



Climate Change And Dasin Hausa Dam
Campaign 2023

TASK



- To Create a powerful intervention idea to sustain attention on the plight of those living in flood-prone regions using an urgent tone

OBJECTIVE



- To let target audience know the gravity of the flood after effect
- To make target audience know how eminent the flood arrival is.
- To ensure the safety of potential victims.

HOW



- To build emotional support between government agencies and those living in flood-prone regions using Dasin Hausa Dam project powered by (Creating Better Africa)
- Inform the potential victim that they have a role to play.

BACKGROUND



2022 was a difficult year for Nigeria concerning flooding. Government records show that the floods displaced over 1.4 million people, killed over 603 people, and injured more than 2,400 persons. About 82,035 houses were damaged, and about 332,327 hectares of land were affected.

" The flooding is said to have been caused by heavy rainfall, climate change and the release of water from the Lagdo Dam in neighbouring Cameroon a report by Punch

Primary Audience

- The incumbent Nigerian government
- Well meaning people
- International Bodies

Audience Motivation:

They want to be praised for saving lives and want to be part of a global solution.

CREATING A BETTER AFRICA (The Hero)

Creating a Better Africa is the advocacy platform of Pitcher Festival of Creativity, Furthermore, they believe in the interconnectivity of humans and that actions and inactions of people have a ripple effect and can ultimately have global consequences.

BIG IDEA

WOULD YOU RATHER...

It's high time people understand the value of the lives and properties that could be washed away by flood after the opening of Ladgo Dam and the actions of a person or an organisation can end the ripple effect. A starter act by the people that would lead to government intervention in building the Dasin Hausa Dam.

INSIGHT

Waterman (the movie):
A movie about an 11 year old boy who was trying to save his mother by looking for a mythical figure rumoured to have the power to cheat death

Campaign Idea

WOULD YOU RATHER...

The idea is to ask "Would you rather let flood kill the dream"?
e.g Farm land, About to be married couples, a young
footballers.

Major Mechanism

NETFLIX

A Netflix original documentary that shows the narration of the two dams, showing the effect of the flood and the current state of people, interviewing those who were affected, and their experience in IDP camps.



Creating a trend on
TikTok
#wouldyouratherpo
emchallenge

Media

Instagram, Facebook and Twitter

Creating engagement and awareness content for Instagram, Facebook and Twitter

Billboard

Creating Billboard awareness ads

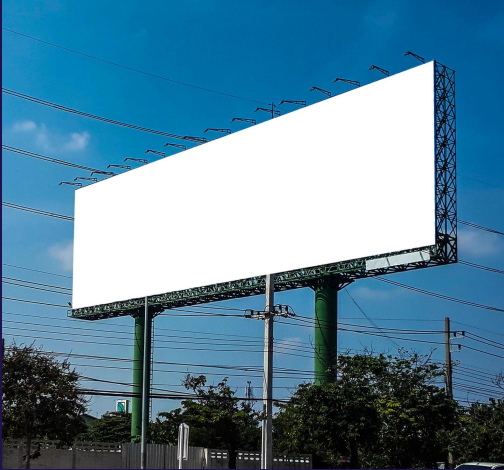
End result:

Improve subsistence farming

To get construction companies and others to collaborate with us.

Ultimately, the campaign aims to reduce poverty in the long run.

OUT OF HOME (BILLBOARD)



DIRECTION



Direction :An image
of a house buried in
water

Copy: Would you rather let
flood Take away their home?

Execution



Direction :An image of a young boy in the flood water half way to his face

Copy: would you rather let flood take him away from his family?



Direction :An image of of a tailor's tape rule and scissors buried under the flood

Copy: would you rather let flood take the best neighborhood tailor?

THANK YOU