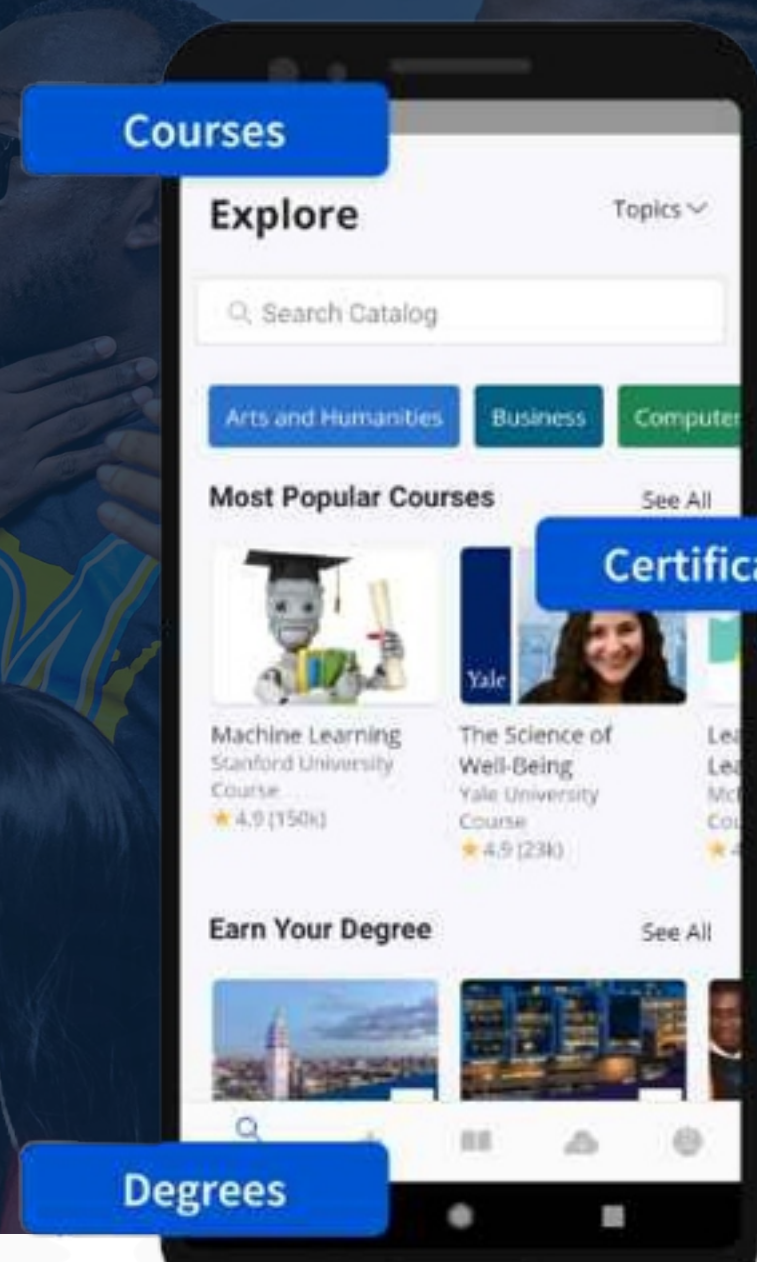


COURSERA IFC CASE STUDY



THE BRIEF

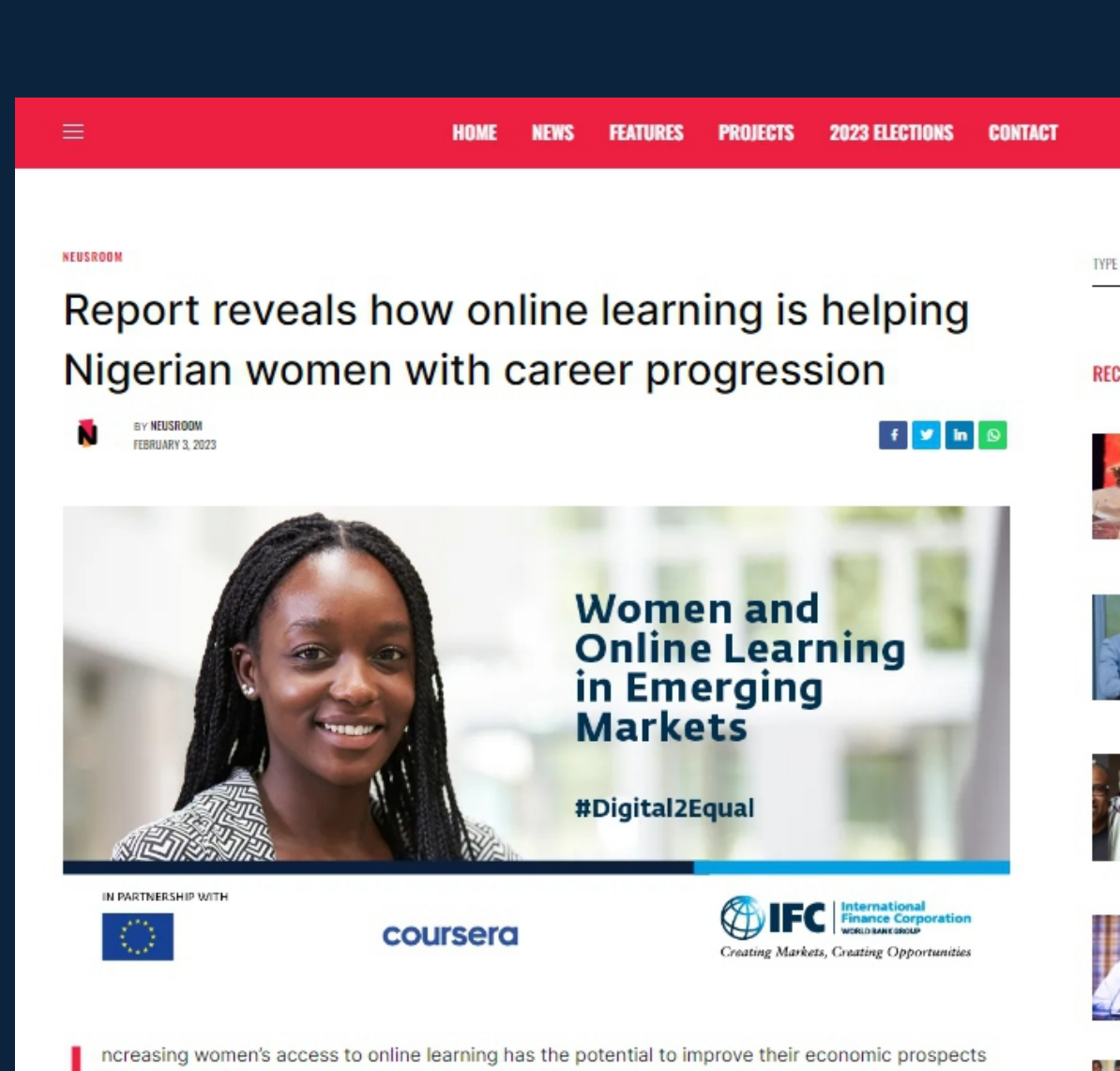
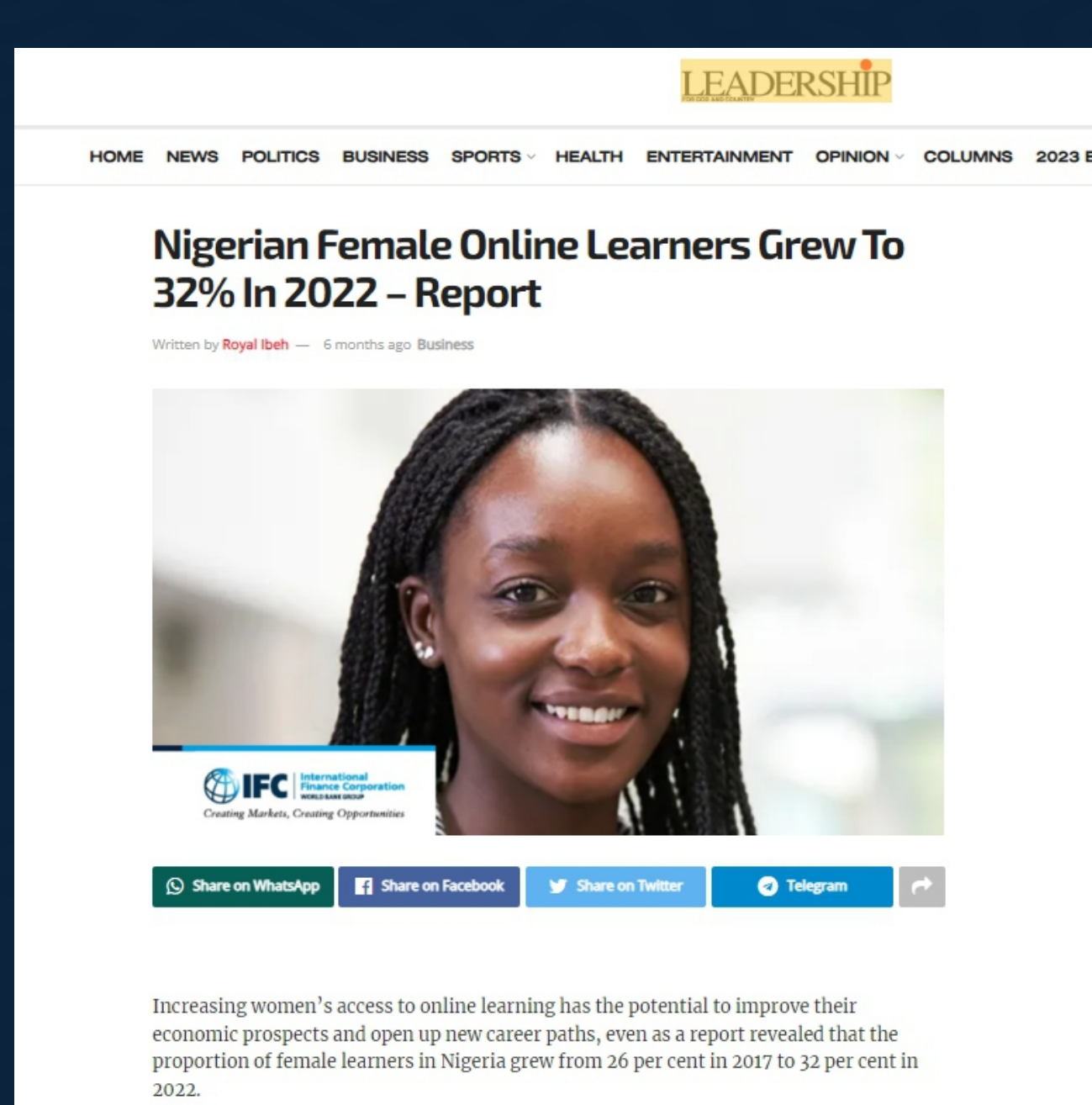
Announce key insights from a research report on “Women and Online Learning in Emerging Markets” done by the International Finance Corporation (IFC) in partnership with Coursera Inc., and the European Commission.

WHAT WE DID

- Developed an announcement strategy that helped land the right narrative.
- Executed off-the-record media education and briefings.
- Syndicated embargoed content.
- PR Tactics to ensure widespread coverage of the announcement.

THE OUTPUT:

- Over **30** social media posts by third-party platforms like The Cable, Punch, Tech Cabal, Vanguard, Guardian, This Day, and Neusroom on the acquisition leading to over 11,000 engagements online.
- Over **30** earned media mentions on:
 - General news media platforms like
 - PUNCH**
 - TheCable**
 - Vanguard**
 - TheGuardian**
 - THIS DAY**
 - LEADERSHIP**
 - NIGERIAN TRIBUNE**
 - Tech media platforms like
 - techcabal**
 - techbuild africa**
 - TechEconomy**
 - nextech**
 - Brands and Business Media platforms like
 - BUSINESS DAY**
 - Brandcrunch**
 - Brandessence**
 - BRANDMINT**
 - Forums like
 - Nairaland Forum**
- Leading to widespread awareness of the partnership reaching over **20 million** people.



The Outcome?

- 100% positive media coverage for Coursera widely achieved.
- Multiple endorsements by third-party media platforms.
- 100% earned media.
- Broader knowledge of the results of the research report.

