

Case study: Village Capital



Interviews, briefings & coverage



REUTERS



Conference speaking



Investing for
Good Europe



Investing for
Good US



Payments
Innovation
Africa



Transformational
Business



The business PR agency

Client brief: Raise awareness of this global impact investor's latest multi-site programme in Africa, for an audience of prospective funders and partners in Europe & Africa.

Wide strategy: Invite international correspondents and national media to event sites (focusing on novelty and participant stories). Position the programme as a new front in the battle to boost low levels of start-up funding via opinion pieces. Present our client as a new commentator with interesting views. Extract angles from final report findings and launch to media.

Campaign highlights:

- FT beyondbrics opinion piece written and placed by Wide at outset
- In person briefings for The Economist & FT
- Radio, print, TV interviews by FT, CNBC Africa x2, BBC Focus on Africa and Reuters
- Five high profile conference speaker slots secured
- African national and pan-Africa media coverage e.g. Fast Company SA, SABC's Channel Africa, Business Day Nigeria & Quartz Africa