



#PassTheMic: Innovative Partnership between Talents and Development Leaders



Presented by Edwin Ikhuoria
Africa Executive Director, ONE Campaign

Build up to the Campaign

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!

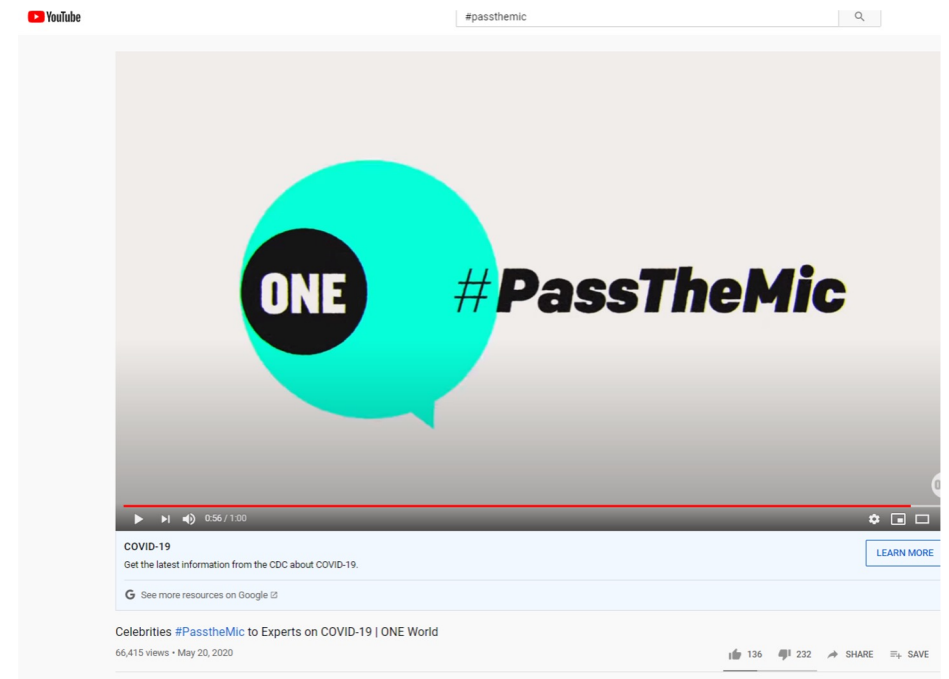


#PassTheMic (PTM)

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

Our mission was simple:

- To leverage public awareness and engagement to prod political leadership to support actions and legislation to help all countries navigate the pandemic effectively





42 Talent & Expert pairs



ONE | #PassTheMic

#PassTheMic

4

In Africa

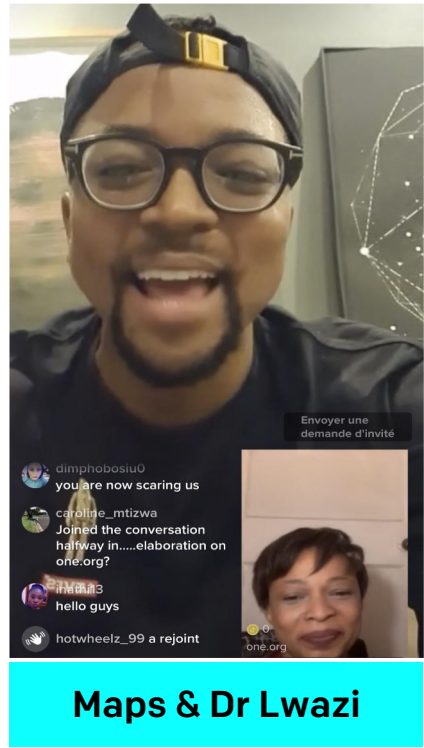
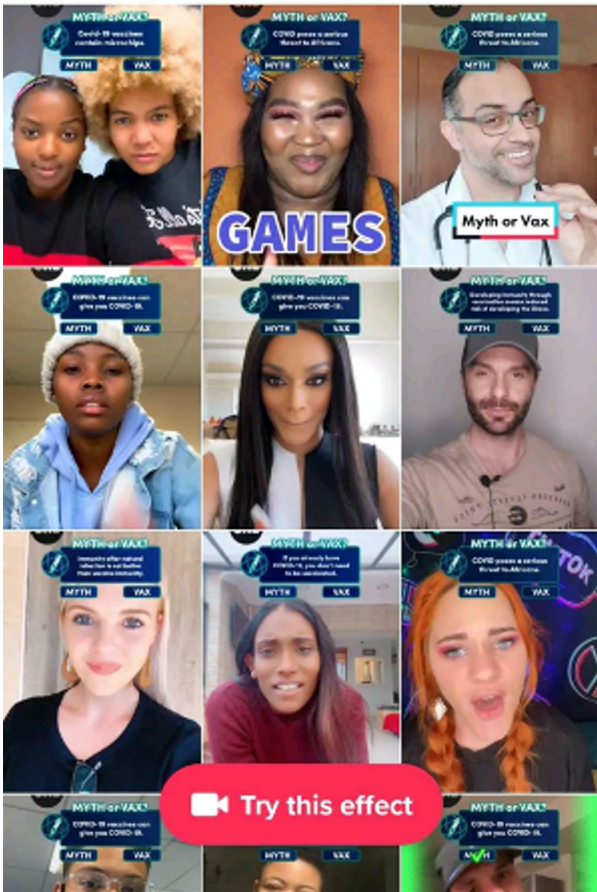
We replicated the PTM model to fight vaccine hesitancy in partnership with TikTok and Unicef



Myth or Vax?

