



Y'ello Hope

MAGNA CARTA

REPUTATION MANAGEMENT CONSULTANTS

MTN Group

#WearItForMe

Prism Awards 2021

Submitted by Magna Carta for categories:

International campaign
Community Relations
Digital Media Relations
Influencer Management
Pan African Campaign of the Year
COVID-19 Fee Free Award

Executed: 01-30 September 2020

OPENING STATEMENT

COVID-19 hit, and it felt like governments and brands were having a monologue - speaking to us only scientifically and functionally. So, together with creative agency, TBWA/Hunt Lascaris, we created a multi-media campaign that provided a platform for people to speak to one another as individuals – while encouraging positive behaviour change.

Enter #WearItForMe – a campaign designed to save lives. Using moms and mother figures we implored Africans across the continent to wear their masks for those they love.

Content ignited conversations and advocacy, and the message spread far and wide – even seeing internally-renowned celebrities jumping on board.



THE OPPORTUNITY

As part of that brand's COVID-19 response, in July 2020, the MTN Group, seeing that many people refused to wear masks, weren't wearing them correctly, or did not see the importance of wearing them, decided to fight to change mindsets and behaviour.

But many brands and governments were already all saying the same thing, and nothing was breaking through - because when there is a lot of noise around the same subject, people stop listening.

We knew that in situations like this, the messenger (and channel through which the message is delivered) becomes as important as the message.



THE RESEARCH

UNDERSTANDING OUR AUDIENCE

While Africa is the world's youngest population, regard for elders remains of deep cultural importance. News reports showed that young (16+) Africans were not wearing masks, not wearing them properly and putting their personal preferences ahead of doing the right thing.

So we focused on their innate desire to love and protect their elders as the stimulus to put others first.

THE MEDIA LANDSCAPE

We also considered the growing mistrust in the media due to perceived biases and the increase in 'fake news', as well as the accusations of support for political agendas instead of being the 'consumer watchdog' – a theme in the news agenda worldwide.

It seemed young people didn't trust the traditional media.

Added to this, in Africa, as elsewhere, traditional media was in decline due to the economic impact of COVID-19 – and so social PR and influencer use became key to the campaign.

MEDIA CONSUMPTION

Industry reports consistently show that our target audience consumes their news mainly online and on social.

KEY INSIGHT

To land our message with our target audience, we needed to be where they are – on social and on digital/online channels – with an emotive message that they would 'get'.



THE PLANNING

It seemed at the time, that older generations were more vulnerable to COVID, and if young Africans were not going to wear masks for themselves, we wanted them to wear masks for their loved ones. So, we planned to enlist the world's most influential people to spread our message – moms and mother-figures.

This would be done by publicly asking influencers from across Africa, through messages from their mothers and loved ones, to simply 'wear it for me'.

Working with TBWA/Hunt Lascaris as creative agency, an integrated 360° roll-out would bring the campaign to life and drive awareness and conversation, reinforcing the message and CTA simultaneously. In an effective and meaningful way, we wanted to answer the questions: "why must I wear it?" and "who am I wearing it for?".

Every partner and campaign element would lead people to the central #WearItForMe site, where anyone could mask up and share.

KEY OBJECTIVES:

Encourage participation from in-country regions, who don't often get involved in MTN campaigns, to reach 70% of markets, while rising above the "COVID-19 media fatigue" clutter.

AUDIENCE: Young Africans, 16-35 years

CHANNELS: We used OOH, TV and PR to create awareness and drive people to the CTA destination. Direct media - social/influencers, digital and radio – was used to ignite conversations and advocacy.

COMMS ELEMENTS: Launch release, briefing document, Q&A document, holding statement, infographic, key messaging document, stakeholder letters, internal employee comms, and toolkits for MTN in-country OpCos - to enable localisation of content and simultaneous launch announcement across all MTN Group markets

SMART OBJECTIVES:

- ✓ Reach 5 million Africans through campaign actions and engagements
- ✓ Encourage support from as many social media influencers as possible
- ✓ Trend in MTN's tier 1 & 2 countries
- ✓ Ensure MTN's name is mentioned in a positive light
- ✓ Land MTN in news headlines



THE EXECUTION

For one month, 1-30 September 2020, MTN stopped all commercial advertising and media spend, and gave it to moms across Africa and the Middle East. We kicked-off with digital comms in which mothers of influencers asked their children to do one simple thing - 'wear it for me'.

For the first time in MTN's history, a multinational, multi-media campaign went live in all markets on the same day – with only six weeks lead-time for planning and execution, and during national lockdown.

Using the MTN oval, TBWA/Hunt Lascaris created a distinctive, central design system for all digital, social, radio, TV, print and OOH elements.

WE DELIVERED:

46 mom videos.

59 influencer videos.

+1500 digital and social assets.

+800 Billboards.

