



StateCraft

StateCraft

The Muhammadu Buhari Case Study

- A professional team
- Network
- Technology
- Media
- Content
- Public engagement
- PR campaign

NOT JUST A 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.



Organising forums for engagement like town hall meetings.



Creating powerful content: info-graphics, ad campaigns, speeches

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, with some extending towards the left. The overall aesthetic is clean and modern.

Understanding the Terrain

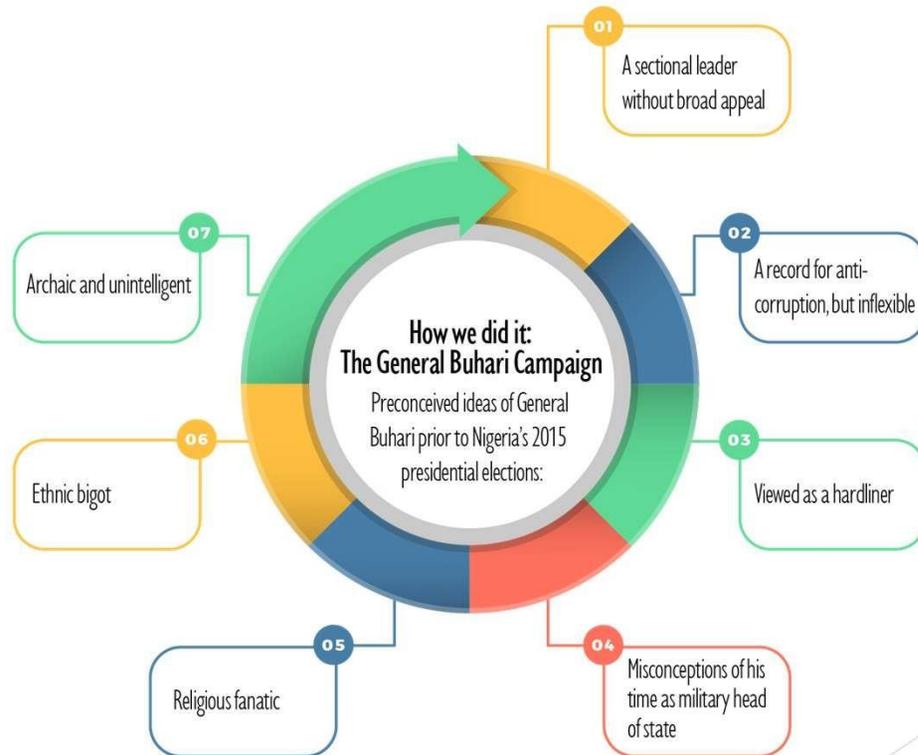
What We Did

01

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

02



Changing the Game

What We Did

01

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.



07 Clarified misconceptions of his prior regime, accepted mistakes made, and demonstrated his incorruptible nature by his lifestyle and job in a subsequent regime

06 Highlight the positives of his earlier regime (order, oil refineries and roads built, sanitation Saturdays etc.)

05 Displayed moments enjoying Nigeria's rich cultural heritage

How we did it:
The General Buhari Campaign
Preconceived ideas of General Buhari prior to Nigeria's 2015 presidential elections:

01 Reshaped his image for broader appeal beyond his stronghold to all Nigerians

02 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.

03 Campaign trail costumes of the visiting state/region to demonstrate his acceptance of all cultures in the country.

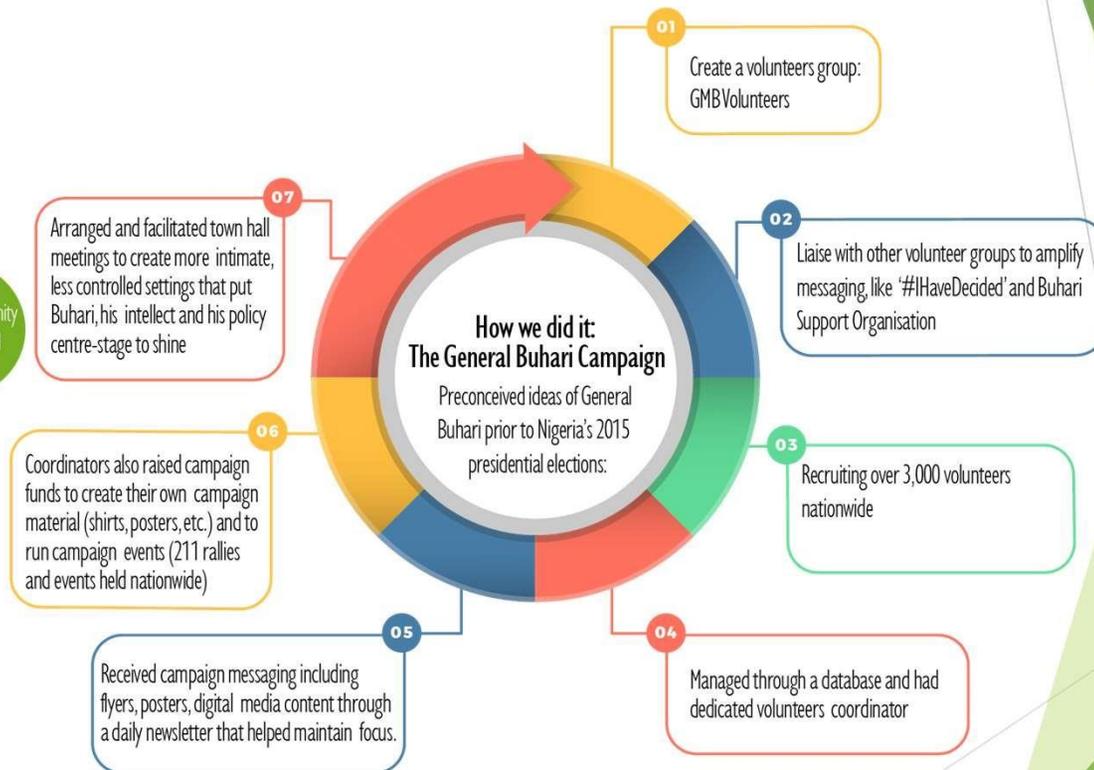
04 Cultivated, targeted moments of social media engagement, and shared lighter moments of him interacting with his family.

