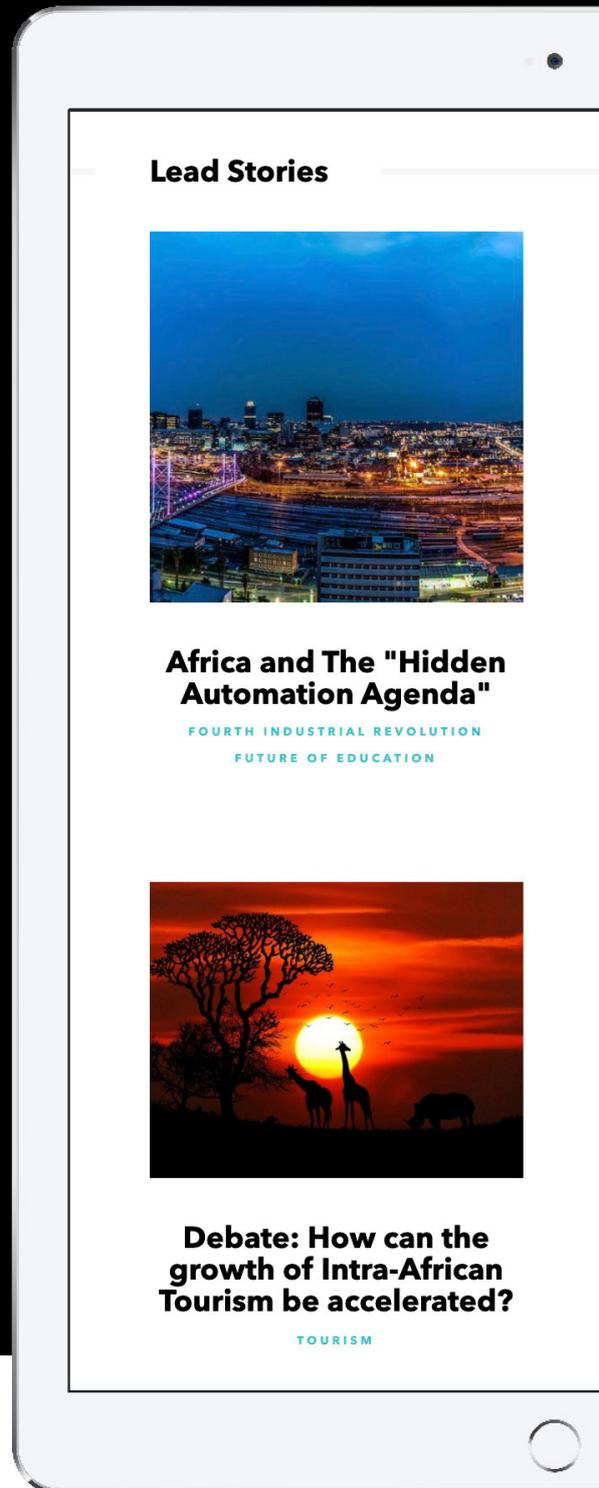


AFRICALIVE.NET

Media Campaigns

Stage 1
Content Creation

Stage 2
Distribution



Bloomberg

Forbes AFRICA

africanews.



