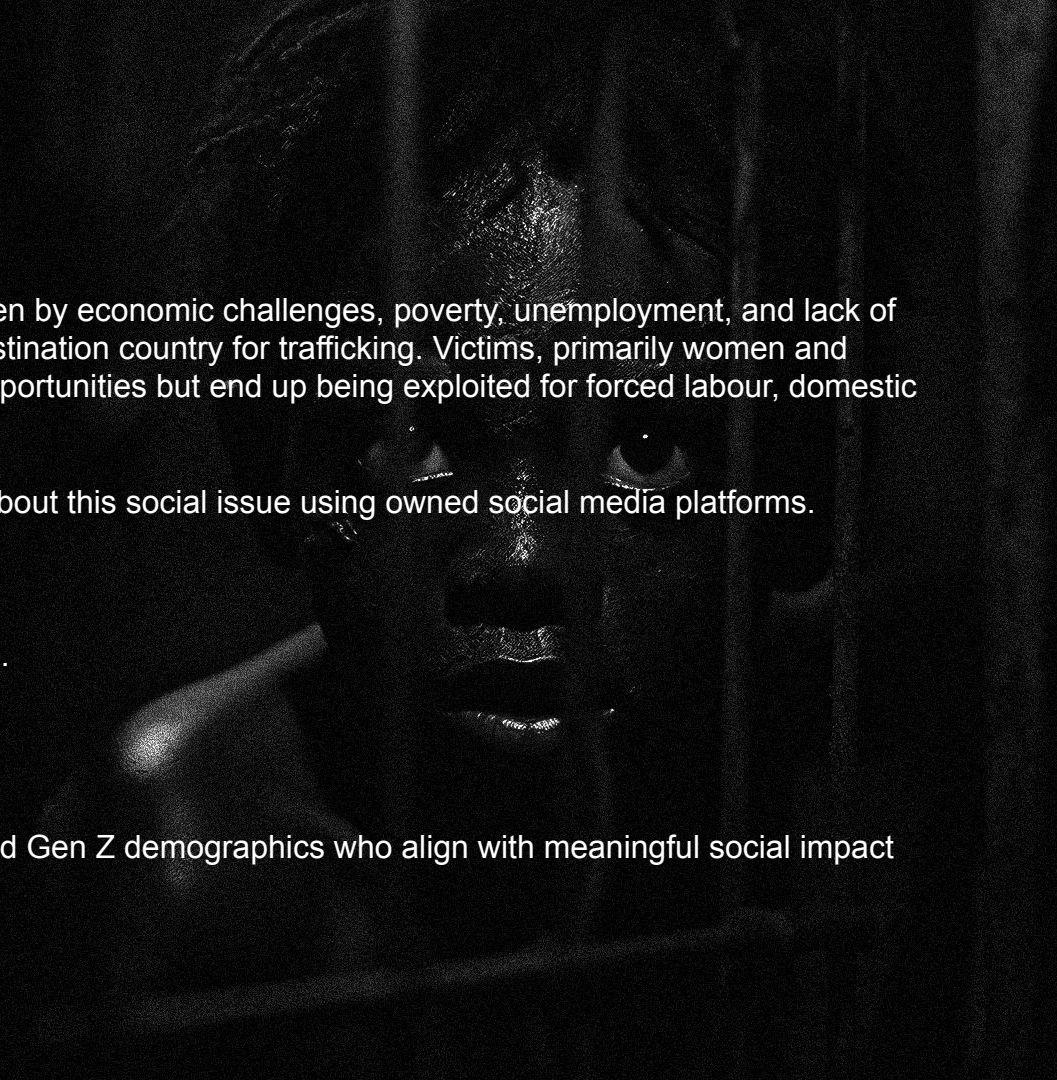
MTN Nigeria saw an opportunity to raise awareness about this social issue using owned social media platforms.

OBJECTIVE

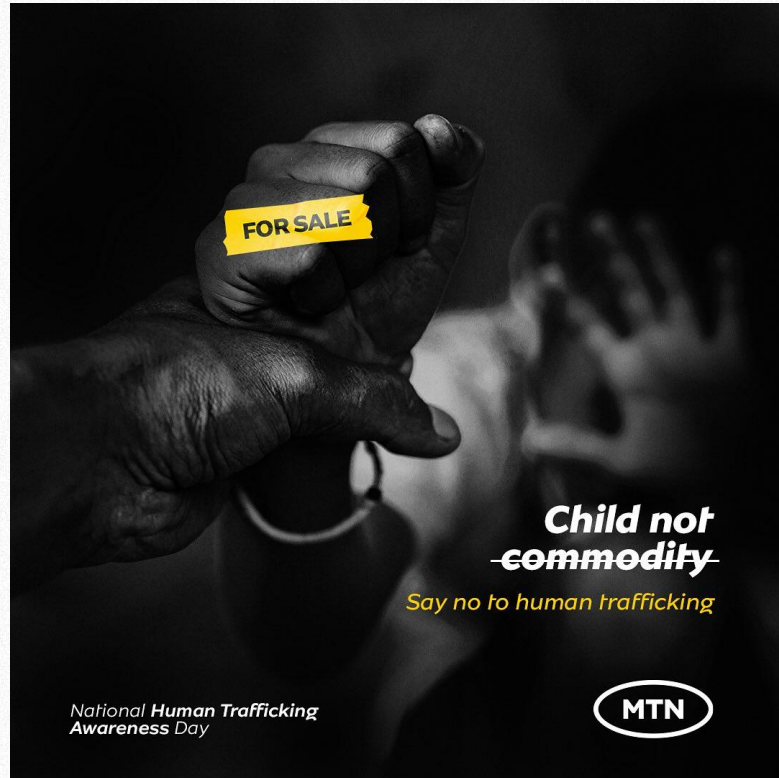
1. Raise awareness about human trafficking in Nigeria.
2. Promote positive brand affinity.

