

# THE MACKY SALL CASE STUDY



## NOT JUST A CAMPAIGN





# **THE BRIEF**

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.



## OUR TASK

StateCraft Inc. was tasked to create and communicate a globally resonant messaging that that solved a trifold problem affecting the client's candidacy:

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



# A MOVEMENT THAT CHANGED THE GAME

Local and international  
Stakeholder management  
and engagement throughout  
the duration of the campaign

Engage diaspora  
audience, using  
messaging and  
outreach

Targeted at upwardly  
mobile citizens between  
ages 18 – 40 who make  
up largest voting bloc

Softened client's  
image to enable  
him connect  
deeply with voters.

**Un Sénégal  
pour tous**

Engaged voting  
audiences in the  
campaign and  
helped them make  
the campaign  
theirs.

Internalisation and  
translation of the  
socio-cultural milieu  
in a single message.

Created buy-in from  
voters and affinity for  
work done by client  
in first term.

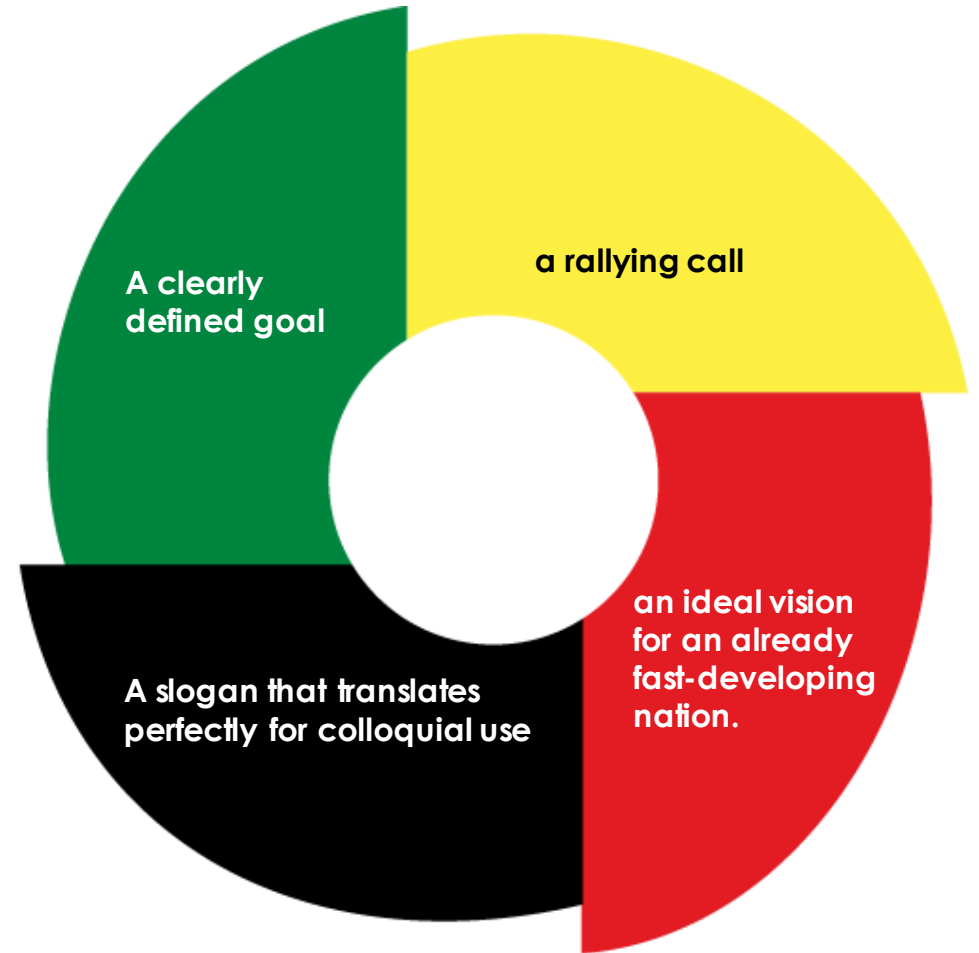


# **OUR EXECUTION STRATEGY**

## THE INCEPTION



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





## **MEDIA**

Our message, buoyed by an internalisation of the cultural milieu as well as the socio-political terrain, was disseminated using a combination of channels as appropriate for the varying audiences it targeted.

