

Viral Social Campaign

Political Campaign for Governorship Election

CLIENT OVERVIEW

Olumide Akpata

Politician & Advocate for Edo State Development

OBJECTIVE:

- Build rapid brand awareness ahead of key political engagements.
- Position Akpata as a transparent, solutions-driven leader aligned with the needs of students, professionals, and families.

CHALLENGE

Edo's voters demanded a leader who prioritized employment, education, and infrastructure. Key hurdles:

- Limited engagement on existing platforms.
- No unified visual identity to highlight his career achievements or policy vision.
- Urgent need to build credibility in a crowded political landscape.

STRATEGY

Leverage YouTube and targeted social graphics to showcase Akpata's track record, vision, and accessibility while addressing voters' core concerns.

KEY TACTICS

► Momentum Builder:

Video Blitz: Published 3 tightly themed videos:

1. "My Pledge to Edo's Youth".
2. "Transparency in Action".
3. "Community Roundtable"
4. "Farmers: Backbone of Edo's Economy"

► Visualized Akpata's legal reforms, infrastructure advocacy, and community projects.

► Focused on job creation and education via Instagram/Facebook.



RESULTS

- 11,000+ YouTube Views & 200+ Subscribers in 72 hours targeting Edo users.
- Key posts went viral, with users sharing and commenting organically
- Daily posts on all social platforms leading to more awareness.