

# StateCraft

Promoting informed choices.

The Muhammadu Buhari Case Study

# StateCraft Inc.

StateCraft is a strategy consulting firm focused on political public relations and public policy communication through digital and traditional media channels, with a focus on youth engagement. Built by an award-winning team with over a decade of experience, we offer unparalleled knowledge in social media, advertising, and political strategy targeted at Africa's youth as they come of age politically.

# Not Just a Campaign

- ▶ A professional team
  - ▶ Network
  - ▶ Technology
  - ▶ Media
  - ▶ Content
  - ▶ Public engagement
  - ▶ PR campaign
- ▶ The StateCraft team is a professional team with vast experience in youth development, interaction and engagement.
  - ▶ Building/leveraging on relationships with strong influencers across various socio-ethnic and religious divides.
  - ▶ Use modern and relevant technology to spread information across platforms.
  - ▶ Creating powerful content: infographics, ad campaigns, speeches
  - ▶ Organising forums for engagement like town hall meetings.

# Managing Perception

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the slide, creating a modern, layered effect. The text 'Managing Perception' is positioned on the left side of the slide in a clean, sans-serif font.

# Understanding the Terrain

## What We Do

- ▶ Analyse the client's current political position in order to create maximum impact with tailored messaging
- ▶ Dissecting the political landscape and gauging the mood of the electorate

## How we did it: The General Buhari Campaign

Preconceived ideas of General Buhari prior to Nigeria's 2015 presidential elections:

- A sectional leader without broad appeal
- A record for anti-corruption, but inflexible
- Viewed as a hardliner
- Misconceptions of his time as military head of state
- Religious fanatic
- Ethnic bigot
- Archaic and unintelligent

# Changing the Game

## What We Do

- ▶ Shape a clear, positive narrative that is true to the individual and carries a message that speaks to a people from all walks of life



## How we did it: The General Buhari Campaign

- ▶ Reshaped his image for broader appeal beyond his stronghold to all Nigerians
  - ▶ Photography session that dressed him in suits which he hadn't worn in 30 years, softened his appearance; national costumes of different regions showed him as accommodating, amongst others.
  - ▶ Campaign trail costumes of the visiting state/region to demonstrate his acceptance of all cultures in the country.
  - ▶ Cultivated, targeted moments of social media engagement, and shared lighter moments of him interacting with his family.
  - ▶ Displayed moments enjoying Nigeria's rich cultural heritage
- ▶ Highlight the positives of his earlier regime (order, oil refineries and roads built, sanitation Saturdays etc.)
  - ▶ Clarified misconceptions of his prior regime, accepted mistakes made, and demonstrated his incorruptible nature by his lifestyle and job in a subsequent regime

# Creating a Movement

## What We Do

- ▶ Devise a message that connects to the polity at all levels with a clear engagement of youth and community leaders to diffuse message to the grassroots level and create a groundswell of support.

## How we did it: The General Buhari Campaign

- ▶ Create a volunteers group: GMB Volunteers
  - ▶ Liaise with other volunteer groups to amplify messaging, like '#IHaveDecided' and Buhari Support Organisation
- ▶ Recruiting over 3,000 volunteers nationwide
  - ▶ Managed through a database and had dedicated volunteers coordinator
  - ▶ Received campaign messaging including flyers, posters, digital media content through a daily newsletter that helped maintain focus.
  - ▶ Coordinators also raised campaign funds to create their own campaign material (shirts, posters, etc.) and to run campaign events (211 rallies and events held nationwide)
- ▶ Arranged and facilitated town hall meetings to create more intimate, less controlled settings that put Buhari, his intellect and his policy centre-stage to shine

# Creating a Movement

## What We Do

- ▶ Ran an ISSUE BASED CAMPAIGN regardless of the mudslinging by incumbent

## How we did it: The General Buhari Campaign

- ▶ Constantly put out facts and figures on the cost of the ineffectiveness of current administration
  - ▶ Built strong narratives on the ripple effect of the bad decisions taken in leadership on the people
  - ▶ Strategically built enough anger in the people till they took the fight by themselves and this became a cause not campaign
- ▶ Used all channels to feed the publics with these information so there was a resounding unison to keep against current rot
  - ▶ Created larger than life followership and reception of message across the country.
  - ▶ Maintained a strong acceptance narrative across the country that made anyone on the other side feel out of place

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Amplifying the Detail

# Managing the Media

## What We Do

- ▶ Craft messaging that resonates with the people
- ▶ Simple, but clear advertising that goes through all channels (print, radio, television and outdoors)
- ▶ Engage local and foreign press to ensure reach across local population and influential diaspora

## How we did it: The General Buhari Campaign

- ▶ Wrote well-researched speeches and other content that connected with a wide range of people
  - ▶ ‘Let Us Talk’, final campaign speech, newsletter and press releases that reached millions, resonated with public and changed perception.
- ▶ Created opportunities for message to reach local press and beyond
  - ▶ Interviews with CNN, Al Jazeera and other international outlets
- ▶ Infographics, radio, video and animated content commissioned and delivered through media channels
  - ▶ All created to reinforce messages of anti-corruption, man of the people, the need to change the status quo
  - ▶ Video content had estimated reach of up to 25 million people
  - ▶ Radio has estimated reach of 12 million



# Making a Digital Mark

## What We Do

- ▶ Create and manage effective digital media channels to disseminate messaging and information

## How we did it: The General Buhari Campaign

- ▶ Opened up Twitter, Facebook, Instagram, Flickr, accounts
  - ▶ Developed over 500,000 followers across all social media channels
  - ▶ Direct channels of communication that allowed lightening reaction to news, and allows quick dissemination of campaign information.
- ▶ Created and managed websites including [thisisbuhari.com](http://thisisbuhari.com) and [100facesofchange.com](http://100facesofchange.com)
- ▶ Engaged over 40,000,000 Nigerians with digital/ Mobile ads, emotive video content, tweets and the army of young people we had converted.

# It all led to this



**Kemi Adetiba**   
@kemiadetiba

The whole GMB campaign had some great thinkers behind it!!!

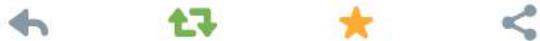
10:28 pm · 31 Mar 15



**Anthony Ebitimi OWEI**  
@tonyOWEI

A governance & political communications firm, run by young Nigerians changed the narrative of GMB. Salute @StateCraftInc. I am ELATED.

11:32 pm · 31 Mar 15



**Deji Ogunnubi**  
@DejiOgunnubi

@StateCraftInc Who are you guys? You did a damn good job! Kudos!



8:14 pm · 01 Apr 15

2 RETWEETS 1 FAVOURITE



Reply to Deji Ogunnubi



**GMB Special Adviser**  
@GmbspecialA

@KathleenNdongmo Resounding respect to: @channelstv @statecraftinc Local companies. Local content. Best practice professionalism. Well done!

11:28 pm · 31 Mar 15



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