

THE PROBLEM

The issue of flooding which is a destructive tool in Africa, most especially Nigeria in 2022 which was as a result of heavy rainfall, climate change and the release of water from Lagdo dam in the neighboring Cameroon.

THE PROPOSED SOLUTION

Judging from the fact that it is a penial problem that shouldn't be allowed to repeat itself. A report by Punch Newspapers states that "Cameroon and Nigeria were suppose to build two dams at inception, such that the Nigerian dam, known as Dasin Hausa dam which was be in Adamawa state , would contain water released from the Lagdo Dam at any point in time".

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TARGET AUDIENCE

- 1. People living in flood prone regions**
- 2. Nigerian government**
- 3. Government agencies**
 - * **The Nigeria Meteorological agency (NiMET)**
 - * **Nigeria Hydrological services agency (NIHSA)**
 - * **International Rescue committee (IRC)**
- 4. Disaster Management organization**
 - * **The National Emergency Management agency of Nigeria**
 - * **Department of civil protection**
- 5. Non Governmental organization**
 - * **The center for climate change and environmental studies**
 - * **The Nigeria Environmental society**
 - * **The Nigerian conservation Foundation**
- 6. Voluntary Organizations and Individuals**



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APPEAL

- 1. Emotional appeal**
- 2. Rational appeal**
- 3. Social appeal**

THEME/TAGLINE

Creating a better Africa

Fight against flooding

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THE BIG IDEA

- 1. To create awareness among citizens especially people Living in the flood prone regions about predictions and effect of flooding**
- 2. Calling on government and government contractors to embark on the construction of Dasin Hausa Dam**
- 3. Moving citizens and movable properties to a safer place**
- 4. Calling for supports from NGOs voluntary**

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CREATIVE STRATEGY

1. Creating awareness through

- * The media, television commercials and informercials, radio commercials and jingles, social media contents, advertising the cause on print media
- * Personal interviews with people living in flood prone regions
- * References and information from experts; short videos and clips
- * Popular influencers and celebrities

2. Contacting Government, Government agencies, disaster Management, NGOs , voluntary organizations and individuals through

- * Writing (sending letters and emails)
- * Traditional media contents
- * Online media (tagging their social media handles)
- * Interviews

3. Constructing buildings and camps for people living in environment prone to flooding and moving them



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GOALS

1. To ensure that citizens and moveable properties are moved to a safer place to prevent loss of lives and properties
2. To use every media to advertise the causes, effects and preventions of flooding now and in future
3. To ensure that government and government contractors hasten the construction of the Dasin Hausa Dam
4. To build a better Nigeria and Africa.



Media

Print.

Newspapers.

Broadcast.

Radio.

Television.

Social media.

Facebook

Instagram

Twitter

Tiktok

Other media

Billboard

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MEDIA STRATEGY

1. Print

Newspapers

* To reach out to Elitist audience of newspapers to call out the government, government agencies, organization who monitor their organization in the print media and individuals

2. Broadcast

Radio

* As one of the most popular media that can reach to any audience in different languages both in rural or urban areas but majorly rural places especially people living in flood prone areas. To educate people about flooding and it's effects. Through radio stations like

- Wazobia fm
- Nigeria info
- Raypower

Television

* To call out, the government, government agencies, organizations and individuals through documentaries, commercials and informacials. Television stations and programmes like

- Channels tv. Politics today, Deji 360 etc
- TVC Journalist hangout, your view etc
- Arise TV. Arise news now

3. Social media

Twitter

* Twitter is a medium that also has elitist audience
* We would tag government agencies, disaster Management organization, voluntary organizations and individuals.

Instagram

* To promote videos, documentaries and video clips of influencers campaigning against flooding
* Using influencers with million of followers to advertise this course eg Falz

YouTube

* Through videos and streams

4. Internet

News site and blogs

* For repetition and quick response.

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**Did You Know That NIMET Predict Early Onset Of
Rainfall, Severe Dry Spell In North Central State?**



**We Must Fight Against Flooding As A Country
Before It Destroys The Country!!!**

**This campaign was produced as a part of the 2023
FCLA creating a better Africa student project.**

ET PREDICTS THAT'S !!

ent further destruction from flooding. Nigeria
ment needs to act fast by constructing the Da
Dam to contain the water from Lagdo Dam .
need the involvements of
nment agencies and disaster Management
ation



ary organization and individuals

need to educate the
about
fect of flooding
o identify flood probes



ng is a destructive tool that should be
nted.we need to fight against flooding n

