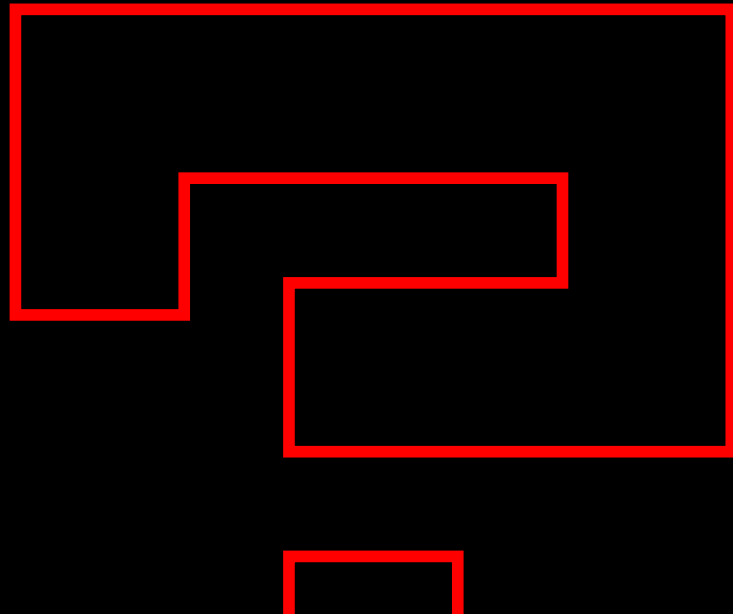


//CABA

Creating a Better Africa

WHO NEXT?

Water is not a respecter of persons. 'them' today, who tomorrow?
A campaign to spur action to prevent flood casualties.



BACKGROUND

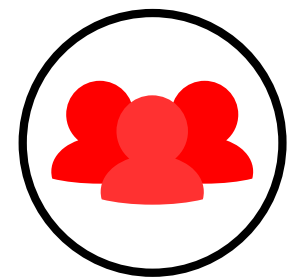
To be forewarned is to be forearmed, but, our forewarning was a devastating alarm.

Yearly floods are almost normal in Nigeria however, the flood of 2022 was the worst ever since 2012. With over-the-roof casualty cases, one can only wonder what the future holds if nothing is done.

Who and what's next?



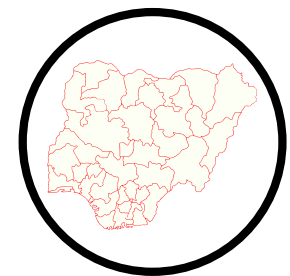
2022 FLOOD STATS



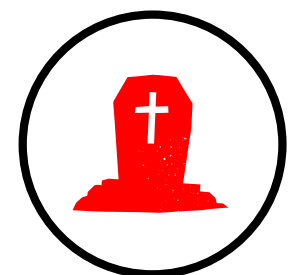
3.2 million people affected



1.4 million people displaced



34 states affected



612 lives lost

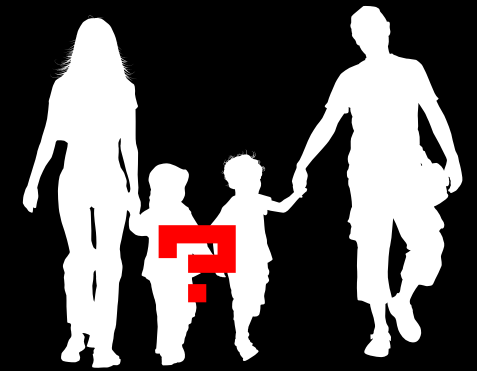
THE PROBLEM

The lax attitude of key stakeholders led to irreversible damage. Climate change is real but, the casualties of 2022 could have been avoided.

WHAT COULD HAVE BEEN DONE DIFFERENT

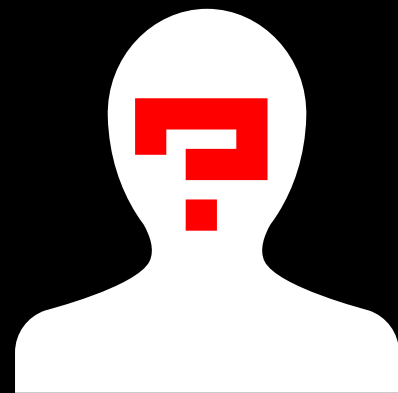
- The Construction of the Dasin Hausa dam**
- Proper flood prevention measures and policies in Nigeria**

WHO NEXT?



Them' today, who tomorrow? – Act now to end floods!

Campaign 'Who Next' is based on a hypothetical question intended to provoke deep thought. People care less about things till it affects them hence, this campaign is a step into the future to help us see how floods affect us all.



