

THE BUSINESS OF NATION BUILDING

STRATEGY

DATA

MESSAGING

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StateCraft Inc. is a full service governance consulting firm with expertise in elections, citizen engagement, policy development and implementation, and strategic government relations and communications.

With an exceptional record of winning uphill elections across the African continent, StateCraft Inc. combines a global outlook with data-backed local insights to achieve compelling results on behalf of each client.

The core of our work **is** strategy, data, and messaging.

We create moments and movements that inspire deep connections with real causes in order to enhance the standing of our individual and institutional clients in the eyes of citizens who are progressively demanding higher standards.

By amplifying the detail through strategic media and platform management, we always establish indelible digital and traditional footprints for our clients using compelling content across channels.

POLITICAL CAMPAIGNS

We are finely attuned to popular aspirations across African nations, and our experience in winning national and local elections is unrivaled. We connect and align the peculiar desires of any people with the visions of perceptive candidacies

POLICY DEVELOPMENT AND IMPLEMENTATION

We bring rare expertise to the development and implementation of policies while securing passionate buy-in, goodwill, ownership, and sustainability for the policy throughout its life cycle from design to outcome.

GOVERNMENT RELATIONS

We help sustain crucial goodwill throughout the lifespan of governments to enable leaders and public office holders respond effectively to citizen demand, align with expectations and build a framework of trust, understanding, and involvement.

LOBBYING

We understand that systems can be maximised to influence and modify behaviours so we translate 'noise' into 'voice' and then, 'action'. By influencing movements the framework and platform to evolve from pressure groups to effective actors that achieve impactful outcomes.

We are exceedingly established in monitoring systems and practices to detect early warning signals of risk exposure while providing quick strategies and executing speedy actions to minimise damage, and where necessary, ensure quick recovery.

CRISIS MANAGEMENT

We are always innovative with the use of data to create the right messaging and strategy that gets your message across to the desired audience.

STRATEGIC COMMUNICATIONS

Our experience in driving citizen engagement and good governance through people-led movements and social media insights into implementing effective and sustainable citizen participation programmes.

CITIZEN ENGAGEMENT

We monitor, review and analyse the public's perception of our individual clients in order to enhance their standing in the eyes of an ever-evolving citizenry.

REPUTATION MANAGEMENT



HE HAD TRIED three times before and failed terribly and the world deemed it impossible for this retired general to work his way up from a mere cult following in one region to national acceptance by an evolved generation of politically aware Nigerians, StateCraft Inc. expertly guided his campaign away from its usual shortfalls towards resounding success at the polls and into the Presidential Villa with record-breaking acceptance from the same populace that had despised him only 12-months prior.

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02 / THE STRATEGY

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04 / THE RESULTS

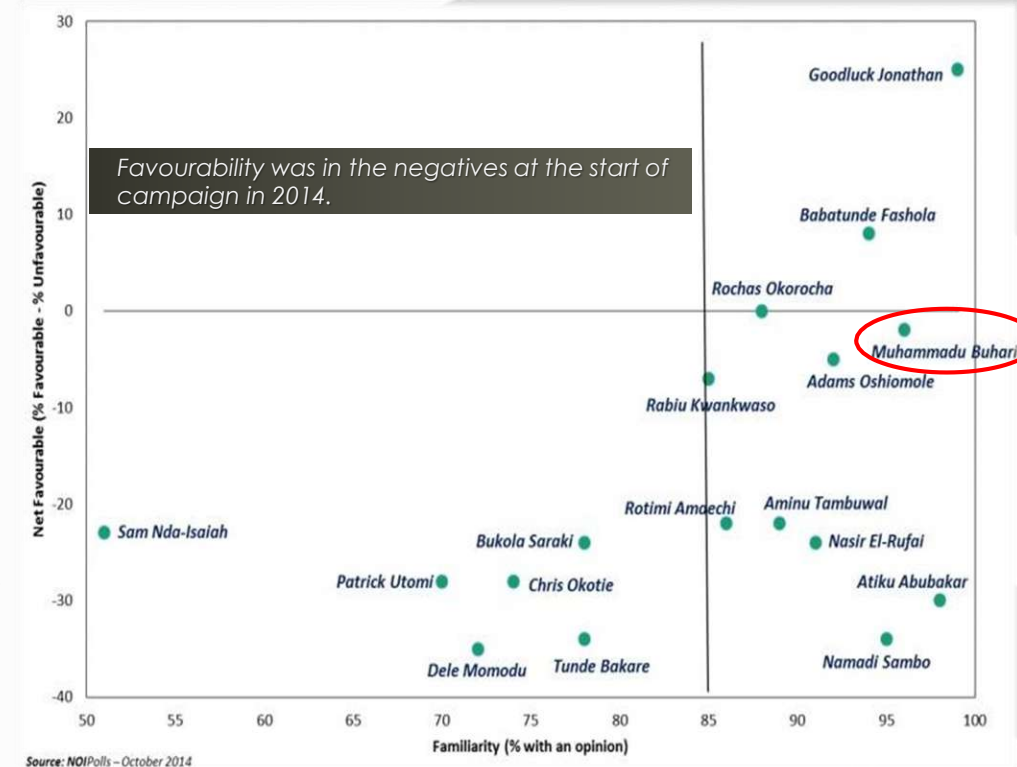
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01 / THE CHALLENGE