Creating a Movement

What We Did

01

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.

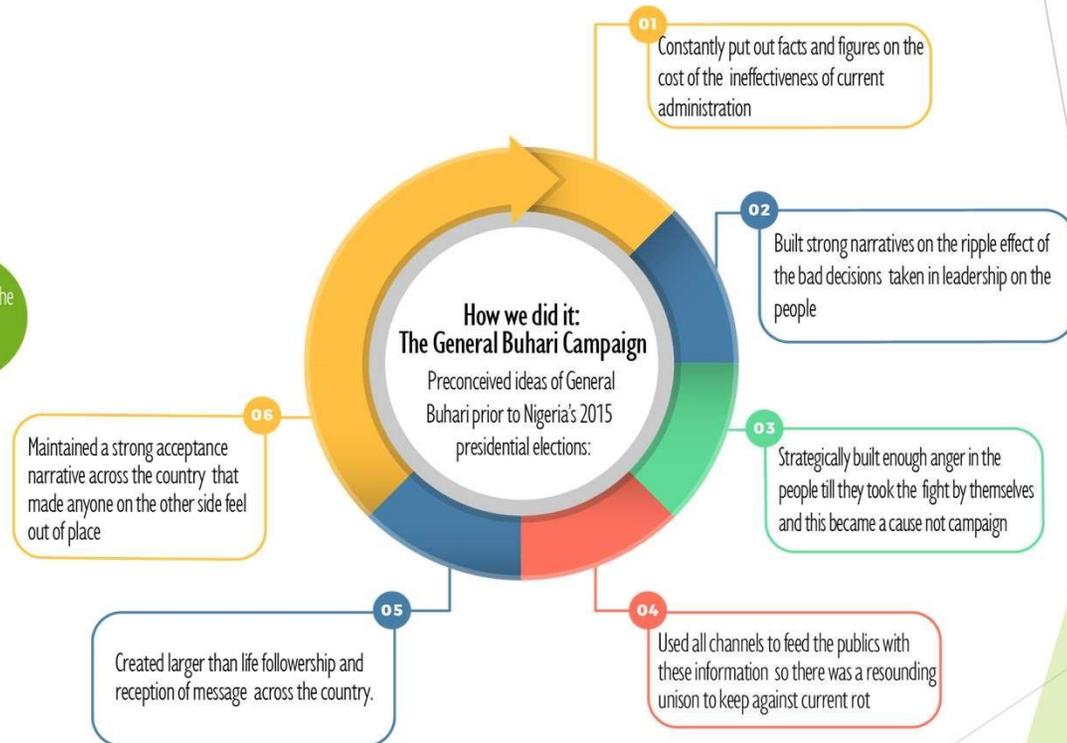


Creating a Movement

What We Did

01

Ran an ISSUE BASED CAMPAIGN regardless of the mudslinging by incumbent



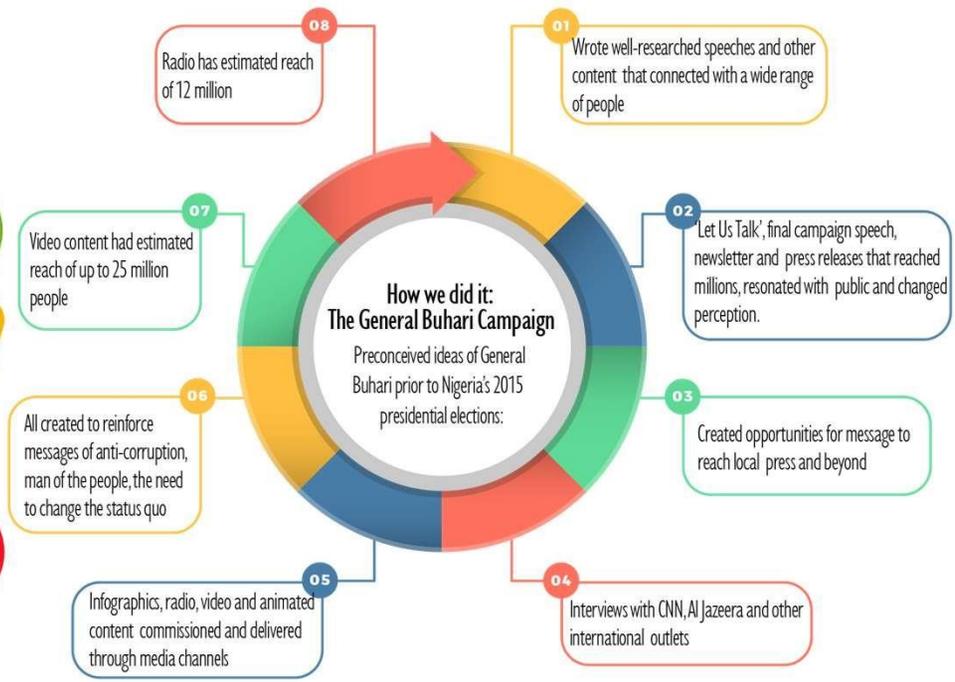
Amplifying the Detail



Managing the Media

What We Did

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





THE PRICE OF GOODLUCK JONATHAN'S "UNDERESTIMATION" OF BOKOHARAM

- 15 THOUSAND MEN, WOMEN AND CHILDREN KILLED
- N4.4 TRILLION IN SECURITY SINCE 2010
- 7 BOYS TURNED INTO SOLDIERS
- 200 CHIBOK GIRLS IN CAPTIVITY FOR NEARLY A YEAR
- 3 MILLION DISPLACED

VOTING FOR CHANGE? PRICELESS.

Vote for Buhari

@ThisBuhari /ThisBuhari @ThisBuhari

StateCraft



CHANGE MAY BE POSTPONED BUT IT CANNOT BE DENIED

