

***“In Children’s health, our future gleams,  
Nurturing them fulfils our dreams.  
Their wellness shape society song,  
with each heartbeat we all belong.”***



**Imagine Victor Osimhen & Asisat Oshoala grew up as a children in Nigeria with clubfoot?**

# PROBLEM STATEMENT

Despite the prevalence and stigmatization of clubfoot in Nigeria, the condition continues to be largely misunderstood due to the low awareness and lack of sufficient funding for clubfoot causes in Nigeria

## THE TASK

Create awareness about clubfoot, and trigger realization among caring individuals, motivating them to donate.



# ▶ ▶ ▶ ▶ ▶ THE AUDIENCE

**“BENEVOLENT  
ADVOCATES” 18-45yrs**



## PSYCHOGRAPHY

- Empathetic and Compassionate
- Philanthropic
- Community driven
- Value exclusivity

## SOCIAL INFLUENCES AND TRENDS

- Sport and athletics
- Podcasts



## THE INSIGHT

Football is the most popular sport in Nigeria, with 80% of our TG showing a keen interest and passion for it.

Our TG has an unwavering pride and devotion for the Super Eagles.



**YOUNIONS  
COMPETITIONS**

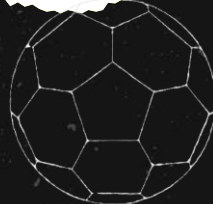


# THE IDEA

**“KICK-OFF AGAINST CLUBFOOT”**

# THE STRATEGY

Partnering with the Nigeria Football Federation and leveraging our TG's passion point for the Super Eagles to help **raise awareness about clubfoot, and inspire more individuals to join and contribute to Rotary's cause through donations**



**YOUNG LIONS  
COMPETITIONS**



# PARTNERSHIP WITH NIGERIAN FOOTBALL FEDERATION

NIGERIA VS SOUTH AFRICA.

3<sup>rd</sup> June 2024



Abuja National Stadium  
(60,491 capacity)

## How this will work...



Children with Clubfoot selected nationwide will be player mascots, wearing "foot abduction brace" alongside the Super Eagles.



The Super Eagles will wear a limited-edition jersey with "#Kick-OffAgainstClubfoot" during warm up and while entering the pitch.



5 mins before the kick-off a player will wear clubfoot casts and try to juggle a football. The commentators will explain the condition's challenges, misconceptions, and treatments to raise awareness and evoke empathy.





# DRIVING DONATION AND REGISTRATION WITH THE PARTNERSHIP

The website for ticket purchases will feature direct links, and barcodes will also be displayed at the stadium and on the TV screen for easy donation and registration processes.



Donors and registers will be eligible to participate in a raffle draw, where they stand a chance to customized jerseys, match balls and free tickets to the upcoming games



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**NIGERIA VS GHANA  
TICKET  
AVAILABLE**

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PREMIER LEAGUE  
**sea v Liverpool**  
Stamford Bridge, London, United Kingdom

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TOGETHER, WE  
**CONNECT**  
Rotary

# MEDIA SUPPORT (EARNED MEDIA)



The campaign's strategic execution leveraging such a powerful platform will ignite conversations, sharing, and reposting, leading to widespread virality and organic reach.

Starting from the pitch, it will expand its influence across diverse media channels



## Television (TV):

Broadcasting live matches and providing expert commentary, analysis, and post-match discussions while generating revenue through advertising.



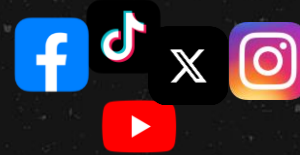
## Radio:

Live match commentary for those unable to watch and Updates, analysis, and interviews before, during, and after the game



## Print Media (Newspapers, Magazines):

Publish match previews, analysis and player interviews with stats and insights.



## Social Media:

Get live match updates, highlights, behind-the-scenes content, interactive polls, discussions, viral content, and user-generated posts. Build communities for the TA to interact.



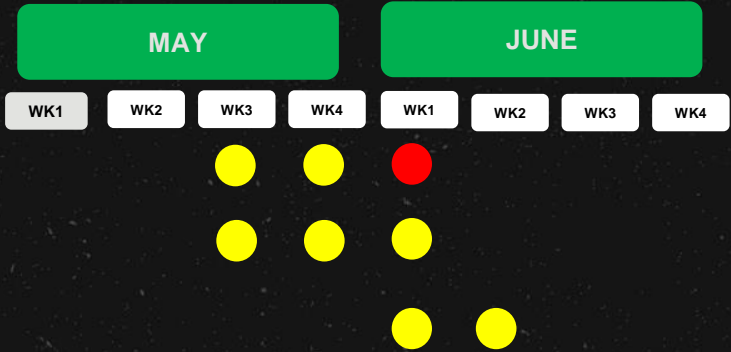
## Podcasts:

Exposure on the trending podcast, with interviews with Rotary stakeholders



# ▶ ▶ ▶ ▶ ▶ FLOWPLAN

- PARTNERSHIP WITH NFF
- DONATIONS AND REGISTRATION WITH THE PARTNERSHIP
- EARNED MEDIA



## WHY THIS WOULD WORK

- Football is an inspiring and influential sport while also guaranteeing viewership at scale
- We are leveraging the passion point of our TG, especially with the recent success of the Super Eagles
- Seeing those kids walk out with “foot abduction brace” will evoke empathy



# MEASUREMENT

**N50M**  
From donations

**NOM**  
Media Investment

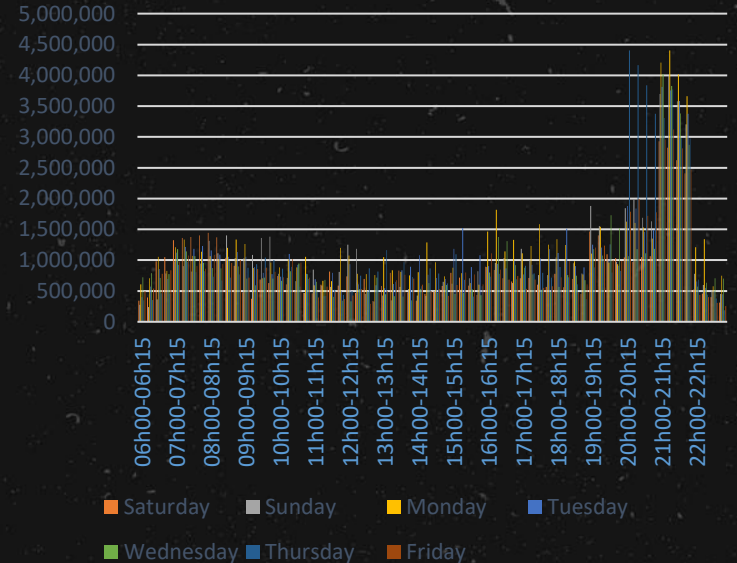
**80M+**  
Reach

**1M**  
Registrations

**600M+**  
Media Impressions  
(Earned & Owned)

- Average cost of treating clubfoot in Nigeria is N200,000. hence, we are projecting to treat 250 clubfoot victims in Nigeria

## NTA VIEWERSHIP PATTERN



**NTA is the Super Eagles' official broadcast partner with 31M viewers, and peak viewership is on Mondays, the day of the match.**

# SUMMARY

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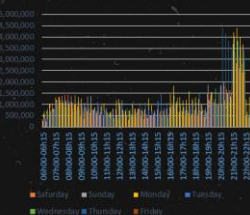
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