General Muhammadu Buhari had been on the wrong side of Nigeria's history.

His reputation as one of the military rulers who set Nigeria's democracy back by too many years, a heavy-handed dictator who employed ruthless means to deal with enemies, a proponent of Nigeria's failed austerity controls and financial tightening programs, and worse still, an ethno-religious bigot had proven detrimental to his three previous attempts to become a democratically elected president in Nigeria.

In 2014, General Buhari and the leadership of the newly formed coalition, All Progressives Congress (APC) engaged the services of StateCraft Inc. to change the narrative surrounding the General Buhari's persona and ultimately guide him through the uphill process of unseating (a younger and more educated) incumbent – a thing never before done in Nigeria's history.



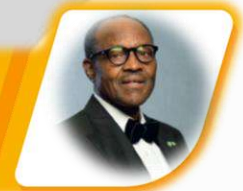
Understanding the political milieu as well as the specific pain points of the voting public, the StateCraft Inc. strategy was based on a three-pronged approach:

- i) repair and manage candidate's damaged reputation while neutralising the damaging impact of his past experience as Nigeria's ruler;
- ii) set the stage for a new, and personalised style of campaigning to be championed by the client; and
- iii) win the election by turning the personality traits of candidate to reasons why he'd be a better alternative to any of the candidates of already established parties.



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



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.

Working with a strict calendar, StateCraft Inc. implemented the strategy by developing a resonant messaging that evolved into a political slogan and disseminating targeted information through only useful channels.

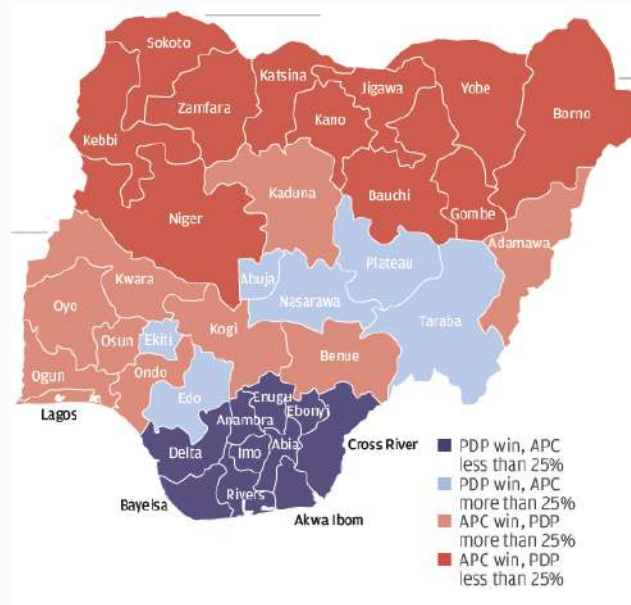


Without interrupting the established campaign schedule of rallies and stakeholder engagement, we carried the newer audiences along with the established order where possible, and brought the candidate into the digital realm where the younger voting population a domiciled. The result of the approach was a campaign so inclusive that it gave the citizens a taste of what representation within a Buhari administration would look like.

Finally, StateCraft Inc. engineered an issue-based campaign that rose above the mudslinging of the incumbent to challenge the ruling party on issues we identified as the pain points of the voting population.



- ✓ On Tuesday, 31 March 2015, General Buhari became President-elect, Muhammadu Buhari, defeating an incumbent whose party, People's Democratic Party (PDP) had ruled Nigeria for 16 consecutive years.
- ✓ A historic win by 2,563,059 votes which the incumbent could not help but concede even as the final vote counts still trickled in.



