

THE BRIEF

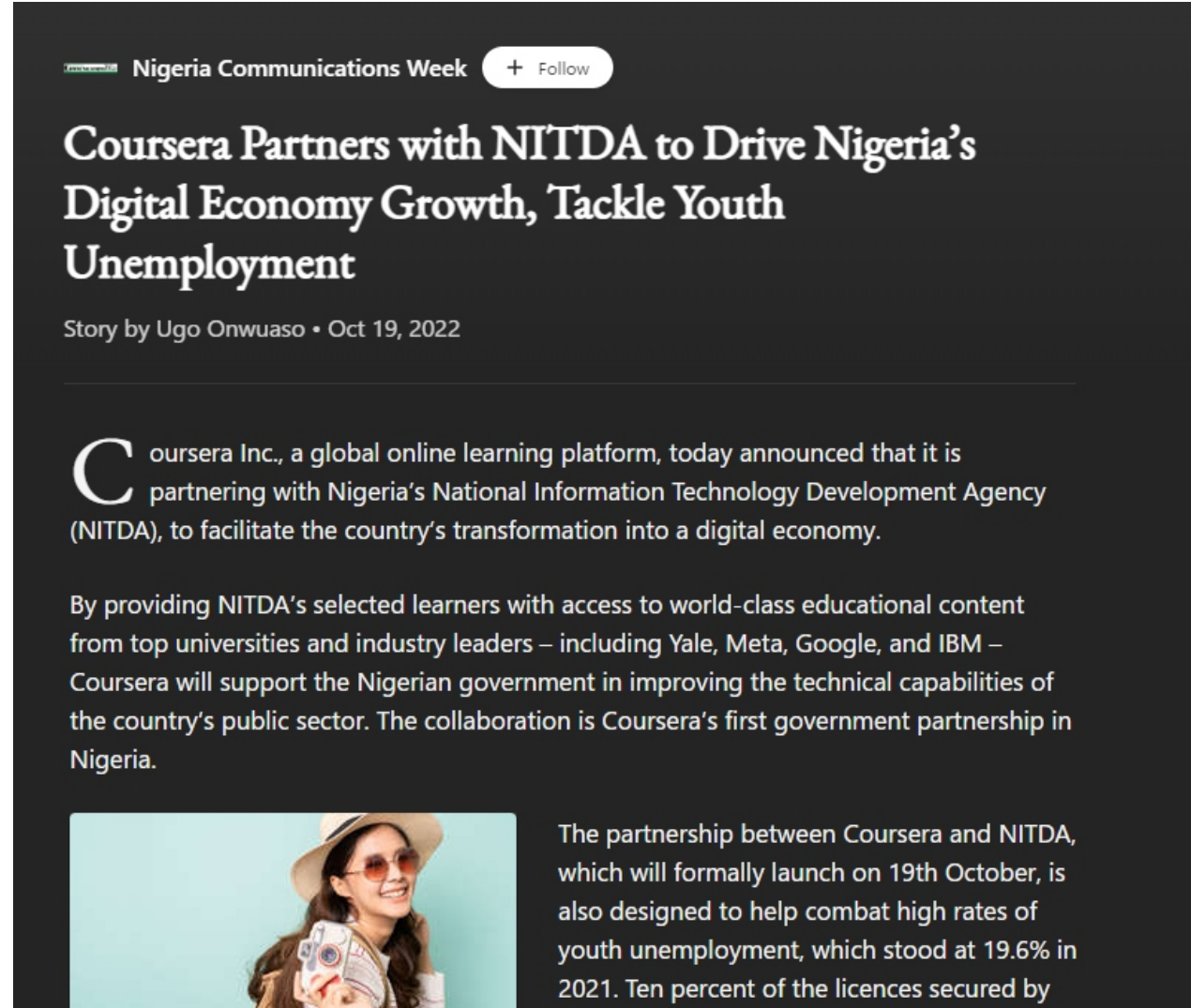
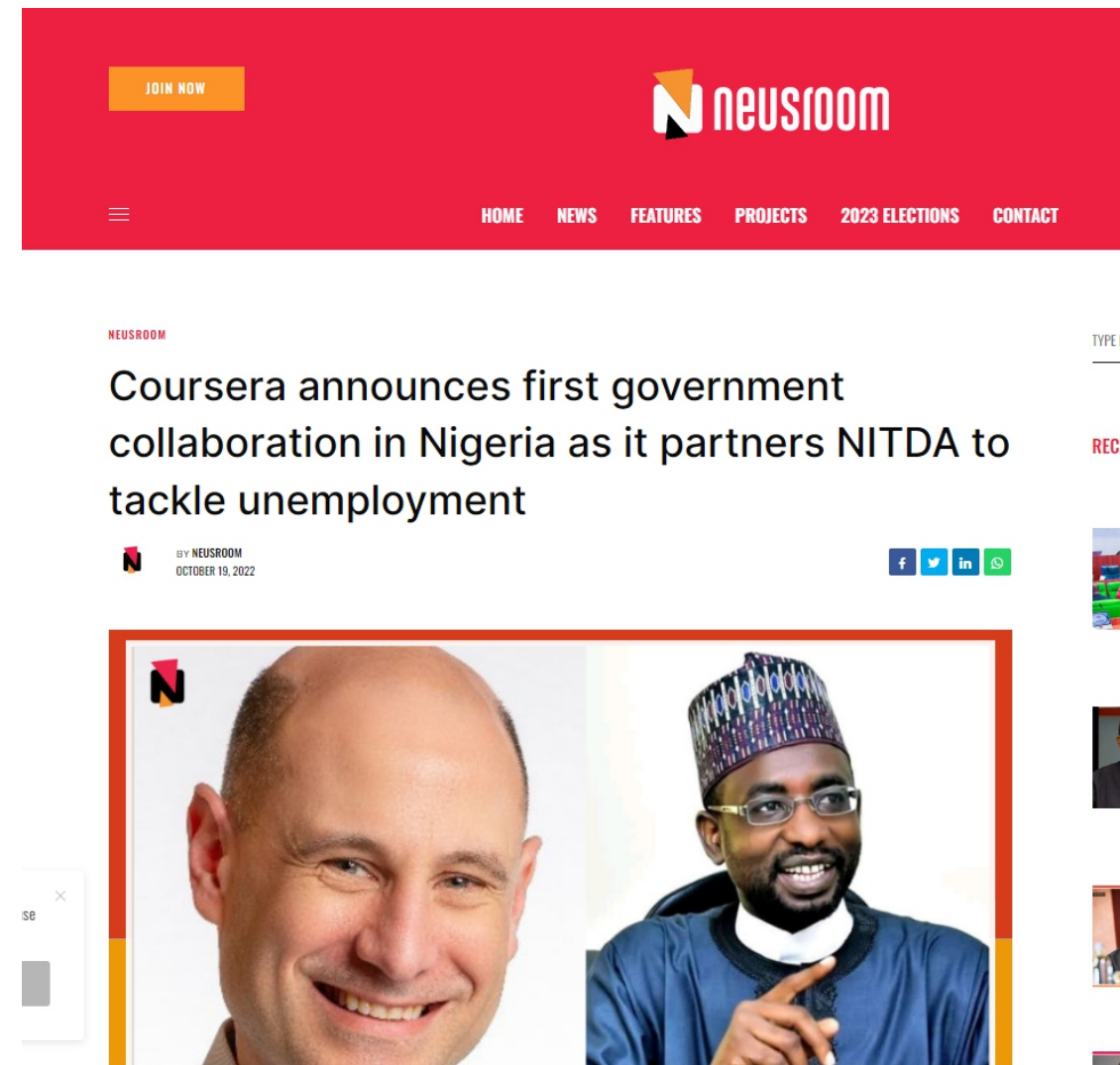
Announce the partnership between Coursera, Inc., a global online learning platform and Nigeria's National Information Technology Development Agency (NITDA), to facilitate the country's transformation into a digital economy.

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 **50** social media posts by third-party platforms like **TheCable**, **PUNCH**, **THE Sun**, **Nairaland Forum**, **NEWSROOM** on the acquisition leading to over **22,000** engagements online.
- Over **30** earned media mentions on:
 - Tech media platforms like **techcabal**, **TechEconomy.ng**, **Techloy**.
 - Forums like **Nairaland Forum**
- Leading to widespread awareness of the partnership reaching over **10 million** people.



AND THE OUTCOME?

- Over **90%** positive media coverage for Coursera widely achieved.
- Multiple endorsements by third-party media platforms.
- **100%** earned media.
- Broader knowledge of Coursera's plans for Nigeria and Africa as a whole.