Content Creation

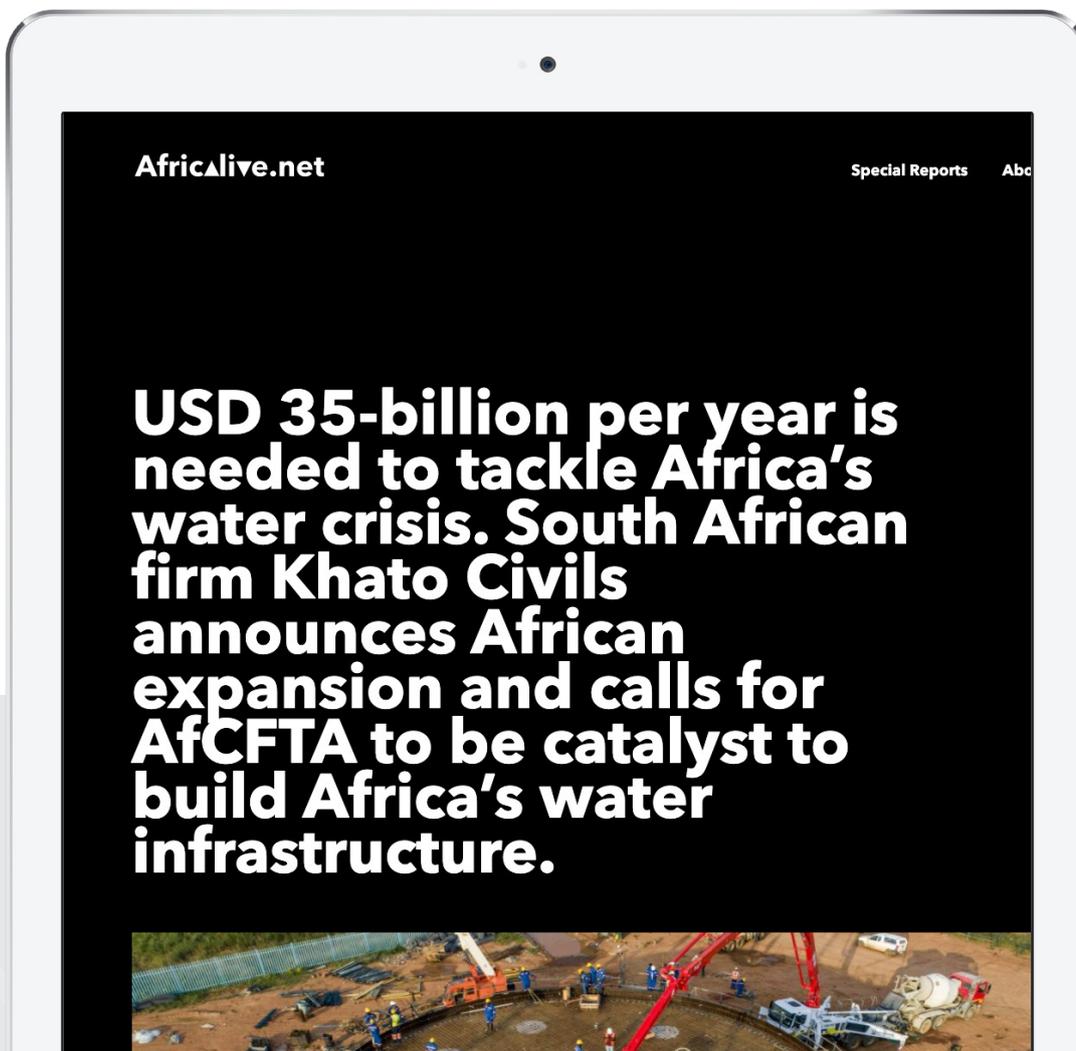
Data-driven storytelling

Organisations that win a lot of media coverage, are **good at making data easily available** for journalists.

We take a **data-driven storytelling approach**, and present your story in a way that is easy to digest; good for journalists, shareable, and memorable.