- ✓ Overwhelming goodwill of all Nigerians as our campaign strategy saw the candidate traverse the length and breadth of Nigeria canvassing for votes from everyday people.
- ✓ A reputational transformation – from despotic ruler to a reformed democrat.

**"I belong to
EVERYBODY
and I belong to
NOBODY."**



His best efforts had only ever resulted in near victories. Nana Akufo-Addo had contested two hard-fought elections before his 2016 campaign team reached out to StateCraft Inc. to help craft a cohesive and compelling messaging, and develop and execute a strategy that integrated digital media into his grassroots-oriented campaign.

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Otherwise an establishment candidate, Nana Akufo-Addo in 2016 was running a losing battle against incumbent, John Dramani, in spite of the fact that the Ghanaian soil was rife with discontent with the latter's administration.

Intra-party conflicts within his New Patriotic Party called his leadership capacities to question. His membership of the Ghanaian elite-class, age and health issues also made it difficult to take him seriously as a true challenger of the establishment.

StateCraft Inc.'s task was to create as much distance as possible between the candidate and his woes while fully integrating digital into an already fully-fledged grassroots campaign.

Our strategy was deeply rooted in integrating a wholesome digital communication strategy into the grassroots campaign, with limited television and print advertising, while still going big on radio.

The campaign had to meet everyday people where ever they were and however they lived their lives while carrying them along with a digital campaign that was already ongoing across platforms. All of these were to be done with a strong presence on the ground, touring and visiting communities to create one-on-one relationships.

1

Showcase his strengths

Nana Akufo-Addo was a politically experienced, well-educated, and well-liked man with an upright reputation. The recent, frequent alleged corruption scandals of the government in power offered a chance to juxtapose his sterling character and his preparation for leadership. Campaigns such as 'Incorruptible. Bold.' and 'Made for Ghana' series sought to reinforce his leadership qualities and connect his past to the nation's future.

2

Simplify the complex

Understanding the economic problems facing the country meant that complicated economic data needed to be dismantled into simplified, bite-sized pieces of information. Ghana's economic downturn was based on several interconnected factors; clear simple infographic charts made the information more readily accessible and digestible.

How

to get a selfie to be more?

Use it to send a message. We created a website that made sharing enthusiasm quick and easy. And fun, too. The 'Ready for Change' avatar website went viral, clocking over 74,000 downloads by the end of the campaign from www.myreason4change.com

3

Make the message connect

Long story short? Every message had to speak—and to stick. Whether the conversation was about the cost of corruption, inspiring young people to vote, or delineating what choosing the right candidate could mean for Ghana, we drove the simple message—Ghana was in control of their future, and by making the right choice, they could restore their country and take part in a more prosperous future, and Nana Akufo-Addo was the candidate who would deliver.

4

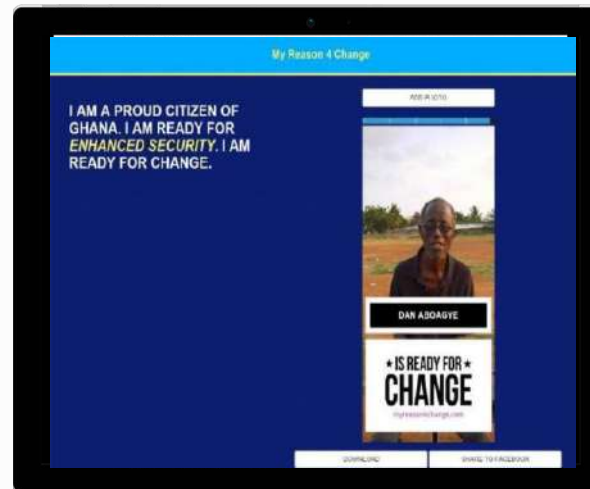
Shape the narrative, close the deal

This campaign was about Nana Akufo-Addo's story from his perspective. We helped to construct the narrative, delivering an overarching story of strength, resilience and a deeply ingrained uniquely national fortitude which the candidate possessed; one that was of the people and for the people. Positive belief in Ghana's future and themes of togetherness, unity and change also served as positive messaging for the entire campaign.

- ✓ On Friday, 9 December, 2016, Nana Akufo-Addo beat the incumbent to become Ghana's 15th President with a 53.8 % lead at the polls



- ✓ By the end of the campaign, we had set in motion a movement that had provoked Ghanaians towards action. There were more than 74,000 'Ready for Change' downloads.



