



StateCraft

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The Nana Addo Akufo-Addo Case Study

The Client



Nana Addo Dankwa Akufo-Addo. Former Attorney General of Ghana, Ghanaian Minister of Foreign Affairs and Member of Parliament for 12 years, lawyer and civil rights advocate.

- Ran for the New Patriotic Party (NPP) presidential candidate in 1998.
- NPP candidate for president in 2008 and 2012.

The Assessment



Nana Akufo-Addo was running for president for a third time. He had come close to victory twice before in hard-fought elections and both times, he ultimately was unable to reach his goal. 2016 was to be his third—and final—try.



Coming into the 2016 elections he had several factors in his favour;

- Ghana was going through an economic downturn and
- Citizen disaffection was high due to falling standards of living, and
- Several high-profile corruption cases that had soured citizens against the government



However, research showed that the candidate was politically vulnerable on several fronts:

- Intraparty conflict in early 2016 called into question his leadership of the party, and his potential leadership of the country;
- Candidate's background was used to create the inaccurate image of an out-of-touch elitist unable to connect with the real-life problems of the ordinary Ghanaian citizen;
- His health and age were used as a wedge issue to raise concerns about his fitness for office;
- Previous pockets of unrest were used to paint the entire party, and by extension the candidate, as violent.

The Environment



The candidate was determined to run a digital and grassroots campaign, with limited television and print advertising.

The focus would remain on radio, but mostly digital media to disseminate content due to its speed and agility, coupled with a strong presence on the ground, touring and visiting communities to create one-on-one relationships.

What We Did

A. UPDATED, EXPANDED, & MODERATED HIS IMAGE

➤ To reintroduce Nana Akufo-Addo to the voting public for the last stage of the election, a photoshoot was commissioned to introduce other facets of his campaign and life. By introducing high-quality, well-set, relaxed images of him at home with his wife and grandchild, it showed a softer, family-oriented side that was rarely seen in public.

➤ The images also served to frame him in a presidential setting, placing him in a commanding position, working closely with key members of staff, to strengthen the link between his image and positive leadership qualities.

➤ The images were successful, and were used as the official campaign images for the duration of the campaign, and almost exclusively for all digital and print communication (for official and affiliated channels) after they were released.

What We Did

B. FOCUSED THE MESSAGE

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.

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.

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.

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.

The closing sentiments of the campaign were trust, hope, and unity. StateCraft created and executed 'My Fellow Ghanaians', a 360o campaign consisting of digital media, radio and television included a recorded message, a series of closing statements to the people of Ghana that became his thank you address once he emerged victorious.

By working with the international press to place content, we helped guide the wider conversation to focus on what really mattered—the concerns of the people of Ghana as they prepared to vote.

What We Did

C. STREAMLINED & DIRECTED DIGITAL COMMUNICATION

Before StateCraft signed on, content design and distribution were being conducted on an ad-hoc basis. To guide and direct a unified process for all content creation groups online, we developed a social media strategy and deployment schedule that harmonized the candidate's message, and amplified the core campaign ideas to be shared. The electorate was split into three distinct voting blocs which were grouped per economic/social behaviors to make the literature accessible.



A plan for distributing campaign media through digital channels daily, weekly, and monthly was created to ensure all parties—the core campaign plus other affiliated and supporting groups—involved were given a defined framework within which they could work. The plan also grouped messaging around thematic ideas that were relevant to each voting bloc.

StateCraft introduced a sleeker, pared down design language for the graphic design teams, that was largely adopted for communication moving forward.

What We Did

D. USING DIGITAL TRENDS TO CALIBRATE THE MESSAGE



Social media telemetry provided data that allowed for rapid adjustment of the messaging that was being created and distributed.

By closely monitoring Facebook, Twitter and WhatsApp we could quickly recognize trends, adapt to and get ahead of the wave, and refine our message to create virality that went beyond just digital media to create a movement and to deliver change.

The Results

01

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.

02

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.

03

We created an interactive website www.myreason4change.com which went viral, with over 74,000 downloads from the site.

The Results

Content that crossed the divide: from the screen to the streets



The Results

Messaging that connected

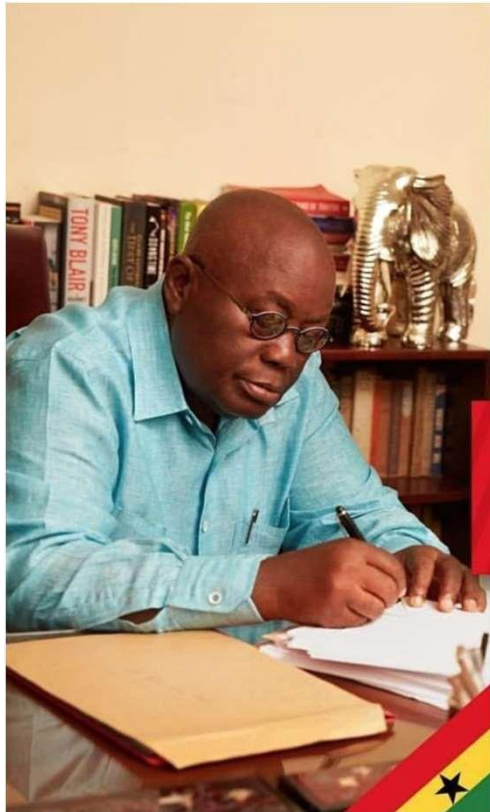
More than 74,000 'Ready for Change' downloads



Images that softened his image and drove engagement

A campaign that became a movement provoking the people to action, resulting to a win!

The Results



My fellow Ghanaians,
A prosperous Ghana is within your reach. A Ghana that works with the people and for the people. A Ghana where you will be fairly rewarded for your honest labour. A Ghana that delivers prosperity and equal opportunity for all.

My Name is **Nana Akufo-Addo,**
AND I AM ASKING
FOR YOUR VOTE.

LET'S CHANGE GHANA
TOGETHER.

