

TWNN

THE WORLDWIDE NETWORK

## **Case Study: TWN Connect - Transforming HitFM's Global Brand Reach**

Industry Sector: Telecommunications

Profile: Online Media

Size: Large

Location: Calabar, Nigeria

### Client Overview

HitFM is a lifestyle channel based in Calabar, Nigeria. As a prominent media outlet, HitFM aimed to expand its corporate and social network beyond Nigeria's borders. To achieve this, they recognized the importance of investing in global advertising campaigns targeting young and middle-aged adults in key world markets. HitFM sought to build a strong presence outside of Nigeria, connect with a wider audience, and position themselves as a lifestyle channel with international appeal.

### Client Objectives

1. **Expand Corporate and Social Network:** HitFM desired to establish a robust corporate and social network beyond Nigeria. They aimed to forge connections with individuals, organizations, and brands on a global scale to enhance their influence and broaden their reach.
2. **Global Advertising Campaigns:** The client sought sustained and integrated advertising campaigns that would capture the attention of young and middle-aged adults in key world markets. They aimed to increase brand awareness, engagement, and receptiveness among their target audience.
3. **Holistic Content Strategy:** HitFM aimed to develop a comprehensive content strategy that would resonate with their global community. This strategy involved showcasing relevant programs across affinity groups and providing opportunities for direct engagement. The goal was to capture their audience's interest and deliver valuable content that aligned with their lifestyle and interests.

### TWN Connect's Creative Solution

TWN Connect partnered with HitFM to create a comprehensive creative solution that would transform the channel's global brand reach and receptiveness.

1. **Relevant Programmes and Affinity Groups:** TWN Connect strategically selected relevant programs and affinity groups that aligned with HitFM's target audience. By associating HitFM with these programs, the channel gained visibility and exposure to their desired demographic. This approach ensured that HitFM's brand message reached young and middle-aged adults worldwide who shared similar interests and lifestyles.
2. **Direct Engagement Opportunities:** TWN Connect provided direct engagement opportunities for HitFM to connect with their global audience. This included interactive experiences such as live Q&A sessions, contests, and virtual events. These engagements facilitated a two-way conversation, allowing HitFM to build relationships with their audience and create a sense of community.
3. **Holistic Content Strategy:** TWN Connect developed a holistic content strategy that showcased HitFM's intellectual and commercial assets. This strategy involved delivering valuable content, including lifestyle tips, exclusive interviews with celebrities and influencers, and behind-the-scenes glimpses of HitFM's operations. By providing relevant and engaging content, HitFM positioned itself as a trusted source of lifestyle information and entertainment for its global community.

## Partnership and Outcomes

The partnership between TWN Connect and HitFM spanned over a 1-year period, with the objective of transforming the channel's brand reach and receptiveness. The implementation of the creative solution yielded several positive outcomes:

1. **Increased Online Store Enquiries:** The sustained and integrated advertising campaigns, combined with the engaging content and direct engagement opportunities, led to a significant increase in online store enquiries. This spike in interest indicated a growing demand for HitFM's products and services, contributing to their overall success and revenue growth.
2. **Steady Growth in Website Traffic:** HitFM experienced a steady growth in website traffic as the global audience sought more information and engagement with the channel. The comprehensive content strategy successfully attracted visitors to the website, resulting in increased brand exposure and potential conversions.
3. **Enhanced Brand Reach:** Through TWN Connect's creative solution, HitFM achieved greater brand reach on a global scale. The targeted advertising campaigns and relevant program associations allowed the channel to connect with young and middle-aged adults in key world markets. HitFM positioned itself as a lifestyle channel with international appeal, garnering attention and engagement from its target audience.

## Conclusion

TWN Connect's creative solution successfully transformed HitFM's global brand reach and receptiveness. By strategically selecting relevant programs, providing direct engagement opportunities, and implementing a holistic content strategy, HitFM expanded its corporate and social network beyond Nigeria's borders. The sustained advertising campaigns targeting young and middle-aged adults in key world markets resulted in increased brand awareness, engagement, and receptiveness. Through this partnership, HitFM positioned itself as a lifestyle channel with international appeal, delivering valuable content that resonated with its global community. The increased online store enquiries, steady growth in website traffic, and enhanced brand reach affirmed the success of the collaboration between TWN Connect and HitFM. As HitFM continues to thrive as a lifestyle channel, their investment in global advertising has played a significant role in achieving their objectives and fostering a strong presence on the global stage.