Twitter mentions increased on average of 107% per month, growing from 2,600 mentions in July, to over 56 thousand in December. New followers grew from an average of 3,100 per month to 26,400 in the December, and impressions also grew from 493,000 to almost 4 million within the same time period.



On Facebook, his page achieved phenomenal growth in the last month alone, with a reach of over 27.5 million and 15 thousand actions taken on his page. Engagement was carried out by the key demographics in the 18 — 24 and 25 — 34 range, accounting for 75 per cent of all engagement in women, and 74 per cent of all engagement of men.





An incumbent President in francophone Africa - Senegal - seeking a second term in office at a time when many citizens, like their counterparts, in many other parts of Africa had begun to demand progressively better standards of governance and politics, as well as the dividends of democracy, which impact they can actually feel in their day - to - day lives.

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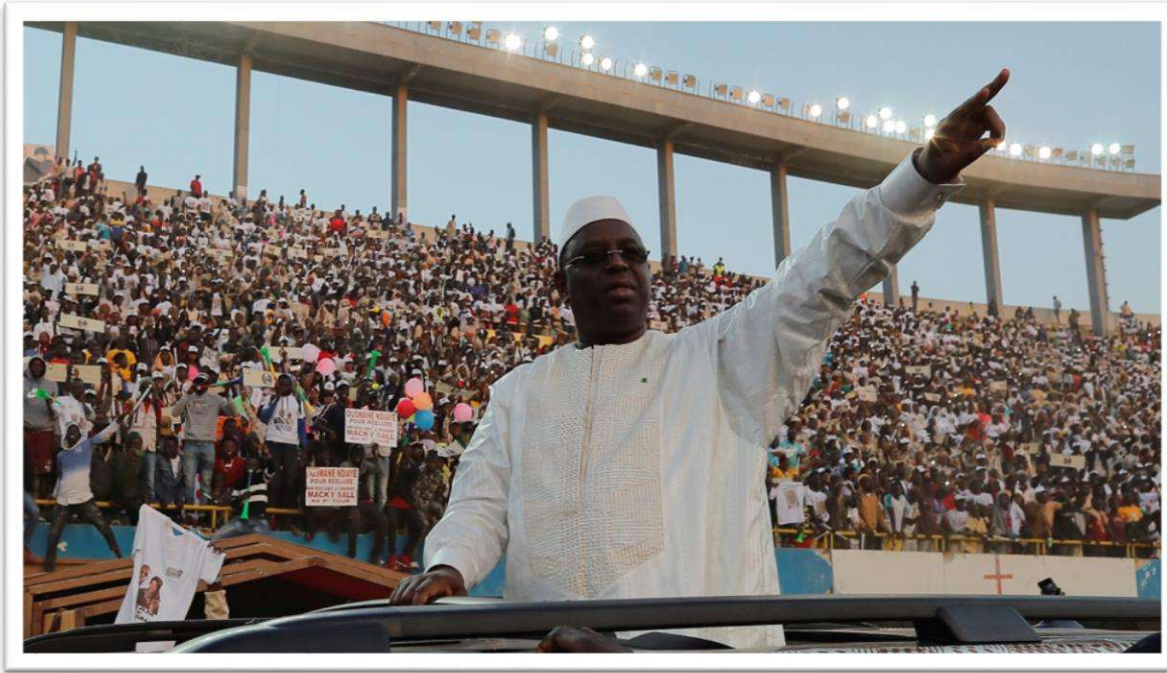
04 / THE RESULTS

Despite having raised the profile of the country in his first tenure, reduced unemployment and even began work on a new city that will reduce overpopulation in the capital city of Dakar, the candidate was still unable to communicate these gains in a resonant message and to solve a trifold problem:

