



## PERCEPTION MANAGEMENT CASE STUDIES

### Governor Babajide Olusola Sanwo-Olu (BOS)

Since taking the oath of office in 2019, the Lagos State Governor was suffering an emotional disconnect from the people he had been elected to govern. He was doing a lot of work behind the scenes that people didn't know, or care about. StateCraft Inc. was retained to develop a viral campaign that would make a 'splash' and buy him public good will; and in the long-term, a compelling storytelling strategy that bridged the gap between the advancements of his administration and the perception of his people.

# 01/ THE STRATEGY

We set out to deliver a memorable celebration of women's impact on the development and growth Lagos State, through #Eko4Women launched on International Women's Day. We delivered personalized letters and gifts to 200 iconic women in recognition of their contributions to the state. This was followed by increased thought leadership pieces penned in a personal style for Mr. Governor also tied to major milestone celebrations.

# 02/ THE EXECUTION

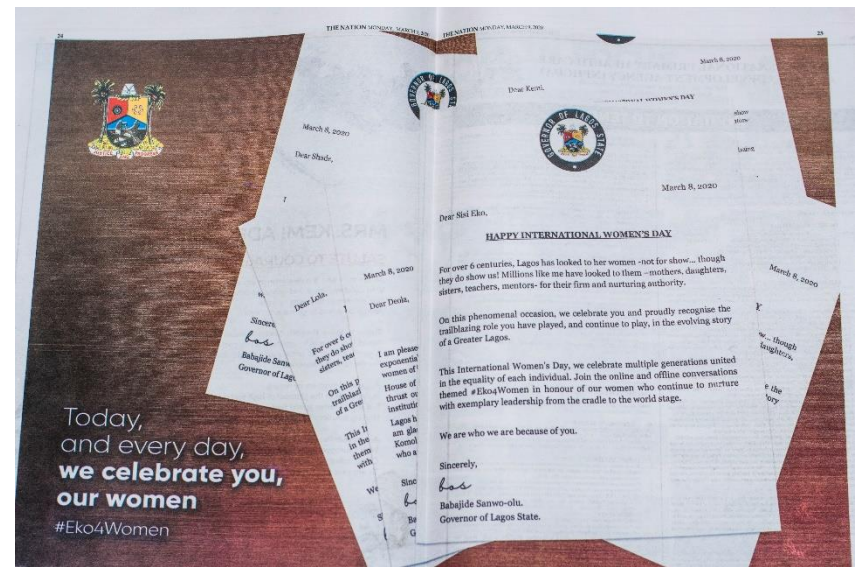


THURSDAY OCTOBER 1, 2020 - THURSDAY 5

**NIGERIA at 60: Towards the land of our dreams**  
By Babajide Sanwo-Olu

"Compassion is such an intimate part of my life as a husband, a father, a public servant; and a leader. If there is one thing I will ask of you all as we face this as a family, it is that we never lose our compassion for each other and that we treat every Lagosian as we would family."

- Babajide Sanwo-Olu @bksanwoolu



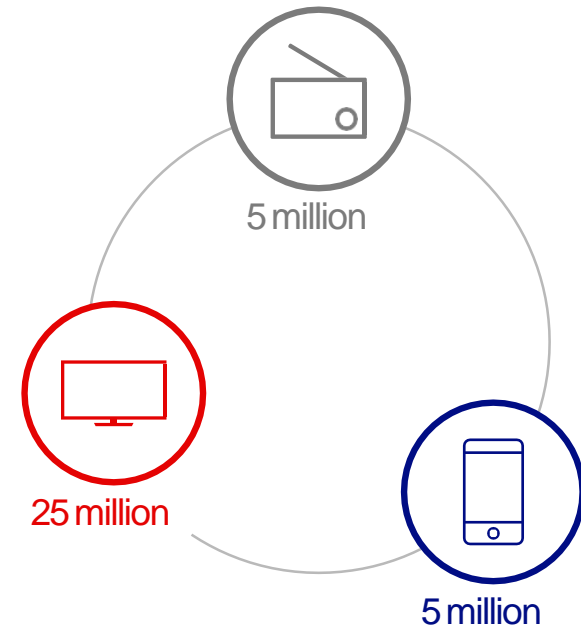
**jumokeadenowo** • **Follow**  
London, United Kingdom



**jumokeadenowo** Say what you like , whatever your political leanings ... this is SOLID PR !! Whhaaat! 😊 This is why I Praise Lagos State and it's leadership in Beyond My Dreams ! I appreciate this recognition AT HOME .. It's an honour to be recognised as a value adding citizen of Lagos State . Thank you Your Excellency @jidesanwoolu and the excellent team behind this . Check out the personalised "Dear Jumoke " 😊😊😊 and the scarf ? #ekoforshow !! 👍 #ekoforwomen . #iwd2020 #iwd #internationalwomensday2020 #internationalwomensday



1. The #Eko4Women campaign generated offline and online talkability, including over 25 million views on terrestrial and cable television, 58 million listeners tuned to the MDRadio message and over 5 million impressions on digital.
2. All state-owned social media platforms saw a combined increase in followership and engagement by 45% during this campaign and 30% in the succeeding month.
3. This project empowered over 30 businesses in the state, especially female-run small and medium scale enterprises.
4. We made the shortlist for best campaign at the Shorty Social Good Awards 2020 in the Government/Politics category.



Liked by hermedart and 557 others

deolasagoeofficial Your Excellency! What a lovely surprise! What a precedence you have set in recognition of gender equity, participation and appreciation !The House of Deola(@deolasagoeofficial @clanrtw) deeply appreciates your gesture of bestowing upon us this recognition and



Liked by roqeebah and 1,235 others

tosin.oshinowo @jidesanwoolu I am truly honoured for this kind celebration!  
It is so nice to know that in just 'doing my job', which I do really enjoy, that i and other women are noticed.

It really does make it more fulfilling. 🙏



Liked by chefemeka and 369 others

moabudu I am pleased and honoured to accept this award. Thank you once again Mr Governor, the governor of Lagos State, Babajide Sanwo Olu for your kind words of inspiration.

FROM THE 5TH ANNUAL SHORTY SOCIAL GOOD AWARDS

#EKO4WOMEN: INTERNATIONAL WOMEN'S DAY COMMEMORATION BY THE GOVERNMENT OF LAGOS STATE, NIGERIA.

Finalist in GOVERNMENT & POLITICS