Effect Assistant
754 videos

Add to Favorites



Maps & Dr Lwazi



Pearl Thusi and Dr Karim



Sauti Sol and Dr Gitahi



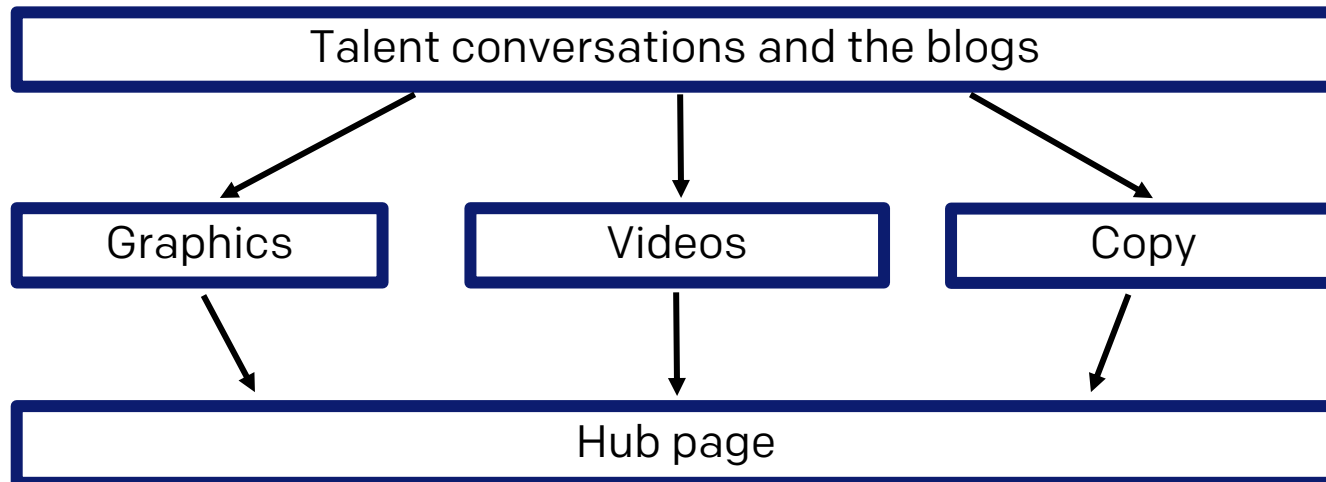
Yemi & Dr Raj

Content Strategy

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?



How did we amplify?

Twitter / FB / IG
YouTube

Community
Management

Digital
Advertising

Media
Distribution

Results

#PTM call to action language compared to our standard advocacy action language showed a 26% increase in supporters taking action

4.3B

media impressions

87M+

Video views

26.7k+

Social Posts

91M+

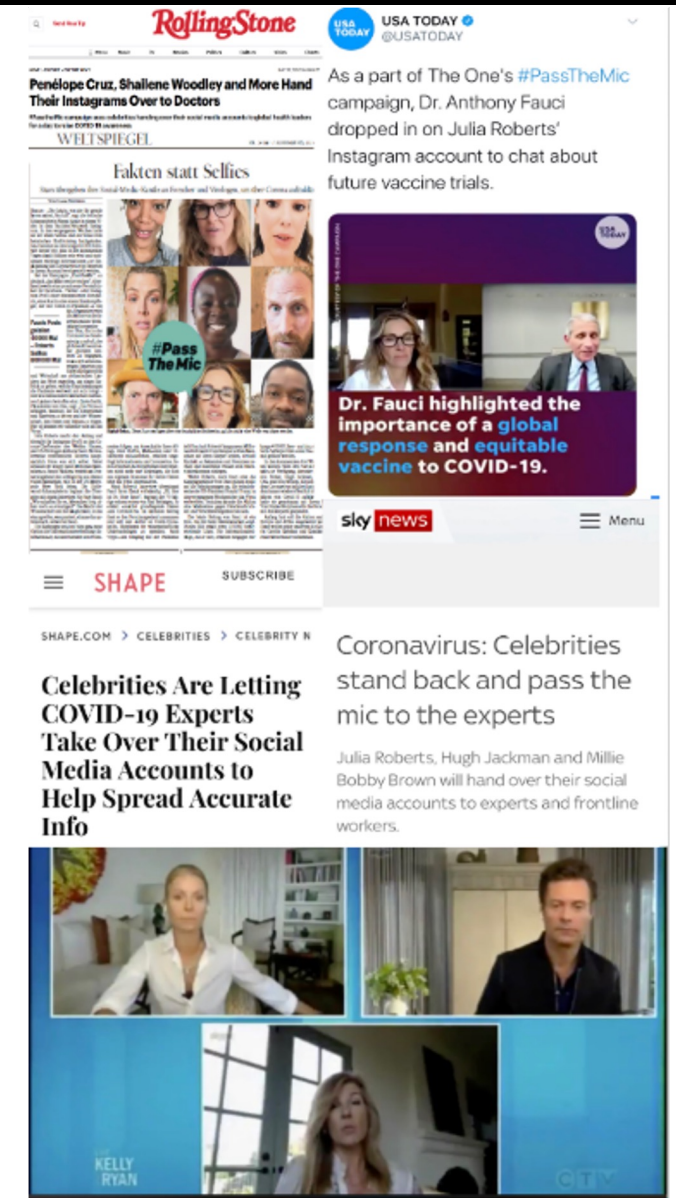
Social Actions

2300

Media Hits

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?