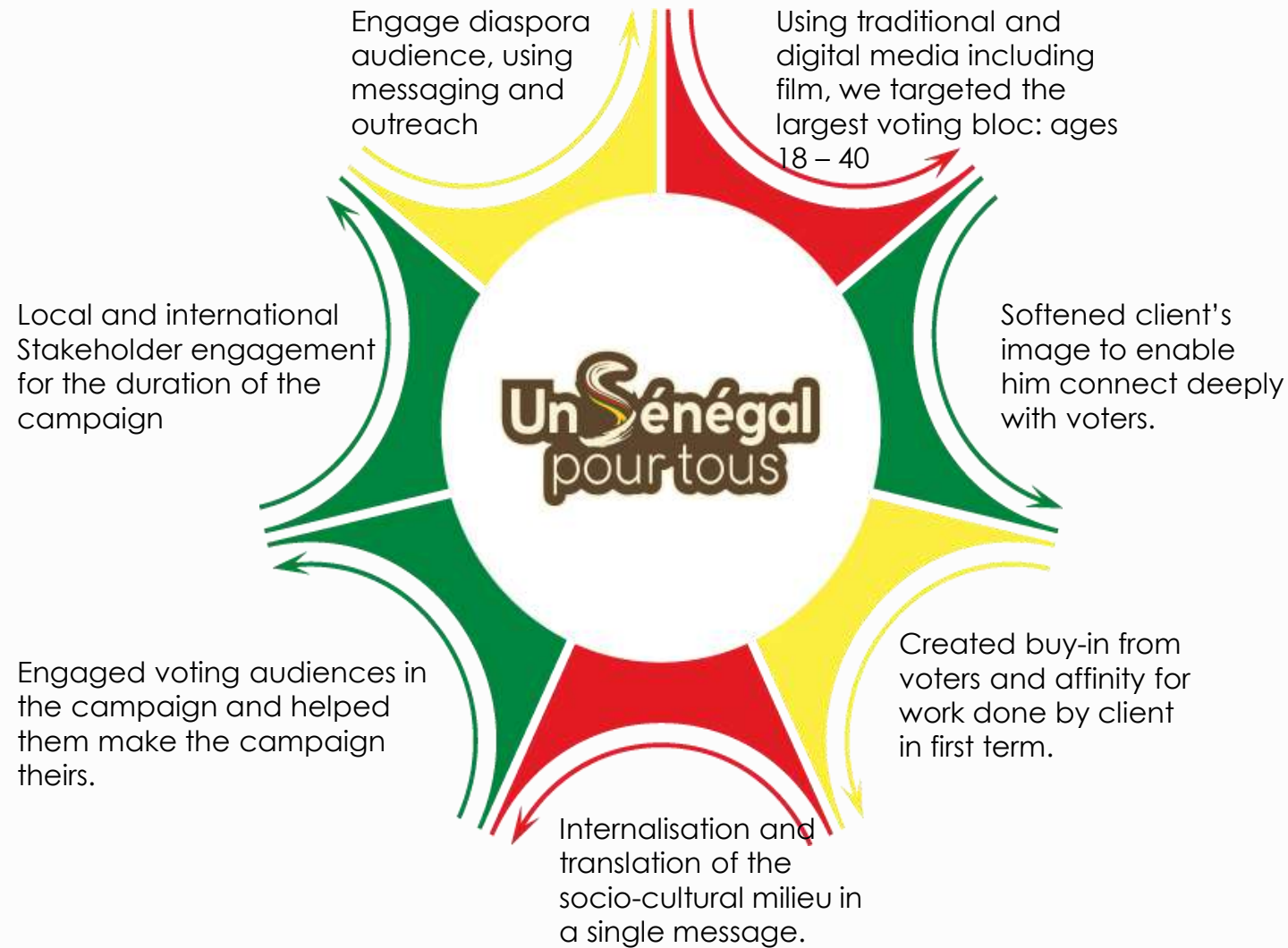
- country-wide scepticism towards the government establishment to which the client belongs;
- the perception of the client's personality grim; and
- disconnect with the larger population of voters, especially the younger demographic and the lower middle class.

We set out to tackle this project using a four-pronged approach that all centred around the campaign slogan – Un Senegal Pour Tous (A Senegal for All) – we created to deal with the lack of coherent messaging:





First, we created the most fitting avenue to introduce the Senegalese people to a small but potent idea: UN SENEGAL POUR TOUS.



04/ THE RESULTS

- ✓ Figures released by the National Vote Counting Commission (CNRV) on Thursday, 28 February, 2019 showed that President Sall won outrightly in the first round of voting with a 58.27% lead.



04/ THE RESULTS

- ✓ President has become one of the most celebrated leaders in Africa for the positive impact of his work in Senegal as a result of the local and international media engagement engineered by StateCraft Inc.
- ✓ Over 1.5 million views across all digital platforms for Un Senegal Pour Tous related content.



CONTACT US

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35, Adelabu Street, Surulere, Lagos.

The StateCraft logo, featuring the word "StateCraft" in a grey sans-serif font. A small green leaf icon is positioned to the left of the letter "S".

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