

# NIGERIA GRAPPLES WITH A SIGNIFICANT CHALLENGE

CLUBFOOT AFFECTS THOUSANDS OF CHILDREN ANNUALLY





DISEASE PREVENTION  
AND TREATMENT



## THE CHALLENGE

With thousands of children born with Clubfoot in Nigeria, particularly in rural and underserved areas; there is lack of adequate funding to properly and immediately address this issue.



## THE OBJECTIVE

Trigger realization amongst Nigerians, leading to generation of Funds for Comprehensive Clubfoot Treatment Programs for the underprivileged.

# WE SPEAKING TO...



- Individuals within this category largely fall into the socio-economic class ABC1. Where A is 4.1m, B is 9.7m and C1 is 20.1m, they collectively account for 28% of Nigeria's population (**Source AMPS 2022**).
- They're highly successful, top professionals & have access to abundant resources.
- Connect using social media.
- Stay updated on trends & activities offline and online.

Male/Female 18-45

CEO's

Corporate Bodies

Business Owners

## THE FACTS

**10,107**

Children are born with clubfoot yearly in Nigeria

**₦200,000**

For clubfoot treatment per child in Nigeria

**88.4M**

Adult Nigerians live in extreme poverty and cannot afford the treatment

## THE INSIGHTS

Individuals born with Club foot face mobility challenges, impacting activities like walking, playing, running, dancing, and jumping, which affects their social interactions and quality of life, leading to feelings of isolation and frustration, underscoring the need for support.



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AND TREATMENT

# FIT TO Fee!

oraimo

×  
Burna Boy



**"JOIN BURNA BOY AND ORAIMO IN A MISSION TO MAKE A DIFFERENCE!  
EVERY STEP COUNTS!"**





# STRATEGY – THE STEPS



PRODUCT  
PARTNERSHIP



AWARENESS &  
PURCHASE



EXPERIENTIAL  
ACTIVATION



DONATION &  
REGISTRATION



DISEASE PREVENTION  
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## JOIN THE MOVEMENT FOR CLUBFOOT TREATMENT!

Leverage Burna Boy's significant social influence to unveil exclusive limited-edition smart watches in partnership with Oramo, igniting excitement, engagement, and purchase among his followers.

As limited-edition products, the prices would be marked up by 100%, with Rotary receiving 50% of the sale value.

**IGNITE  
CHANGE**

**“The Limited-Edition Oramo FitFeet Smart Watch 1.0 is now on sale!  
Buy now from our website, and in participating stores nationwide”**

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FitJam  
with Burna

## FITJAM — WALK & CYCLE WITH BURNA



DISEASE PREVENTION  
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As people purchase the limited-edition smart watches, they get exclusive invite to **FitJam – Walk & Cycle with Burna**

This **experiential** execution aims to **motivate purchase** of the smart watch, drive Rotary membership registration, and **additional fund generation** via donation as people participate in the fitness walk and cycling on **3rd June (World Clubfoot Day & World Cycling Day)**



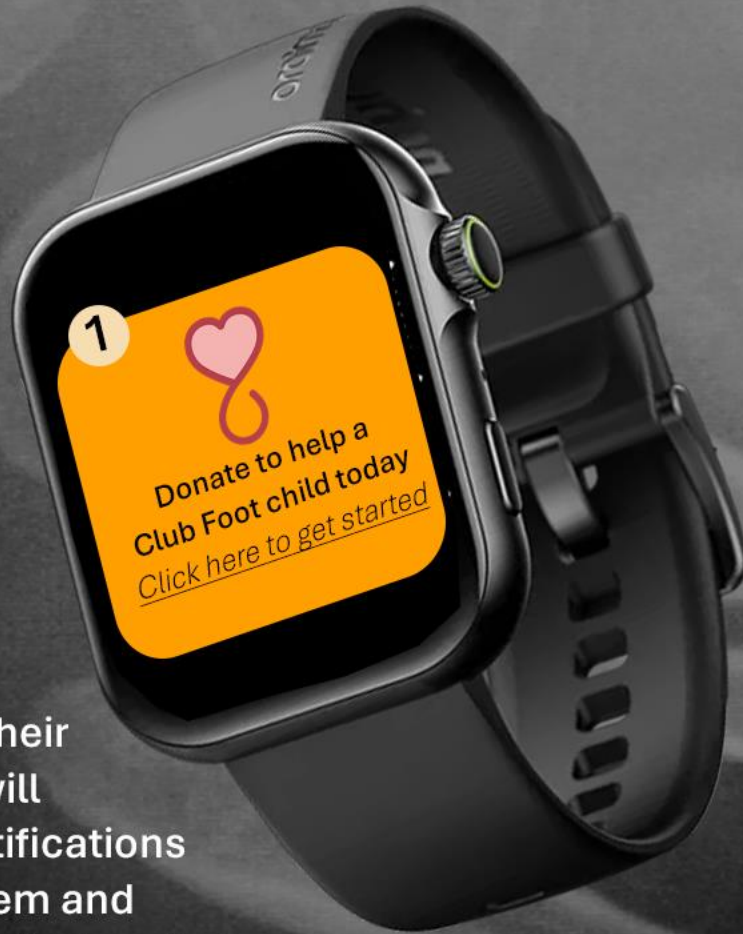




DISEASE PREVENTION  
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# STEP UP, CELEBRATE, AND MAKE A DIFFERENCE!

Rotary



Users who meet their daily step target will receive popup notifications congratulating them and encouraging them to donate to help a clubfoot child crush their own goals.

After donation, they would be prompted to register to become Rotary members and receive weekly progress reports; how many clubfoot children were treated, and how many more to go.

This would be applicable to all Oraimo smart watch users, not limited to FitFeet smart watch users

3:21 AM

clubfoot deform English

Menu

## Become a member

**New or returning member? \***

New member

Returning member

**Name \***

First

Last

**Where are you from? \***

Street Address

Address Line 2

**BECOME A MEMBER**

# THE RESULTS...

**₦30,000** donated to Rotary for each limited-edition smart watch sold, with **20,000** yearly sales targeted resulting to **₦600M** raised

**20,000** donors donating average of two times, at an average of **₦10,000** per donation amounting to **₦400M** raised

**50%** of the total clubfoot children in Nigeria would be treated per year, leveraging the **₦1B** raised from sales and donations

**1,000** new members from call-to-join communication on donation “thank you” pages