It might not affect you now, but it will later. Water is not a respecter of persons; if nothing is done, it's a matter of time till it becomes 'YOU NEXT'

OUR OBJECTIVES



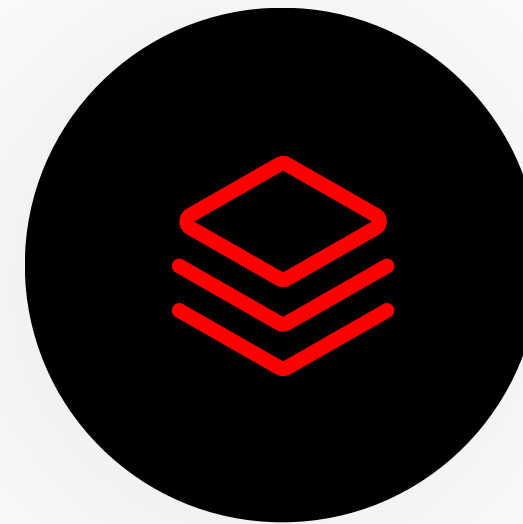
HUMANIZE

To help Nigerians and relevant stakeholders humanize flood victims.



PUSH

To push relevant stakeholders to take proactive measures to reduce and prevent flood casualties.



AWARENESS

To create awareness and educate Nigerians on the plight of flood victims and how to give support.



CHANGE

To educate Nigerians on best practices to adopt to reduce or prevent floods.

TARGET AUDIENCE

FEDERAL, STATE & LOCAL GOVERNMENT

INTERNATIONAL AGENCIES

FLOOD PREVENTION AGENCIES

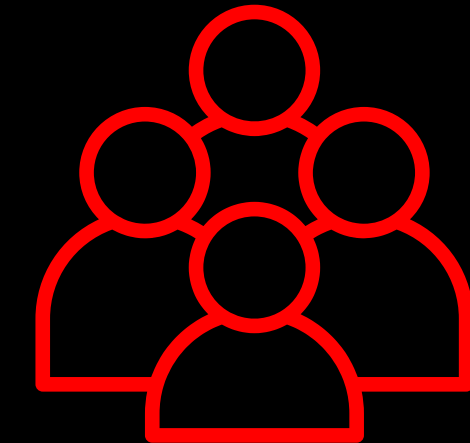
NGO's and CSO's

CAMPAIGN USER CASES



COMPANIES

XYZ is an oil company that just came to Nigeria. Their host community knows little about them and are hardly interested. XYZ is looking for a CSR project to benefit both parties. They see the campaign online and decide to give aid to



NIGERIANS

Bola is your typical Nigerian youth. Ignorant of the causes of the 2022 flood. Bola realizes through the 'WHO NEXT' campaign that the absence of the dam is a major source of flooding. Bola is shocked and goes ahead to share the information, which creates a viral online campaign.

EXECUTION PLAN

Here, Fear and Sentiment are the main appeals.

VIDEO MARKETING

This would run for 3 months and videos containing the dreams of people who died from floods would be shared.

Video to end with Who's Next.

Statistics move people hence it would be used here to show the alarming rate of casualties from the floods

ROUND TABLE DISCUSSIONS

(by NGO's, CSO's and the general public to brainstorm on the actions that can be taken immediately to end floods.

Create committees to put the government in check

EXECUTION PLAN

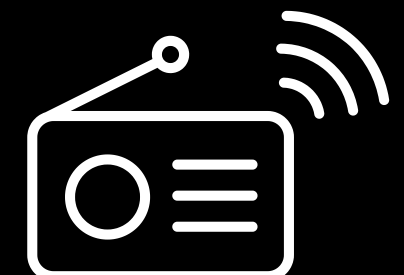
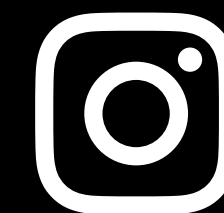
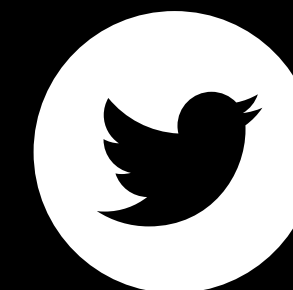
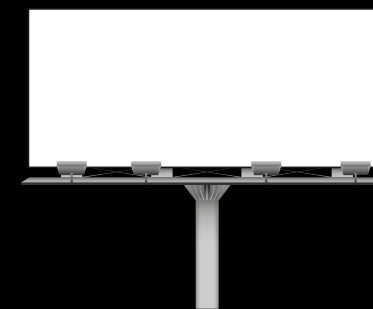
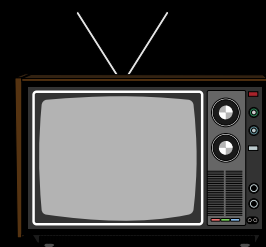
The aim of this part is to motivate companies and individuals to stand together for this cause

