

Old Mutual Cares Campaign



Motherland OMNi's partnership with Old Mutual successfully facilitated the Responsible Business initiative called OM Cares and provided educational access to underserved communities. The combination of nationwide roadshows, mall activations, and strategic media usage led to an impactful campaign with remarkable results.

OM CARES CAMPAIGN OBJECTIVES

1

Drive Old Mutual's Responsible Business initiative with educational objectives.

2

Focus on struggling/lower-earning communities,

3

Utilise an Old Mutual truck to provide digital edutainment access to Matric students.

4

Conduct a 3-6 months roadshow from June to target people in R8000-R25000 and below income bracket.

5

Create awareness for educational programs offered by Old Mutual through Learn, Think and Do, through activations at malls with the help of Old Mutual advisors.

6

Design an activation plan incorporating media to drive awareness and encourage participation, including community media such as radio stations, social media, and OMNi-Fi.

OMNi-Fi CONTRIBUTION



Nationwide Roadshow

Visited over 28 schools in underserved areas, introducing essential apps and engaging students on the platforms Metric Live and Vella. **Wi-Fi in a box solution powered by OMNi-Fi** facilitated app downloads.



Mall Activations

Conducted interactive games and captivating entertainment experiences to amplify impact.



Engaging Radio Campaigns

Leveraged radio stations and social media for enhanced reach.



OMNi-Fi Hotspots

Activated hotspots in and around mall activations for direct conversations with audiences, generating talkability, and achieving conversions.

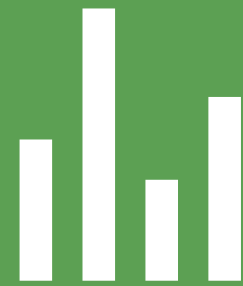


CAMPAIGN RESULTS



122 366

Total Clicks



9.46%

Click-Through Rate (CTR)



538 365

Total Users Reached

1 293 285

Impressions
Delivered

Contact us

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