

Presented by Queens.Afrika & the Esports Association Ghana (EAG)

BRIEF TITLE: 'BE AS ONE' – Bringing to life the philosophy of 'EKOME FE MO' and Esports Association Ghana, Celebrating 10 Years of Building Inclusive Esports Culture in Africa

BACKGROUND

Esports is one of the fastest-growing sectors within the global digital economy, shaping culture, entertainment, technology, education, and youth engagement.

Across Africa, gaming communities are rapidly emerging, driven by increasing internet access, mobile gaming adoption, youth creativity, and digital entrepreneurship.

ABOUT THE ESPORTS ASSOCIATION GHANA (EAG)

The Esports Association Ghana (EAG) is one of Africa's pioneering esports institutions focused on building and advancing the esports ecosystem through community development, competition structures, youth engagement, advocacy, digital innovation, and talent development.

Established to develop and regulate esports in Ghana while contributing to the growth of the wider African gaming ecosystem, EAG has spent the last decade building platforms, opportunities, communities, and industry visibility for esports across the continent.

EAG believes Africa's young population represents one of the world's greatest opportunities for gaming, digital culture, and esports growth. As part of its commitment to inclusion, EAG established Queens.Afrika as its dedicated women-focused esports division.

In 2026, EAG celebrates its 10-Year Anniversary, marking a decade of building esports awareness and legitimacy, creating competitive gaming structures, supporting talent development, driving youth engagement through gaming, connecting gaming to education, creativity, and technology, advocating at policy level for digital innovation and inclusion and positioning Ghana as a leading voice in African esports. EAG believes esports is more than competition. It is culture. It is technology. It is creativity. It is an economic opportunity. It is the future of digital engagement for Africa's youth.

As part of its commitment to inclusion and ecosystem development, EAG launched Queens.Afrika, its dedicated women-focused esports division designed to increase female participation, visibility, leadership, and opportunity within gaming and esports.

Queens.Afrika was created in recognition of a major challenge within global gaming culture: women remain significantly underrepresented across competitive gaming,

esports leadership, content creation, commentary, tournament management, technology, and gaming culture.

Many women still face Stereotypes around gaming and technology, limited visibility and representation, online harassment and exclusion, and lack of access to professional pathways, minimal investment in women-focused gaming ecosystems, low awareness of esports as a legitimate career and economic opportunity. Queens.Afrika exists to change this narrative by building a platform that empowers women in esports, gaming culture, digital skills, community, storytelling, and opportunity creation, through the philosophy of 'Ekome Fe Mo', which means 'Be As One' in the Ghanaian Ga language, while reinforcing EAG's broader mission to build an inclusive and sustainable esports ecosystem for Africa.

The initiative seeks to: Increase female participation in esports, Position gaming as a tool for economic empowerment, Create safer and more inclusive gaming spaces, Develop women-led gaming talent and communities, Build visibility for African women in gaming and digital culture, Inspire the next generation of female gamers, creators, streamers, coders, strategists, and digital leaders

THE CORE QUESTION

How can the Esports Association Ghana use its 10-year legacy, inclusive vision, and the Queens.Afrika platform to inspire the next generation of African esports talent and communities?

THE CHALLENGE

Your challenge is to create a bold, culturally relevant, youth-led but age-inclusive campaign celebrating 10 years of the Esports Association Ghana (EAG) while positioning the organisation as a leading force in building esports infrastructure, access, opportunity, and inclusion in Africa.

The campaign should showcase: EAG's role in shaping esports culture and development, The growth potential of African esports, the power of gaming as a platform for creativity, technology, and economic opportunity, Ghana's leadership within the African esports ecosystem, Queens.Afrika as one of the continent's pioneering women-focused esports communities

The campaign should ultimately demonstrate how EAG is helping build an esports future where everyone has a place in the game. Participants should explore how EAG's 10-year journey can inspire a new generation of gamers, creators, innovators, and communities across Africa. The campaign must inspire Africans, especially women and girls, to see esports and gaming as spaces where they belong.