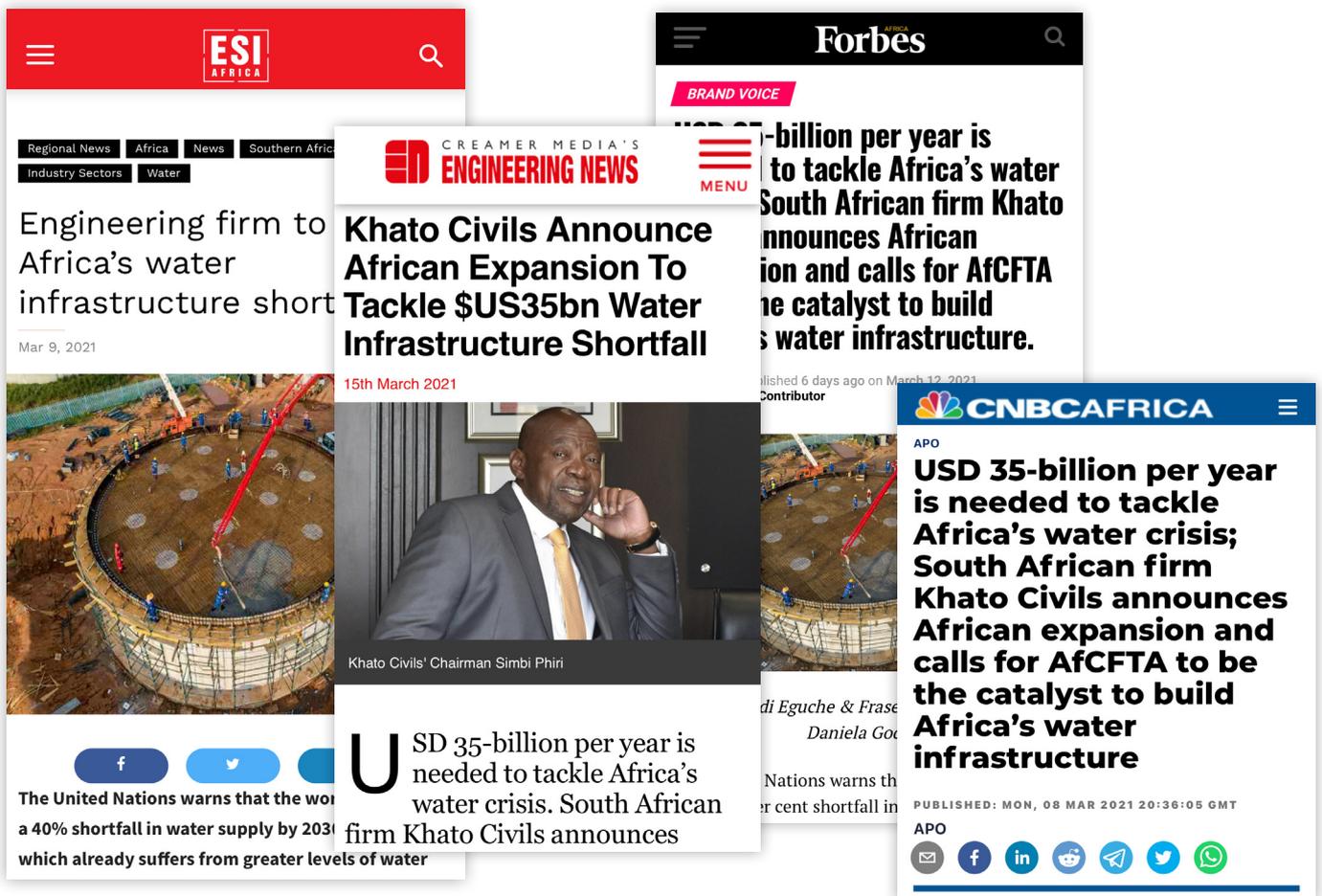
Impact Focused Reporting

We connect your organisation with the major sustainable development issues your work impacts; **the issues which we know media and journalists consider important and want to write about.**

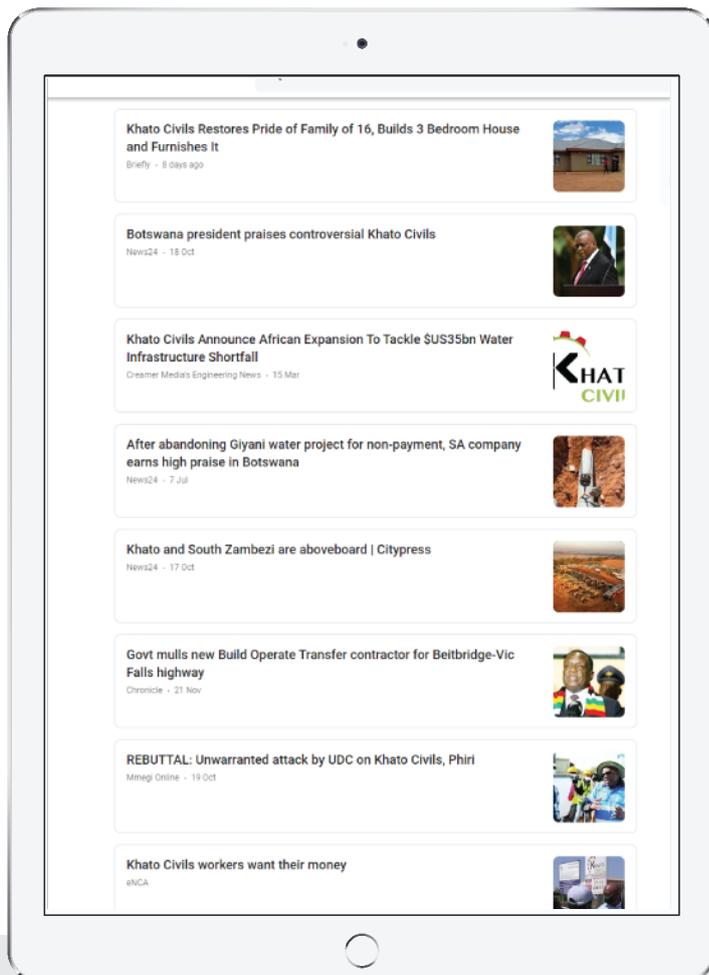


Distribution

Combining paid placement and public relations, we will distribute your story to the media and achieve publication on at least 250 websites.