WE WILL:

1. DRAWING FROM OUR EXPERIENCE AT THE PSE, EXPAND ECONOMIC GROWTH BY IMPLEMENTING PUBLIC WORKS PROGRAMME, FREE OF CORRUPTION AND UNPLATED COSTS, TO CREATE REAL JOBS.
2. DRAWING FROM OUR EXPERIENCE IN DEALING DOWN WITH STATE, BY TAKING A HARDON COURSE AGAIN TO CORRUPT BEHAVIOURS, REORGANISING, REVAMPING EFFICIENCY, RELATIONS AND COMRADE CLASSES PROMPTLY AND EFFICIENTLY.
3. DRAWING FROM OUR EXPERIENCE WITH IMPLEMENTING AN APPROPRIATE DELEGATED POLITICAL DECISION MAKING TO LIGHT STATES AND GOVERNMENTS WITH LOCAL LEAD ELECTRICITY PROJECTS.

FELLOW NIGERIANS, DON'T BE DISCOURAGED. MARCH 28 IS ONLY A FEW WEEKS AWAY.

Vote for Buhari

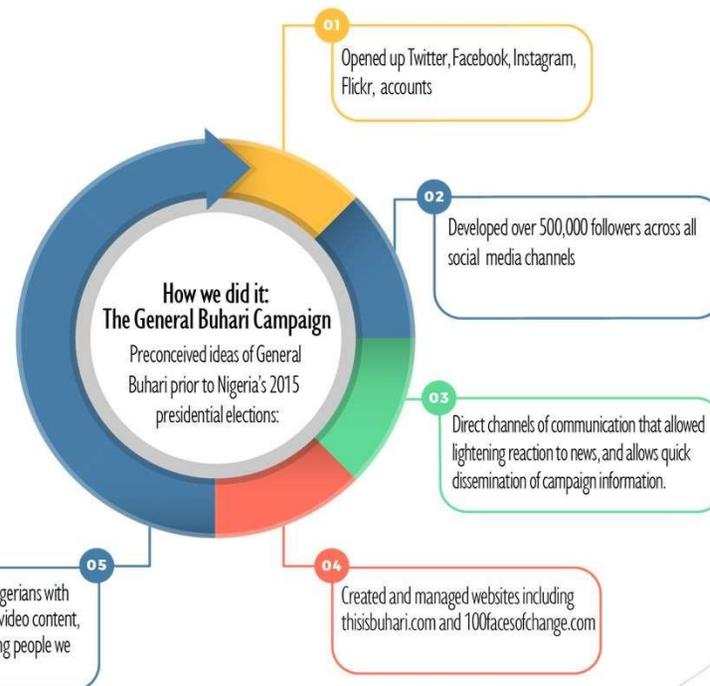


Making a Digital Mark

What We Did

01

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



It all led to this