## USE OF FILM

A direct form of disseminating messages that integrated the need to help the client connect empathetically with the need to make him approachable by constantly putting him in Senegalese homes, on phones and in people's browsers even as they went about their daily activities.



Senegal partook in the 2018 World Cup. It was the country's first time in almost two decades and we inserted the client in a rare moment of national pride.



A series of 10 videos scripted to connect activities of the administration with the ideal of progress and showing their impact of daily life across Senegal.

## SOCIAL MEDIA

We took the SPT message to the Senegalese they primarily consumed information.

For the younger demographic, we engaged them via newly created social media platforms that employed colour science to deliver well-timed content.

For the Senegalese in diaspora, we used The Fatu Network in Gambia.



## PERCEPTION MANAGEMENT



Adopt a more relaxed appearance, especially at events that would have interactions with young people;

Engage young people more in forums that put him closer contact and allowed him to have extended conversations;

Create opportunities to hear and see a different side of the president, with photographs, video content, messaging.



## POLITICAL PARTICIPATION

We built organic excitement towards the elections in otherwise politically uninterested citizens as part of our Get Out the Vote campaign using a two-way approach:

- excitement from different groups of citizens;
- and excitement from the President expressed to the citizens



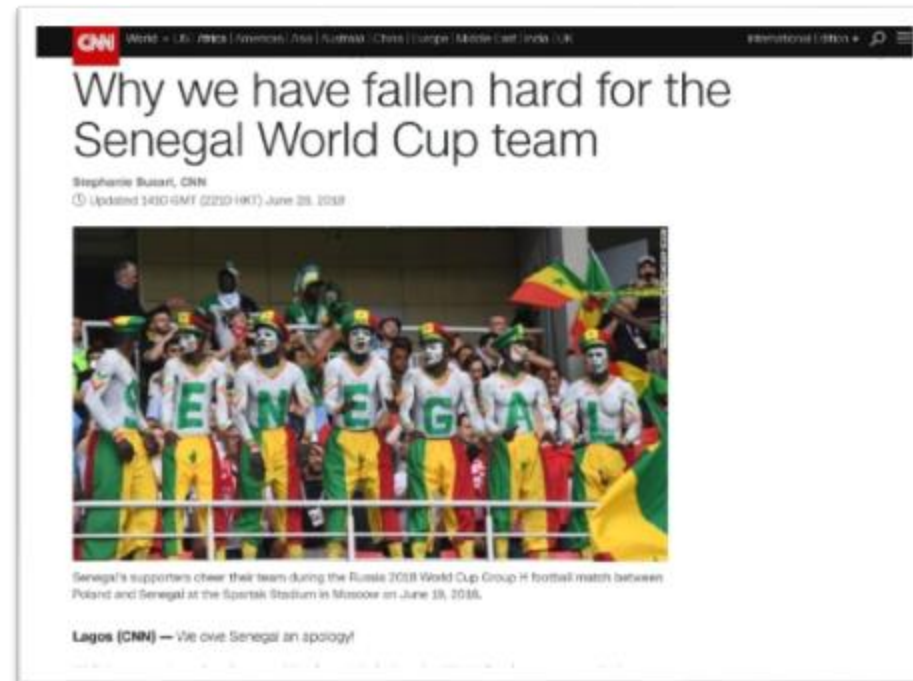
*We printed shirts, wristbands, posters, and placards with the message of 'Macky Encore!' to create a final wave of excitement and keep interest raised.*



*Letters from the president to citizens as the election approached.*

## STAKEHOLDERS ENGAGEMENT

As part of placing content on international news platforms we seeded positive news stories focused on Senegal's progress and opportunities on various platforms including CNN, Africa News, The Vanguard Nigeria, amongst others.