Positive Reputation on Google.



Potential trade partners, stakeholders in future projects or investors will now find positive and educational content regarding the firm's impact at the top of Google and Google news searches.



Social Media Growth

Geographic Reach

Educational content and articles allows the company to build its reputation in new markets across the content.



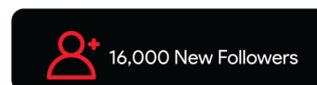
Audience Growth

- Reach across all platforms – over 1.4M people reached across Africa
- Engagement – over 200,000 engagements across all platforms
- Videos – 100,000 minutes of videos watched
- Over 16,000 new followers across all platforms

Reach



Engagement



Case Study

Campaign Results:

Published in **370** online medias, and in published in print editions of leading business newspapers in targeted markets.

I was impressed that the article got so much attention and I do consider this very valuable. We were approached by an investor who heard about us, did an online search and landed on the article. He was impressed by the content and we are now having some business discussions.

Sustainability is very important for our continent and our country. Most of our people have heard the word sustainability thrown around, but only a few truly know what it means. You come in and do a good job at articulating what that is and how it can help people.

The whole experience of working with AfricaLive has been interesting, interactive, and very professional. I liked the interviews, the correspondence, and overall process of creating the content about our organisation.

Maria Adamu, CEO of Federated Commodities

Afric▲live.net

GHANA

Now Is The Time For Partnership To Transform Africa's Cocoa Industry



Recent studies criticising the global chocolate industry for exploitative practices have concerned ethical consumers. Cocoa farmers only earn about 6% of the chocolate industry's total revenues. Leading chocolate companies have since 2001 made pledges to end widespread abusive labour practices, but continue to fall short.

Testimonials



Testimonials

“Since the publication of the interview conducted with the new Director-General of the University of Technology, Mauritius on AfricaLive the number of successful applicants for undergraduate and postgraduate programmes increased from a target of 350 to over 1000.

The high quality of the article and its wide dissemination has undoubtedly contributed to a dramatic improvement in the public perception of the university’s reputation during this period of organisational transformation. Thank you, AfricaLive.”

Dr Keith Robert Thomas, Director General, University of Technology Mauritius



“For me collaboration around the future of work is non-negotiable; it has to happen and I see the AfricaLive.net platform provides that.

I think Africa Live is a fantastic platform and it is also a fantastic idea to share how Vice-Chancellors across the continent feel about Africa and about higher education in Africa, and how to get that message out to the rest of the world.

Unfortunately, Africa is often seen as a continent that can’t produce high-quality education and high-quality output in research or products. I think this is an opportunity for us to showcase what we are capable of and also an opportunity for us to say that we would not choose to do this alone; that we need to collaborate!”

Prof Francis Petersen, The University of The Free State



“So much is happening in Botswana right now, and it is great to know that there is a platform through which we can promote the country and keep it on the map. It is crucial that we do as much as we can to promote Botswana to the international community and attract as much positive investment as we can.”

Reinette Van der Merwe, Absa Group.



Testimonials

“With so much happening all over Africa as the new frontier for investments, you are acting as a powerful enabler & catalyst to convey the right, credible and trusted information to various stakeholders. You are also at the same time promoting the right ecosystem in terms of business partners with whom we can do long term business ventures in the region and in the African continent itself..”

Nitin Collappen, Managing Director of Sunibel Corporate Services, Mauritius.



SUNIBEL
CORPORATE SERVICES

“Thank you for your work on our microsite. Your team’s media work is important for our development”

McEdward Murimbika, CEO of Siyathembana Group



“We were extremely happy with the product and was glad to have had the opportunity to take part in this report”

Scott Langley - Head of Corporate Affairs and Marketing, Durban ICC



We appreciate the opportunity given by Africa Live to the department, and in particular to the Ministry, to speak broadly on mining in South Africa. We look forward to working with the team in future.

Natie David Shabangu, Media Liaison Officer - Ministry, Department of Mineral Resources of South Africa.



mineral resources

Department:
Mineral Resources
REPUBLIC OF SOUTH AFRICA