STAND WITH US

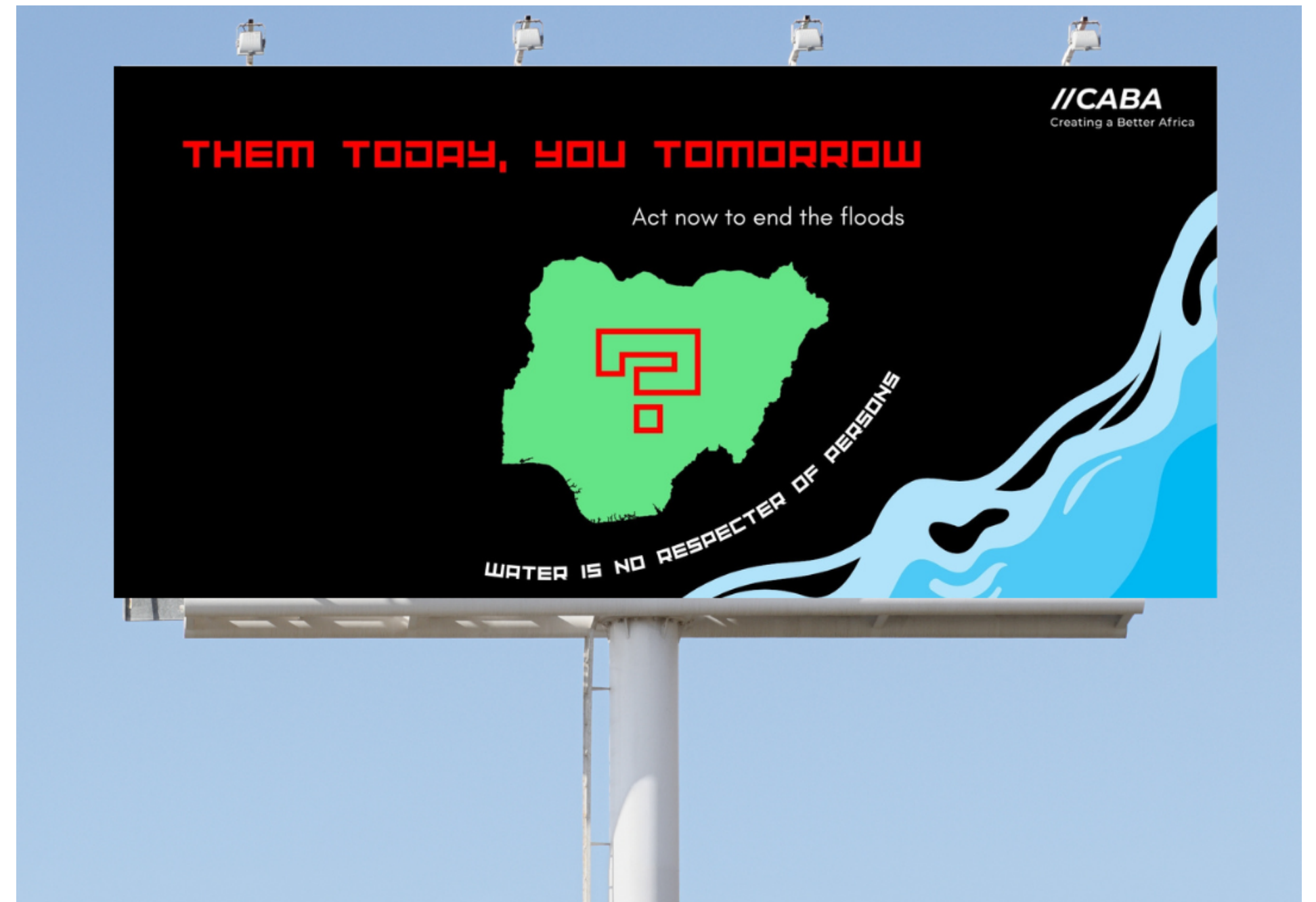
We would send out open letters to big organizations calling them to give support to the cause.

We would start an online campaign where a person shares one of our campaign posters and nominates 3 other people to do so #act now to end floods will help us attract international attention

MEDIA CHANNELS



CREATIVES



*This campaign was produced as part of the
2023 FCLA Creating a Better Africa Student
project*

EYOH PROGRESS