1 iconic supersite.

+600 internal communication assets.

Across 18 countries in 36 languages, including English, French, Portuguese and Arabic.

We didn't actually approach influencers; their moms did that for us. They delivered our important message - #WearItForMe - convincing, informing and encouraging believability in a uniquely different, and emotive way.

While we led with social PR and influencers, traditional media and stakeholder relations had a role to play in solidifying relationships and driving support across the region, through consistent, quality communication to all stakeholders and media.

We worked with all MTN OpCos to launch the campaign simultaneously on the same day, at the same time, by disseminating the launch release - in 3 languages - to media titles in their markets on the same day as the creative went live.

We developed and shared a campaign toolkit with all in-country, Africa regional MTN OpCos to ensure that all teams had the right messages and tools to land the campaign within their countries, and further.

We are honoured to have been part of the team that, acknowledging the call across the continent to assist governments to flatten the curve, initiated a campaign that encouraged all African citizens, and the world, to wear their masks, whilst following all other COVID regulations .

#WearItForMe – a campaign that we can only hope, saved lives.





Koshi, wear it for me
everywhere you go



Spread the message, not the virus. Search **Wear it for me**
#WearItForMe



Julius, wear it for me
everywhere you go



Spread the message, not the virus. Search **Wear it for me**
#WearItForMe



Farhad, wear it for me
everywhere you go



Spread the message, not the virus. Search **Wear it for me**
#WearItForMe



Bacia, wear it for me
everywhere you go



Spread the message, not the virus. Search **Wear it for me**
#WearItForMe

CREATIVE CONCEPT

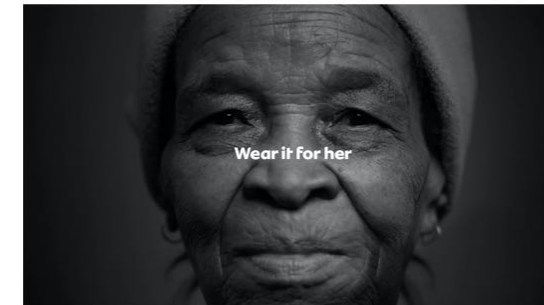
CAMPAIGN EXECUTIONS



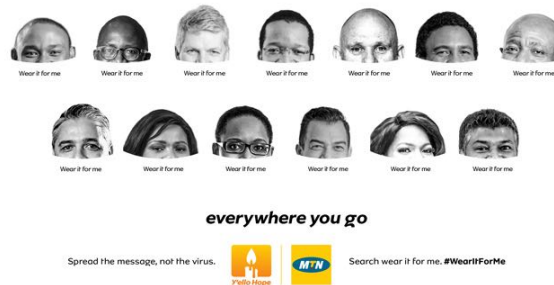
Billboard Advertising



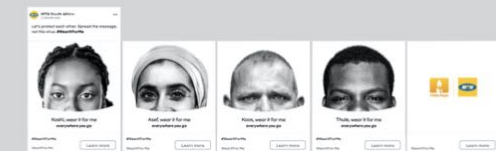
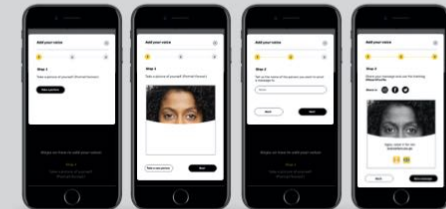
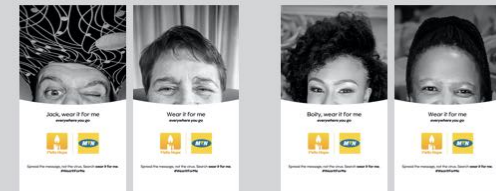
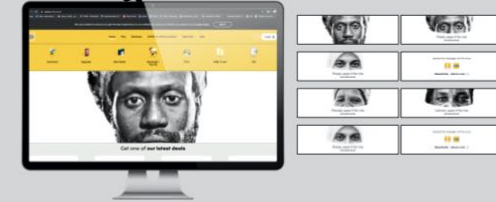
Out of Home Advertising: Building wrap



Executive Banners



Digital and Social Media



THE RESULTS

An overwhelming number of young Africans took notice and took to social media - challenging each other to wear masks for themselves and those they love.

IPSOS ANALYSIS:

Awareness & Brand Linkage: 55% stakeholders. 51% consumers

Recognition: 75% stakeholders. 78% consumers (16% norm)

Positive Brand Sentiment: 75% stakeholders. 62% consumers

+1.2M
unique
page visits

Sentiment was
predominately positive
with a **88.5% reach** in
key markets

Trended on Twitter -
Ghana, SA and Nigeria

72
Number of influencers
that supported - unpaid

+687M
online
impressions

Hip-hop star **DJ Khaled** added
his voice with a video posted to
his 21,5 million Instagram
followers

**Best performing
campaign** page on
mtn.com in - length of
time on page and
unique visitors

R2.2m
in **earned media**

+17.3M
campaign actions

16.1M
total engagements

Highest number mentions at
launch than any previous MTN
Group launch

All earned coverage
mentioned **MTN in the
headline**

All objectives
exceeded!



