#PassTheMic: Innovative Partnership between Talents and Development Leaders

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Ahead of the campaign, we were seeing headlines like this:

Imagine No More Pandering: Why John Lennon’s Protest Perennial Became an Anthem For the Clueless

CRITIC’S NOTEBOOK

Celebrity Culture Is Burning
The pandemic has disrupted relations among the masses, the elites and the celebrities who liaise between them.

• But we also know our celebrity partners are one of the best ways to reach millions of new people.

• The followers of our talent across all social platforms add up to be roughly 248M people.

• If they were all one country, they’d be the fifth most populous country in the world!
#PassTheMic (PTM)

In partnership with the Stellar creative agency Hive, we launched PTM on May 21, 2020.

Our mission was simple:

- To leverage public awareness ad engagement to prod political leadership to support actions and legislation to help all countries navigate the pandemic effectively.
42 Talent & Expert pairs
We replicated the PTM model to fight vaccine hesitancy in partnership with TikTok and Unicef.
Objectives - reach, engagement and driving supporter sign-ups.

In amplifying the talent and expert conversations we were able to bring new quality conversations to our audiences as well as drive them to the more in-depth conversations on our expert blogs.

How did we do it?

Talent conversations and the blogs

- Graphics
- Videos
- Copy

How did we amplify?

Twitter / FB / IG
YouTube
Community Management

Digital Advertising
Media Distribution
#PTM call to action language compared to our standard advocacy action language showed a 26% increase in supporters taking action.

Results

- **4.3B** media impressions
- **91M+** Social Actions
- **87M+** Video views
- **2300** Media Hits
- **26.7k+** Social Posts
- **3.8M+** Likes, Comments and Shares
Looking Beyond

- The #PassTheMic model has helped spur expert takeovers in other social movements, including the #ShareTheMicNow
- We have built a strong brand with #PTM and we have added it to our growing toolbox of devices we can utilize during key moments for advocacy and social change
- Beyond PMC, we will continue to develop lasting creative partnerships
Questions?