



IMPERIAL CITIZENSHIP



### CASE STUDY:

# IMPERIAL CITIZENSHIP AFRICA LAUNCH

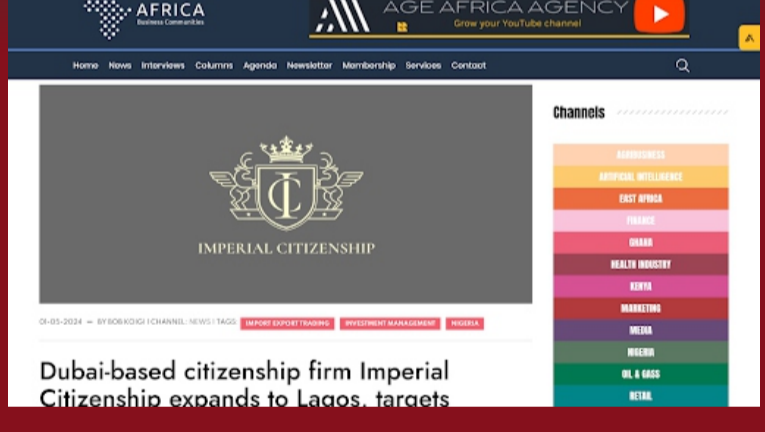
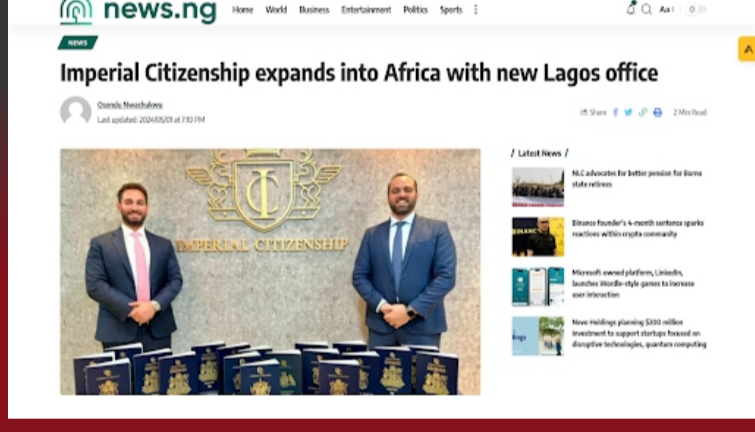
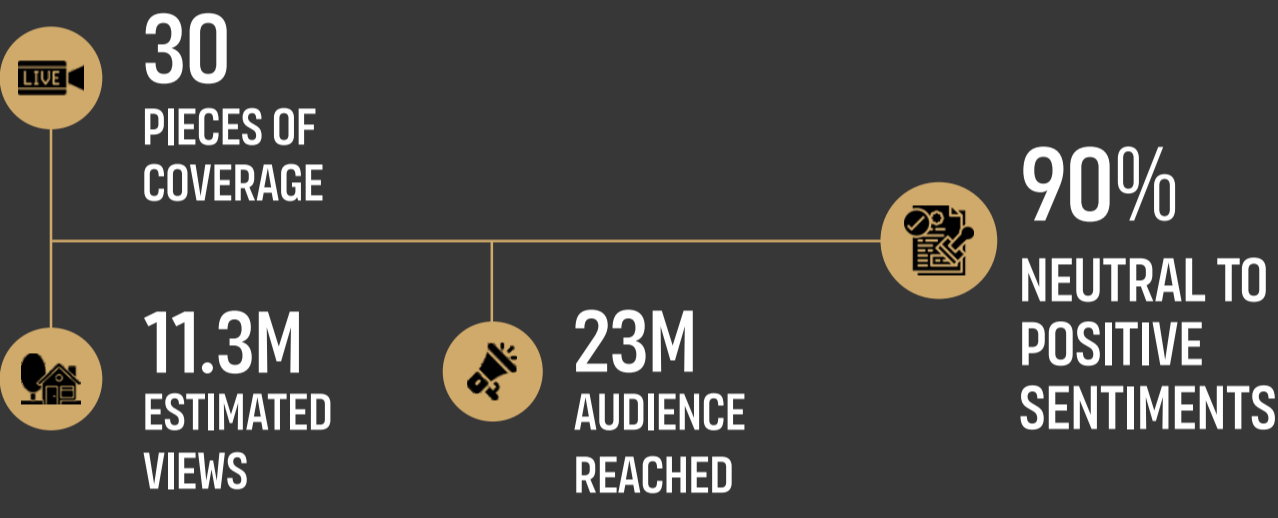
Imperial Citizenship, a leading facilitator of Citizenship by Investment (CBI) and Residency by Investment (RBI) programs opened its doors in Africa with an initial office in Nigeria, offering a pathway to global mobility and a diversified investment portfolio – the ultimate passport to the world.

BHM UK was briefed to amplify the grand opening across owned and third party media platforms.

## EXECUTED SERVICES

- Development of storytelling angles to help land the right narrative.
- Audiovisual content Creation.
- Invitation, accreditation and management of media guests at the event.
- Coordination of media interviews at the event.
- Media education and briefing alongside content syndication.
- Creation and curation of strategic and custom content per proposed media outlet like news, brands and entertainment releases.
- PR Tactics to ensure widespread coverage of the celebration.
- Widespread pitches with varied angles to at least 30 media across Nigeria.

## MEDIA COVERAGE ANALYSIS



## KPI'S & RESULTS

### KPI'S

Secure a minimum tier one to two media coverage of the event.

Minimum of 10 top tier media mentions.

Minimum of 50,000 views per article in target titles.

### RESULTS

Secured top tier coverage of the exclusive event.

Over 20 tier one media mentions published.

Over 23 million reached



BHM UK is a communications company, working bilaterally to help organisations in the UK and Africa communicate for impact.