



# SHOPRITE ACQUISITION

CASE STUDY

## THE BRIEF?

Announce the acquisition of Nigeria's largest Supermarket Chain, Shoprite by Ketron Investment Limited making it a fully owned Nigerian company.

## WHAT WE DID

- Developed an announcement strategy that helped land the right narrative.
- Executed off-the-record media education and briefings.
- Syndicated embargoed releases and explainers.
- PR Tactics to ensure widespread coverage of the announcement.
- With the use of creative storytelling, we designed unique content to amplify the announcement across agency-owned channels.



## THE OUTPUT:

Over **670** social media posts by third-party platforms like **TheCable**, **PUNCH**, **THE SUN**, **Nairaland Forum**, **NEUSROOM**

on the acquisition leading to over **22,750** engagements online.

Over **82** earned media mentions on media platforms like



Over **190** posts on online forums like

**#Nairaland Forum**

Leading to massive awareness of the acquisition reaching over 10 million people.



SHOPRITE

## AND THE OUTCOME?

- Over **80%** positive media coverage for Shoprite widely achieved.
- Multiple endorsements by media, influencers and partnered platforms.
- 100%** earned media
- Unaided awareness and engagement
- Broader knowledge of Shoprite's new owners and their plans for the business

