

The Campaign

SKY Girls is an empowerment program for adolescents in sub-Saharan Africa focused on behaviour change concerning financial literacy and sexual reproductive health among teen girls.

BHM UK was briefed to create a strategic, multi-faceted content plan that taps into short-form content creators to drive financial inclusion outcomes for SKY Girls.



PR Activities



Strategic Planning:

Developed a communication strategy focused on financial literacy and the benefits of the National Identification Number (NIN) with creators.



Storytelling:

Created a storytelling strategy that aligned with SKY Girls' messaging, focusing on key narrative angles such as budgeting, saving, and the NIN.



Influencer Management:

Coordinated and managed influencer collaborations, ensuring content was aligned with campaign objectives. Oversaw content creation and posting schedules.



Measurement and Reporting:

Tracked influencer performance metrics such as likes, views, comments, follower growth, and website traffic.

PR Tactics:

- to ensure widespread engagement;
- Leveraged influencers to generate awareness by creating varied content angles to spark engagement.
- Encouraged influencers to interact with followers, fostering discussions around financial literacy and personal experiences.

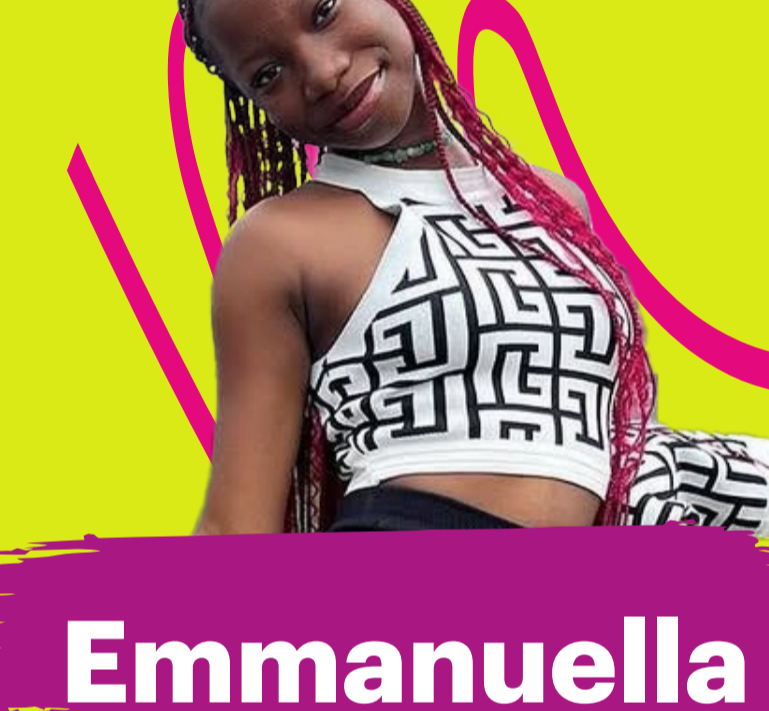


Creators

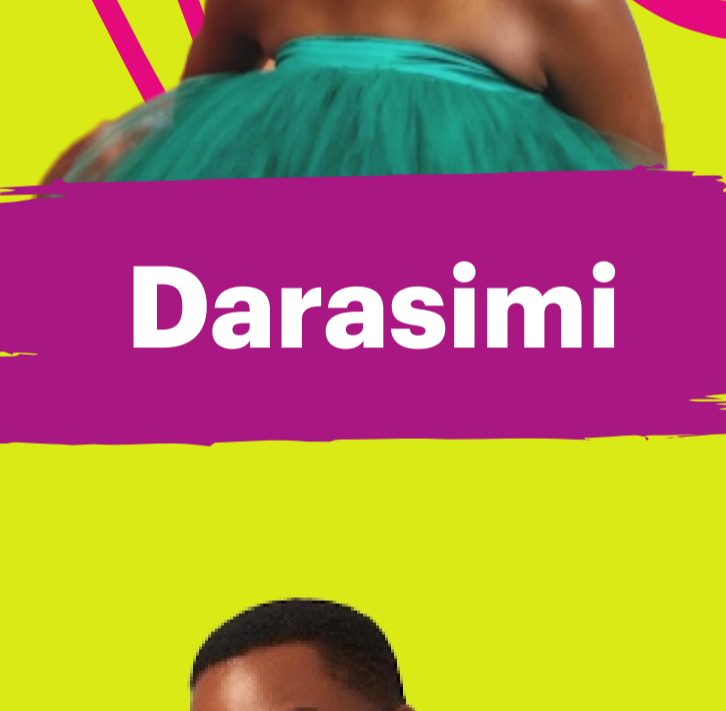
A mix of creators were assembled for this project to approach the storytelling from different angles to appeal to the target audience.