**THE RESULT**





AN ELECTION CONVINCINGLY  
WON IN THE FIRST ROUND OF  
VOTING





A PRESIDENT RETURNED TO OFFICE WITH AN OVERWHELMING AMOUNT OF GOODWILL FROM SENEGALESE CITIZENS AT HOME AND ABROAD.



### **Messaging that connected**

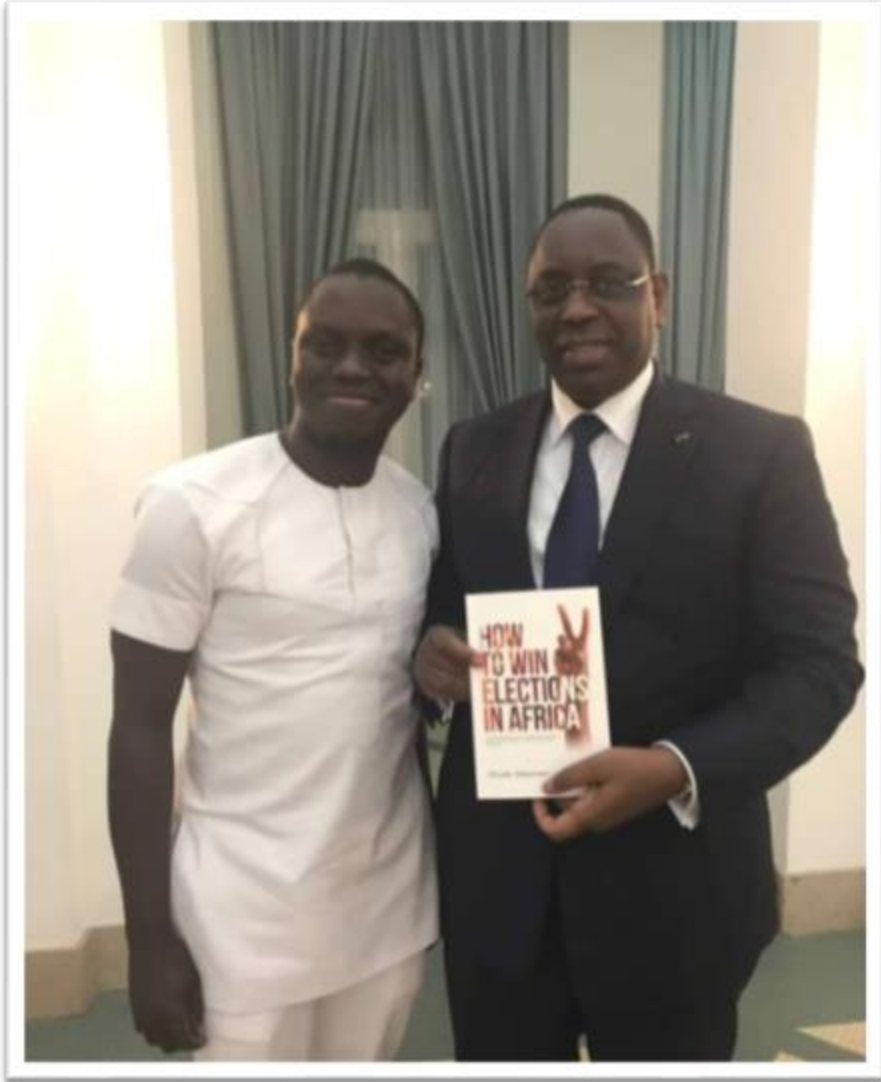
More 1.5 million views across all social platforms



POSITIVE EXPOSURE FOR  
ONGOING/COMPLETED  
GOVERNMENT PROJECTS LIKE  
PUDC, DER, PUMA and  
PRODAC.



MACKY SALL NOW BELONGS IN THE LEAGUE OF AFRICAN SUCCESS STORIES AS FAR AS DEVELOPMENT AND GOVERNANCE ARE CONCERNED.



*Thank  
You*