



**12<sup>ANS</sup> D'IMPACT  
DU PROGRAMME  
PSYCHOSOCIAL  
REGIONAL**

**“Guérir Ensemble”**

**MIREGO AFRICA'S  
PRE-EVENT CAMPAIGN  
FOR THE REGIONAL  
PSYCHOSOCIAL PROGRAM  
CLOSING EVENT**

**CASE STUDY**



MIREGO

Brand &  
Communications Agency



## 01 Introduction

MIREGO AFRICA, leveraging its deep local market knowledge, experienced team, and established networks, executed a comprehensive communication campaign for the Regional Psychosocial Program® closing event in Bujumbura, Burundi, held from November 27-30, 2023. This campaign strategically combined above-the-line (ATL) and below-the-line (BTL) activities, implemented with specific timelines and detailed actions, to maximize impact and engagement.



## 02 MIREGO AFRICA® Strengths: A Foundation for Integrated Communication

### ✓ Precise Timeline Management

MIREGO AFRICA® project management expertise ensured activities were executed on schedule, maximizing impact before the event.



### ✓ Detailed Activity Planning:

The team's meticulous planning included specific actions for each communication channel, ensuring targeted messaging and outreach.



## ✔ Data-Driven Decision Making:

MIREGO AFRICA utilized data from local media consumption and audience behavior to optimize campaign strategies.



## 03 Objectives of the Pre-Event Campaign

### ✔ Generate Early Awareness:

Initiate awareness campaigns weeks before the event to build anticipation.



## ✔ Secure Registrations by Specific Deadlines:

Implement targeted registration drives with clear deadlines to ensure high attendance.



## ✔ Maximize Media Coverage in Key Periods:

Strategically time media outreach to coincide with peak audience engagement.



04

## Communication Strategies and Tactics: Integrating ATL & BTL with Specific Activities & Dates

### Above-the-Line (ATL) Activities:

- ✓ Week of October 30 - November 6:
  - Broadcasted teaser video on national television and radio stations.
  - Launched radio spots on local stations, targeting peak listening hours.
  - Displayed posters and flyers at Bujumbura International Airport and key public spaces.
- ✓ Week of November 13 - November 20:
  - Organized a press conference to announce the event's agenda and key speakers.
  - Distributed press releases to major print and online news outlets (JIMBERE, YAGA, INGOMAG, AKEZA).

### Below-the-Line (BTL) Activities:

- ✓ Week of November 6 - November 13:
  - Launched the event website with online registration capabilities.
  - Sent personalized email invitations to government officials, donors, and NGOs.
  - Initiated social media engagement with interactive polls and quizzes.
- ✓ Week of November 20 - November 27:
  - Conducted community workshops in targeted neighborhoods to raise awareness and encourage participation.
  - Distributed detailed event programs and access maps to registered attendees.
  - Launched targeted social media advertising campaigns to reach specific demographics.



## 05 Communication Strategies and Tactics: Integrating ATL & BTL with Specific Activities & Dates

### ✓ Early Awareness Achieved:

Teaser video and radio spots generated significant early interest.

### ✓ Registration Targets Met:

Online registration and targeted invitations resulted in high attendance.

### ✓ Maximized Media Coverage:

Press conferences and media outreach resulted in extensive coverage in local news outlets.

### ✓ High Community Engagement:

Community workshops and social media engagement increased participation.



## 06 Evaluation: Measuring Timely and Targeted Impact

### ✓ Timeline Adherence:

Tracked the completion of each activity according to the planned schedule.

### ✓ Registration Deadline Compliance:

Measured the number of registrations received by specific deadlines.

### ✓ Media Coverage Timing:

Analyzed the timing of media coverage and its impact on event awareness.

### ✓ Community Workshop Attendance: :

Tracked attendance and feedback from community workshops.



## 01 Conclusion

MIREGO AFRICA® pre-event campaign, with its detailed timeline, targeted activities, and integrated ATL and BTL strategies, demonstrated their ability to execute a successful and impactful communication plan.

By leveraging their local expertise, strong networks, and data-driven approach, they ensured the Regional Psychosocial Program closing event achieved its objectives.

This case study highlights MIREGO AFRICA® capacity to design and implement comprehensive campaigns that resonate with local audiences and achieve meaningful social impact within specific timeframes.







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MIREGO

## CASE STUDY