COVERAGE SNAPSHOT



“MTN uses the powerful mother’s voice to deliver its Wear It For Me campaign”



“MTN dedicates Sept commercial advertising budget to COVID-19 fight”

The New Times

MTN boosts “Wear It For Me” campaign with donation of 88k facemasks to health workers



“DJ Khaled encourages people everywhere to #WearItForMe”



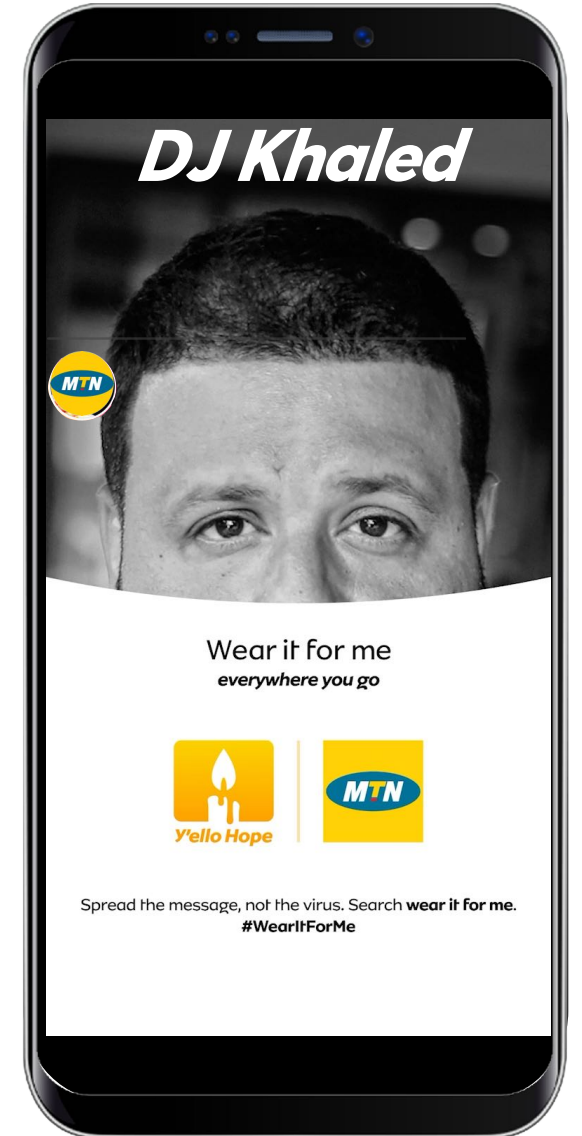
“MTN promotes wearing a mask in new campaign”



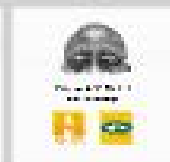
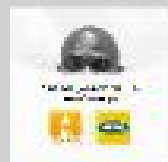
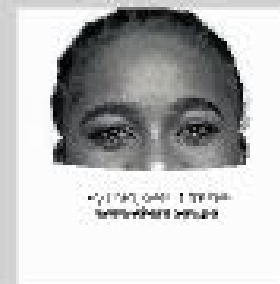
“Kudos to the power of mothers and MTN”



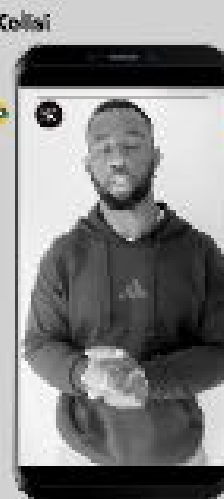
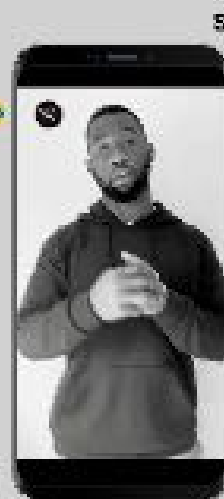
Thulani Sibeko CM (SA) • Following
CMO at Standard Bank Group
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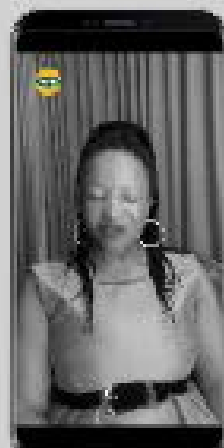
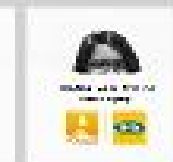
[CLICK HERE](#) to view



76
Influencers



22
markets





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THANK
YOU