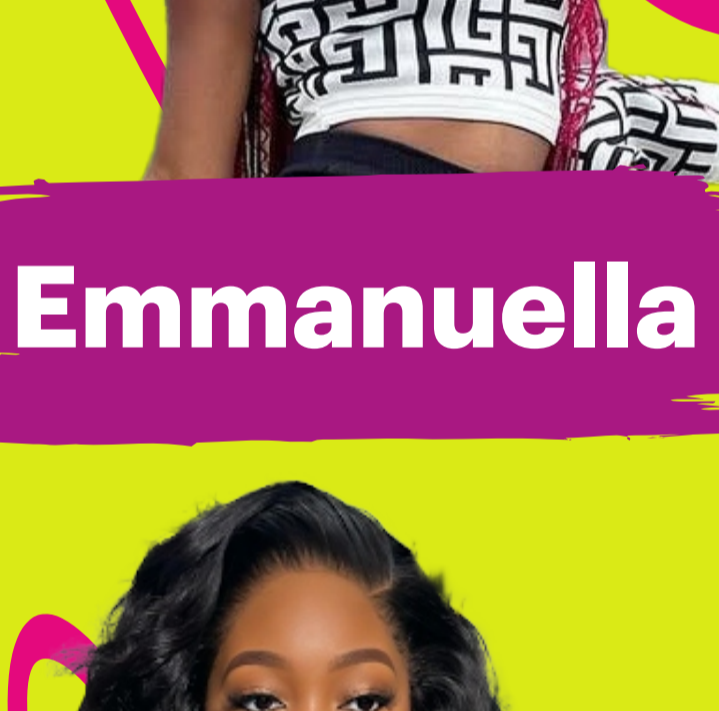
Priscilla



Hauwa



Darasimi



Emmanuella

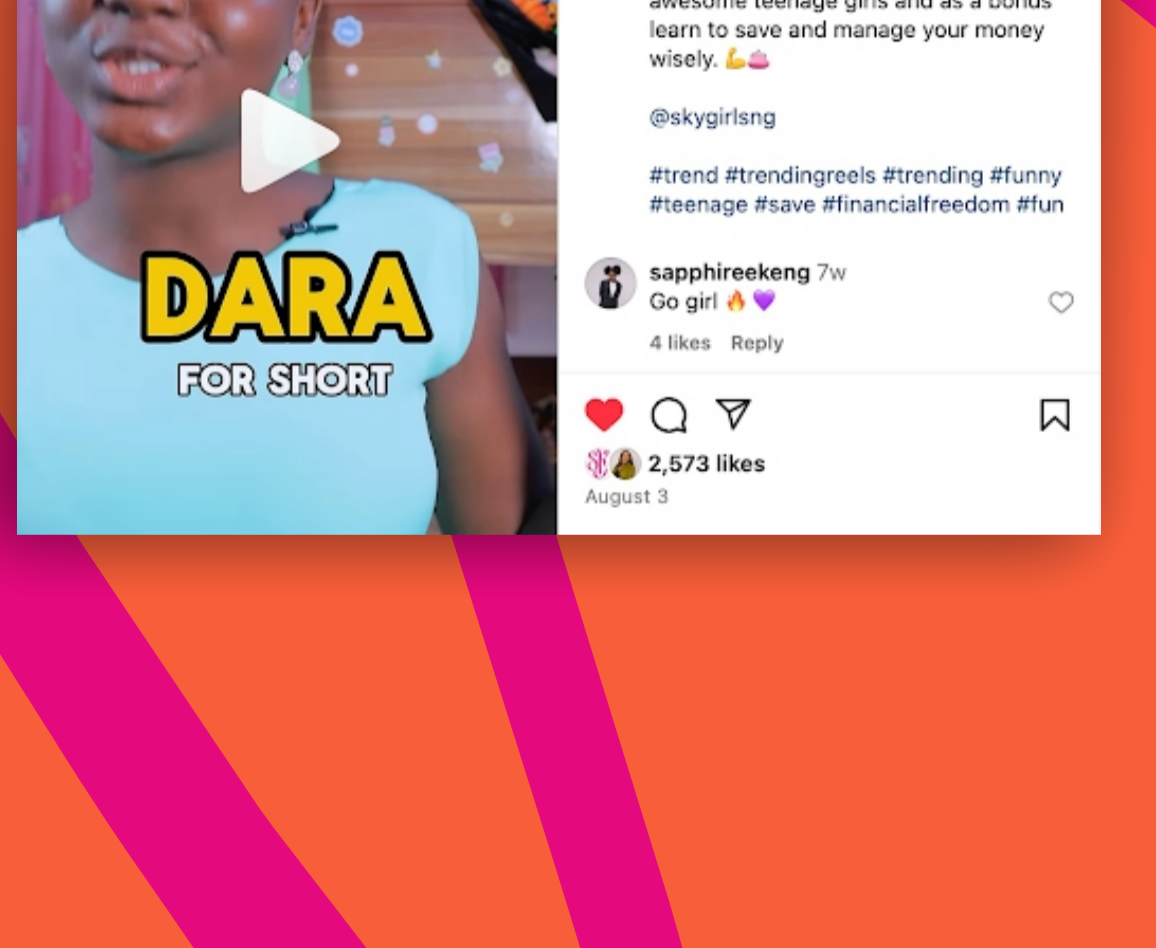
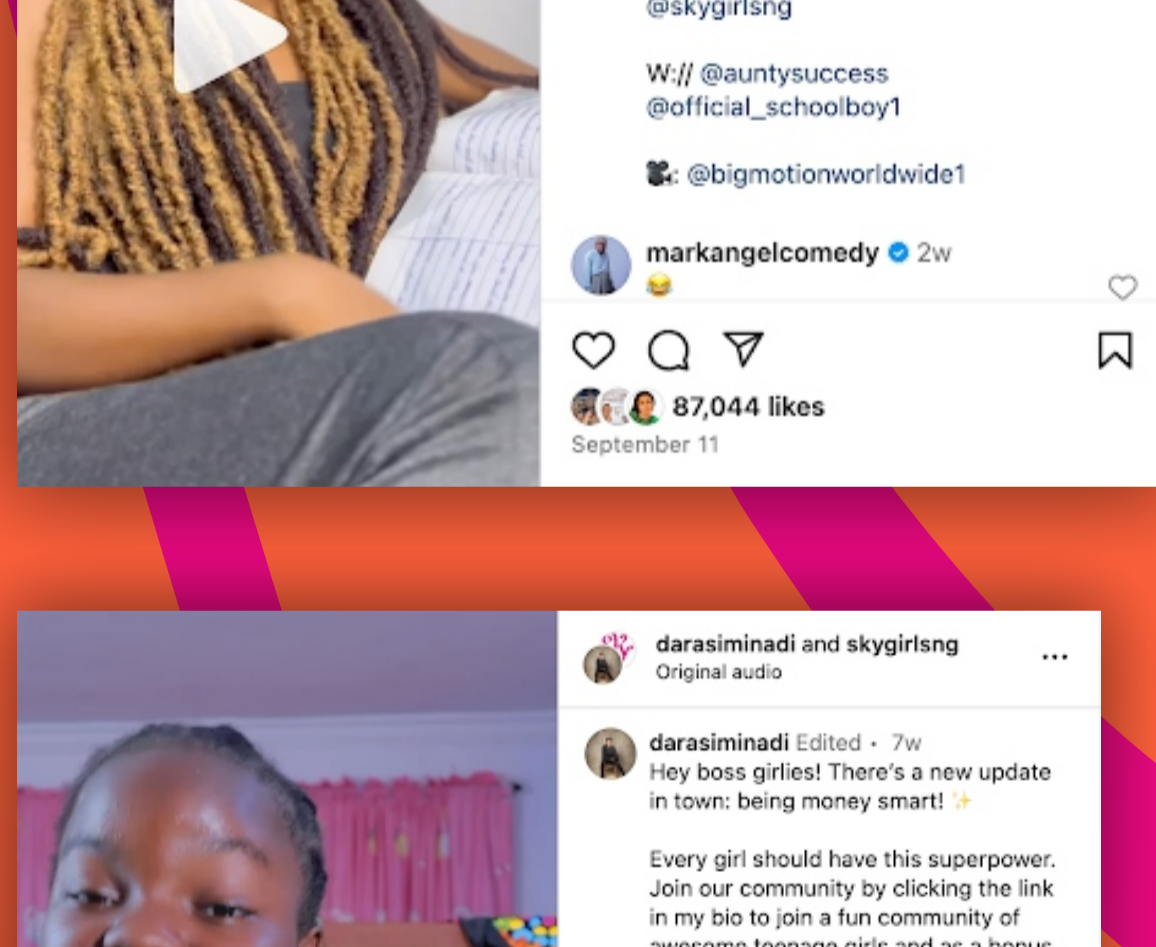
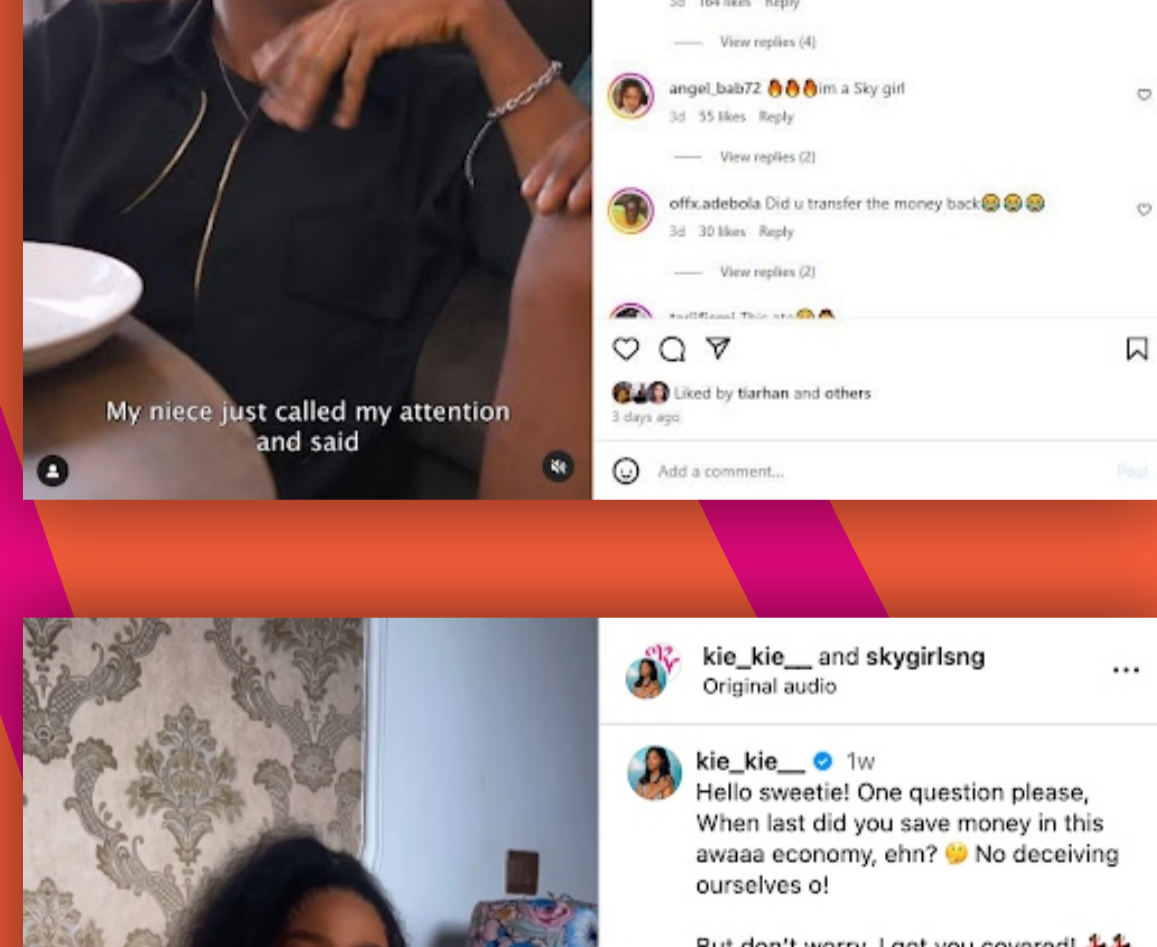