TARGET AUDIENCE

Nigerian online audience, particularly the millennial and Gen Z demographics who align with meaningful social impact messaging online.



Creative Execution



Strategies used in delivering the message

Leveraged striking ‘noir’ styled creatives to powerfully symbolise the loss of freedom and vulnerability of victims of human trafficking. The label “For Sale” used starkly portrays the horror of human trafficking, likening the sale of victims to a commodity to evoke empathy and outrage with viewers.

Employed thought provoking copy lines to reinforce the campaign message of human dignity and the importance of human protection, particularly for women and children. Strong call to action “Say No To Human Trafficking” colour to stand out and to serve as a direct appeal for societal change.

Leveraging “National Human Trafficking Awareness Day” grounds the campaign in a significant context as an anchor point to amplify the message urgency and relevance to encourage engagement.

Measurable Results



Reaction

843



Reach

69.3k



Comments

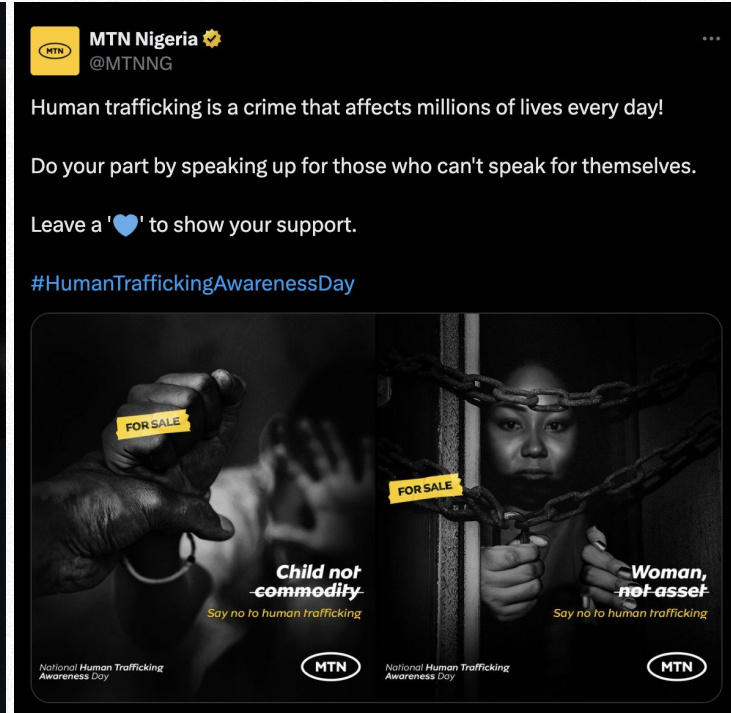
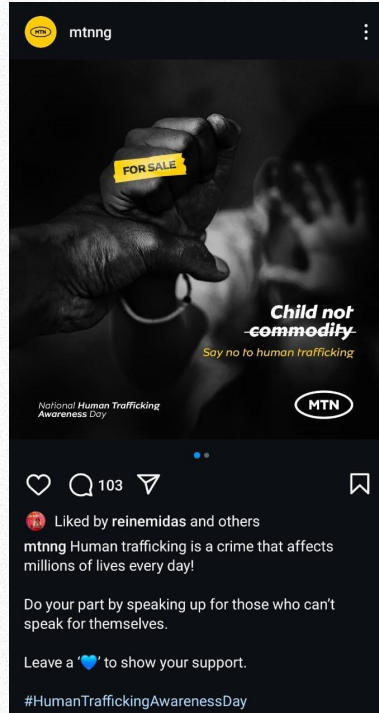
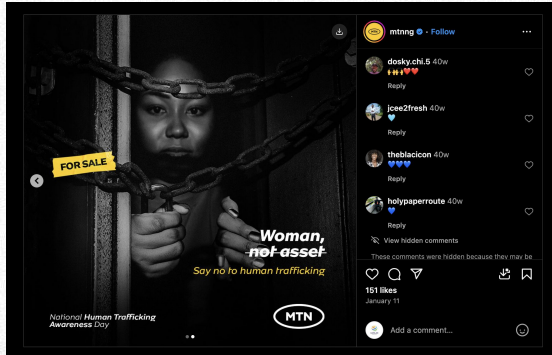
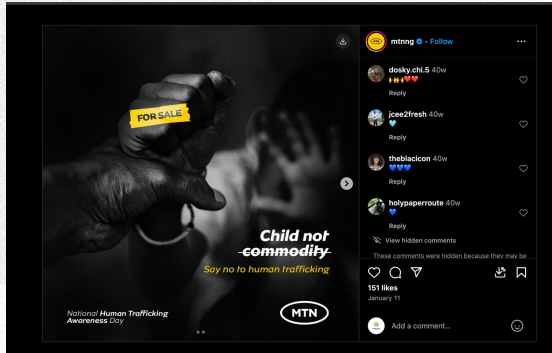
523



Impression

80.3k

Evidence of Execution



https://www.instagram.com/p/C19aZftBq/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA%3D%3D&img_index=2

<https://x.com/MTNNG/status/1745413358092702024>