

A close-up, black and white photograph of a woman's face, looking upwards with her eyes closed. A single tear is visible on her cheek. The background is dark and features a shattered glass effect with sharp, jagged lines. The overall mood is one of pain and resilience.

BREAKING THE SILENCE

Shunned

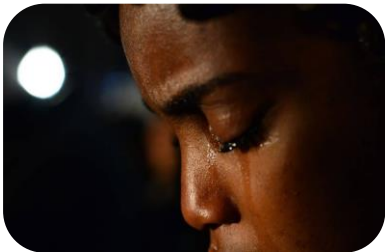
Shamed

Forgotten



THE PROBLEM:

Widows in Nigeria face a range of challenges, including social stigmatization, economic marginalization, and lack of access to resources and services.



JOB TO BE DONE:

We must create awareness and trigger realization amongst Nigerians, to care enough to donate and help these women.

TARGET AUDIENCE PROFILE



- These individuals are value driven and cost conscious.
- They love hanging out and visiting new places.
- They have high expectations and are loyalists to the core so much so that they are quick to refer family and friends.
- They are also vocal and like to stand up for others.

- She is responsible, compassionate and empathetic.
- Enjoys being around kids and listening to stories of under
- Ready to make a difference in the lives of those that are less privilege.

Nigerians are generally emotional givers willing to support any cause they feel connected to especially when it relates to their Journey.

INSIGHTS

Our Target Audience are empathic, passionate about being a part of remarkable change and fighting for the right cause when they can relate

OPPORTUNITY

Ride-hailing apps have revolutionized the way we move, But what if we could use this technology to connect with a cause greater than ourselves? With just a few clicks, riders can make a difference in the lives of widows, providing support, resources, and hope for a brighter future.

STRATEGY



INFORM

Enlighten them on the need to **see** the struggles of widows beyond the surface level.

IMPACT

Leverage popular content channels and influencers to sensitize Nigerians on the need to constantly **think** of the widows and continually support them.

INITIATE

Influence TG to **take** active steps in giving these women and their children a second chance at happiness.

THE JOURNEY

Lend a hand



By partnering with the biggest ride hailing app in Nigeria.

EXECUTION – #LendAHand

PHASE 1



CBA registers as a clothing line strategically to disrupt the walk. Showcasing transformation the lives of grieving underprivileged families.

PHASE 2



Operation: Steal the carpet – Partnership with DSTV as we intend to steal the spotlight by bringing a widow on the red carpet to tell her story.

Amplification on social media by leveraging influencers who will drive conversations as we give them something to talk about

- CBA launches *The Journey: Lend a Hand* informercial campaign on LFW & AMVCA with the #LendAHand prompting our TG to support unprivileged widows.
- The platform will introduce a special code ***130#** which serves as a medium for our TA to donate at least ₦200 from their airtime.

Why this idea works?

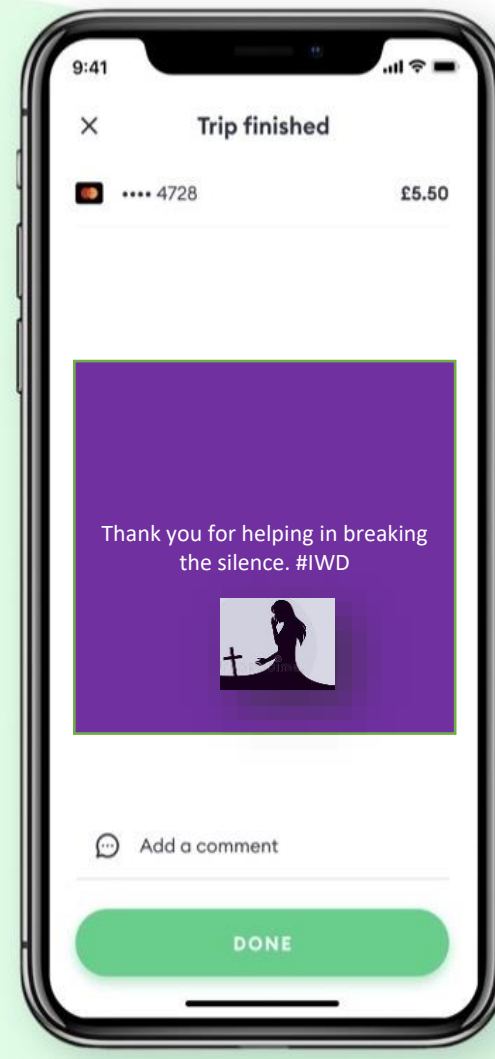
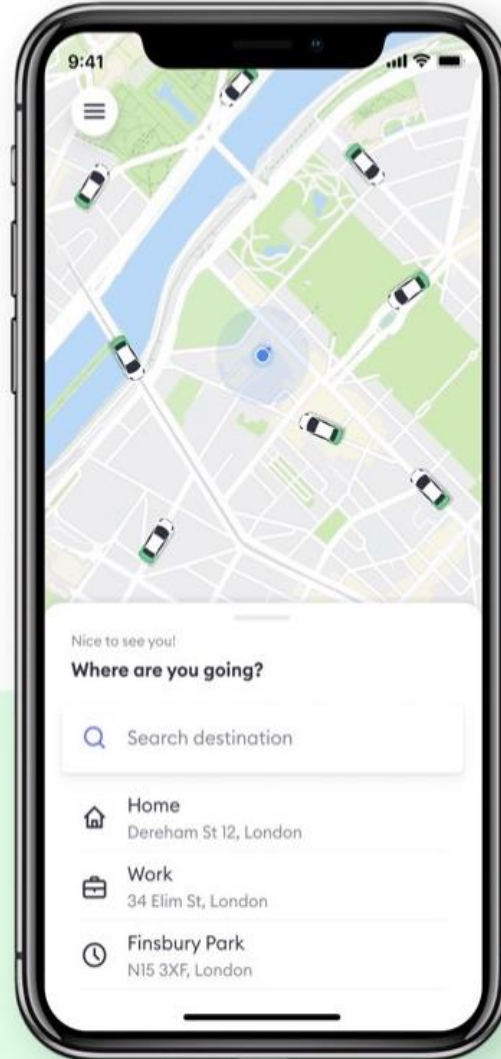
- Registering for Lagos fashion week costs little.
- Partnering with AMVCA gives us a wider reach which goes beyond just Nigeria.
- Our agency clout can get you access into AMVCA
- Our ideas are practical ideas which cost very little to execute.
- Riding on the emotionality of Nigerians
- More engagement for DSTV
- Speaking to influencers that will amplify our voices without cost



For sustenance



- Total UI take over – Leading up to IWD, the interface changes to reflect celebrations.
- Hero Loyalty Badge - level of badges based on amount donated are unlocked . E.g. Gold, Silver, bronze which come with different rewards..
- Incentives for their drivers by offering bonuses or rewards to drivers who make donations or volunteer to convince riders to give.



EXPECTED RESULTS

For the activation set to launch in June for IWD

We forecast

- 10% Increased social media engagement
- Earned Media
- Good positioning for CBA foundation
- Increased amount of new supporters
- High Engagement rate on social media
- Increased Satisfaction of widows supported
- The number of rides taken for this cause
- Amount of funds raised for this cause