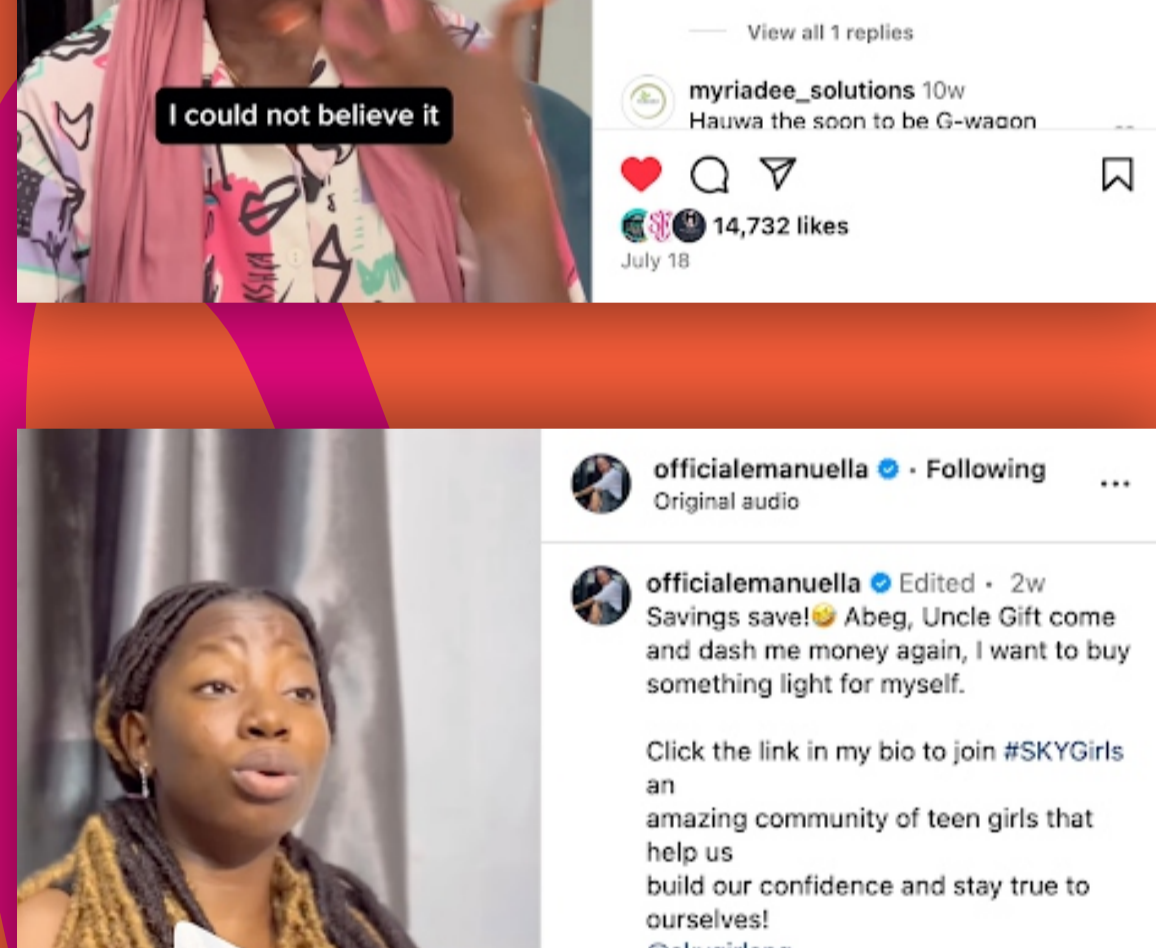
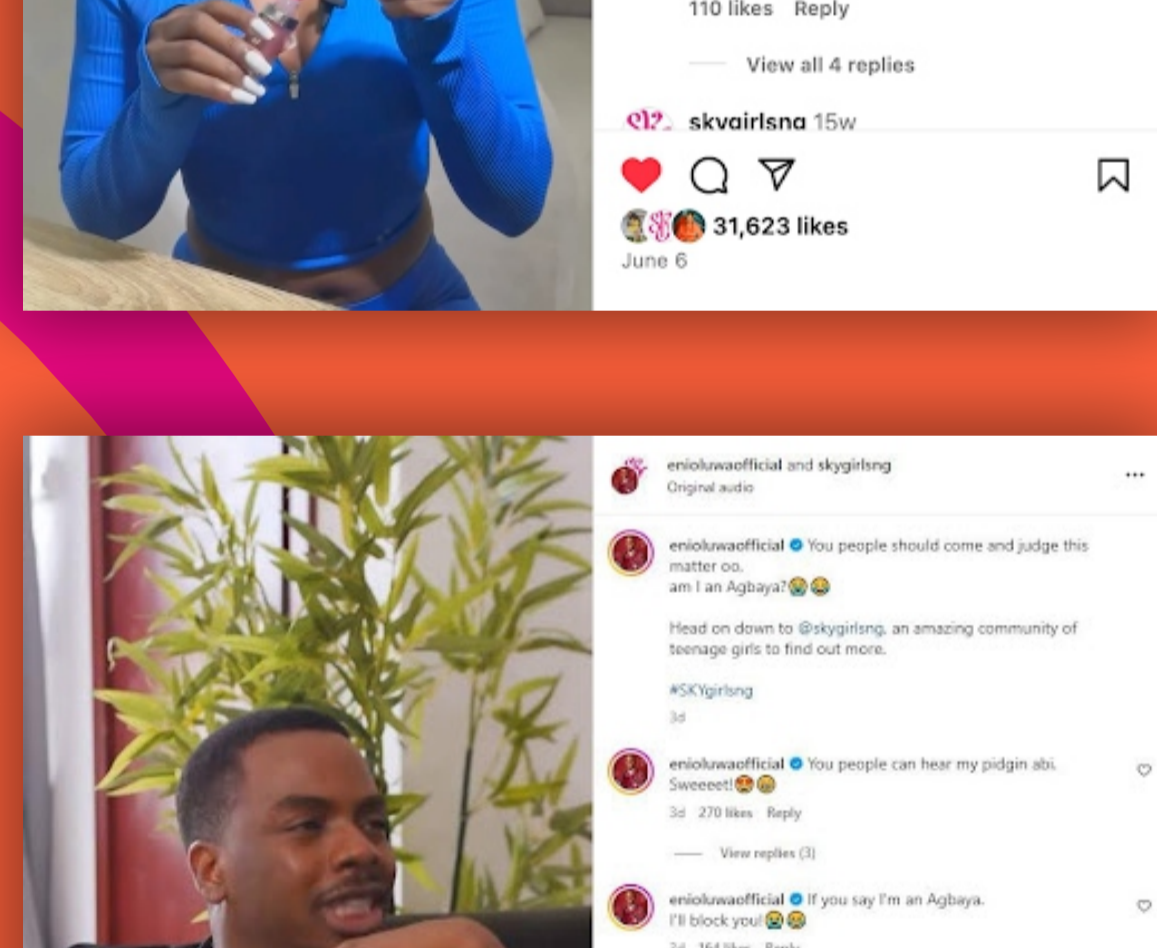


Enioluwa



Kiekie

Influencer Content Analysis



Audience Response & Effects

Out-takes

The audience engaged actively with the campaign content, sharing their own financial tips and discussing the benefits of a National Identification Number (NIN).

Influencers generated substantial interactions, with followers commenting and participating in conversations about financial literacy.

Outcomes

Increased awareness and engagement among adolescent girls regarding financial literacy and NIN benefits.

Positive mentions and interactions with SKY Girls' messaging on social media platforms.

Enhanced understanding of financial literacy and the importance of NIN among the target audience.

Broader recognition of SKY Girls' role in promoting financial inclusion and empowerment.

