

CASE STUDY

INTRODUCTION

Baynet Fuse Limited is Africa's fastest growing Online Media & Digital Advertising Company with growing years of hands-on experience in managing top brands in Nigeria and Africa.

Our business strategy is geared towards building and driving custom digital advertising services for different brands while ensuring that our ideas resonate with all traditional advertising approaches bearing in mind all stakeholders interests.

Our goal is to help brand owners achieve their online and offline advertising objectives by focusing on the bottom-line using relevant media tools.

We are here to give you a mind blowing digital advertising ideas, that would move your business forward.



OUR MISSION

To be a Unicorn in the Digital Media Advertising Industry in Africa.



OUR VISION

To Ignite Digital Revolution in businesses through the provision of Disruptive Advertising Services across Africa.

OUR CORE VALUES

Passion, Innovation, Technology and Leadership.

OUR CLIENTS

Sudrex®

**Gino
Max**

BAMA

Forpain®

bet9ja

MANTRAC CAT

TEMPOVATE®

betway

**GOLDEN PENNY
FOODS**

airtel

**BRITISH
COUNCIL**

Mr. Chef
SEASONING

UTOMI
- 2 0 1 9 -

nairabet
.com

HUAWEI

FilmOne
Distribution

LIONS BET

HONEYWELL
Whole Wheat
Meal

TELEMUNDO

extract®



BRITISH AIRWAYS

NETFLIX

TotalEnergies

Coca-Cola

NOKIA

DHL

SUDREX

SCOPE OF PROJECT

The project entails enhancing the online presence of Sudrex Tempovate and Forpain brand. Managing the online community such as Facebook and Instagram, Video production and deployment on YouTube, Website Management and SEO implementation.

OBJECTIVES:

- Drive top of mind awareness for the brand.
- Enhance positive customer experience when engaging with the brand.
- Build strong engagement with online users.

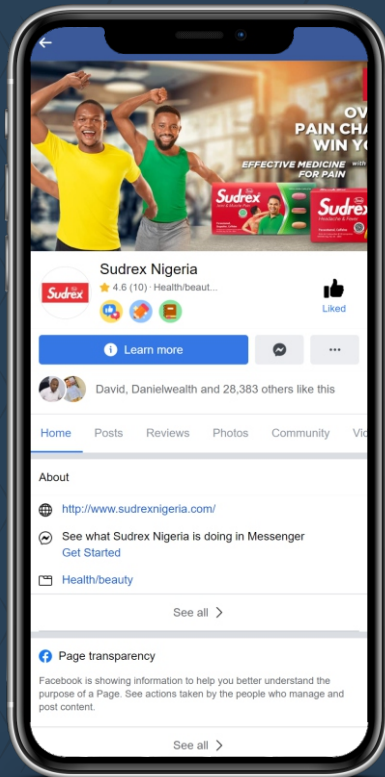
Media Channel:

Facebook, Instagram, Website Blogpost and YouTube.