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OBJECTIVES

Participants should aim to:

- Celebrate the 10-year journey and impact of the Esports Association Ghana
- Position EAG as a leader in African esports development and infrastructure
- Increase awareness of esports as a legitimate creative and economic industry
- Showcase the importance of inclusion within gaming culture
- Position and highlight Queens.Afrika as a pioneering women-focused esports initiative
- Challenge stereotypes around women, what a gamer looks like age-wise.
- Make esports feel accessible, exciting, aspirational, and culturally relevant
- Encourage community engagement and participation
- Demonstrate how esports can create pathways into the digital economy

TARGET AUDIENCE

Primary Audience:

The campaign should place special emphasis on increasing participation, visibility, and opportunity for women and girls within esports and gaming culture while reinforcing that esports is a space for everyone regardless of age, background, profession, or level of gaming experience.

Africans aged 16–50 who are:

- Interested in gaming, entertainment, digital culture, technology, or content creation
- Casual gamers who may not yet identify as “gamers”
- Curious about esports, gaming careers, or digital opportunities
- Looking for community, visibility, opportunity, or creative expression
- Interested in how gaming connects to creativity, technology, entrepreneurship, education, and culture
- Exploring transferable skills from other industries into emerging digital careers

Secondary Audience

- Parents and guardians
- Brands and corporate partners
- Gaming and creator communities
- Youth culture audiences & creative industry professionals
- Educators and digital skills advocates
- Policymakers and ecosystem stakeholders
- Technology and innovation communities
- Professionals exploring career transitions into digital industries

KEY INSIGHT

Many young African women already participate in gaming culture informally through mobile gaming, content creation, entertainment, social media, and digital communities. Still, they often do not see themselves represented, welcomed, or celebrated within esports. The opportunity is not simply to invite women into esports; it is to redefine what esports culture can look like when women are visible, valued, and empowered.

SINGLE-MINDED MESSAGE

“Be As One – Everyone has a place in the game.”

tone & PERSONALITY

The campaign should feel: Bold, Empowering, Culturally connected, African-forward, Digitally native, Inclusive, Optimistic, Entertaining, Community-driven, Collaborative, Unifying “Be As One – Ekome Fe Mo” should embody togetherness, collective growth, inclusion, belonging, and the idea that esports has the power to bring diverse people, talents, cultures, and communities together through play, creativity, and opportunity.

Avoid: Generic empowerment clichés, European, American or Asian-only gaming references, overly corporate communication, messaging that feels preachy or exclusionary

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RESOURCES: <https://ghanaesports.com/>
<https://www.instagram.com/queens.afrika/>

TASK

Create a strong PR idea that will grab attention, stand out and address the issues raised above.

KEY DELIVERABLE

Each team will be submitting the following for the PR competition:

1. A 10-slide presentation. It should bring your idea and campaign to life in response to the brief. This will be presented to the Jury.
2. A digital presentation image– a visual overview of your work. It should concisely summarise the brief, execution and results.
3. Paste a four-part written submission – to give more context to your work into the additional information field on the submission form. This includes:
 - a) background– overview of the brief, objectives, etc.
 - b) creative idea– including how the campaign captures the target audience
 - c) PR strategy– explaining the insight, key message, target audience and creation and distribution of assets
 - d. PR execution– describing the implementation of the PR campaign, such as timeline and scale.

Invited teams will deliver a 5-minute presentation explaining the campaign followed by a 5-minute Q&A. Timings are strict, and teams will not be permitted to present for more than the allocated 5 minutes.

Presentation will take place online. You will be sent the link and exact date & time slot to join.

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Names: The names of team members and that of their companies must not appear anywhere on the work to be submitted. When you submit your work, we will provide you with a reference number that you will use as ID during the presentation.

Deadline: 18:00pm GMT+1, Saturday 16 May 2026.