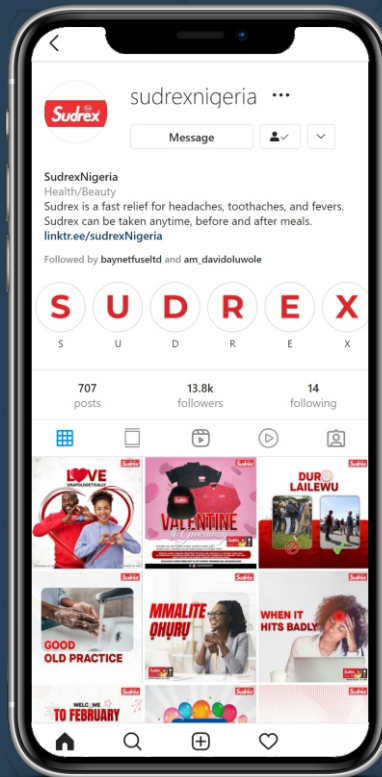


SUDREX

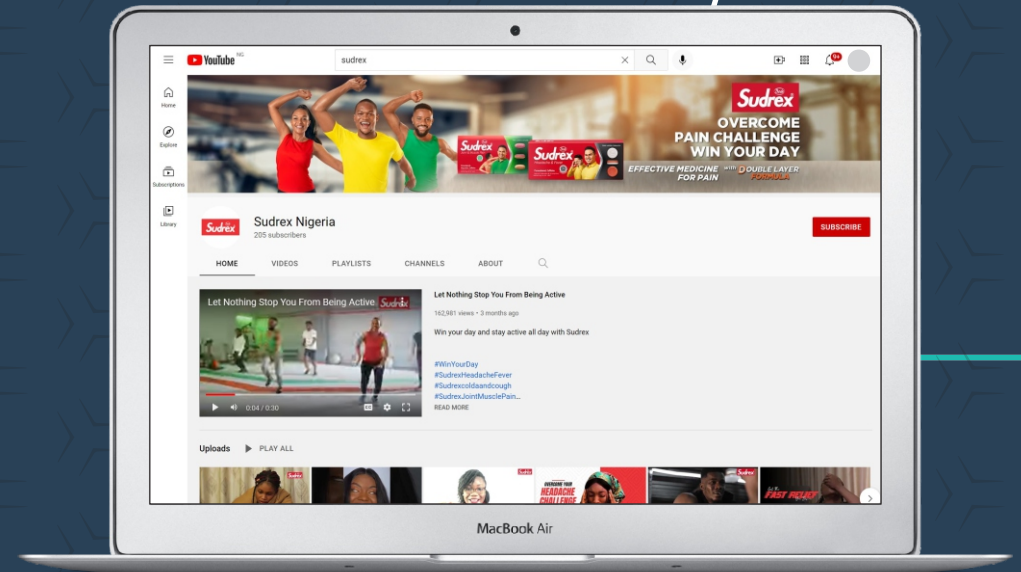
Sudrex®



 **Sudrex Nigeria**



 **@sudrexnigeria**



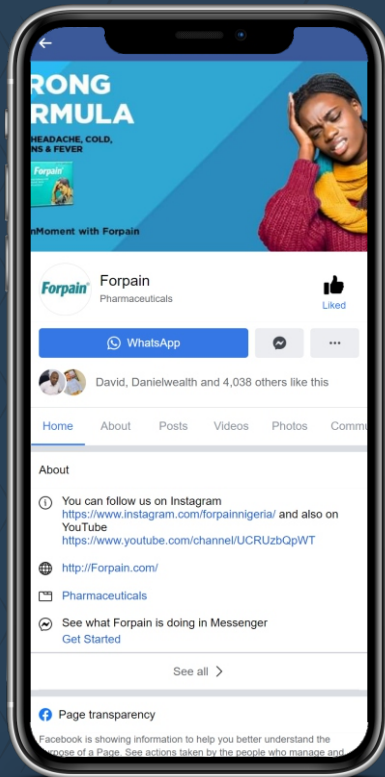
 **Sudrex Nigeria**

Result:

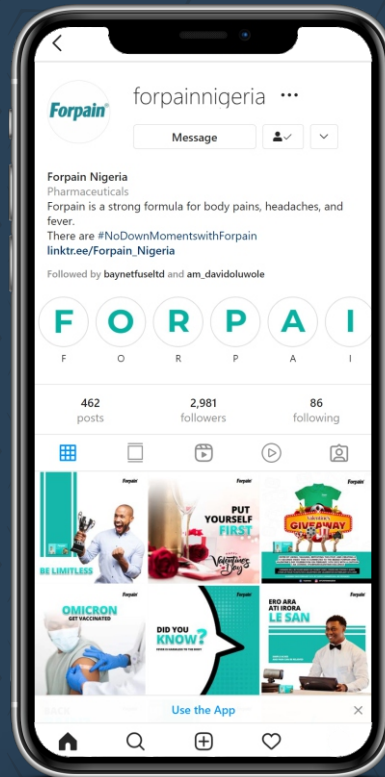
Average Monthly Reach: 3,982,764
Average Monthly Post Engagement: 995,691
Average Monthly Clicks: 70,715
Click Through Rate: 1.78%

FORPAIN

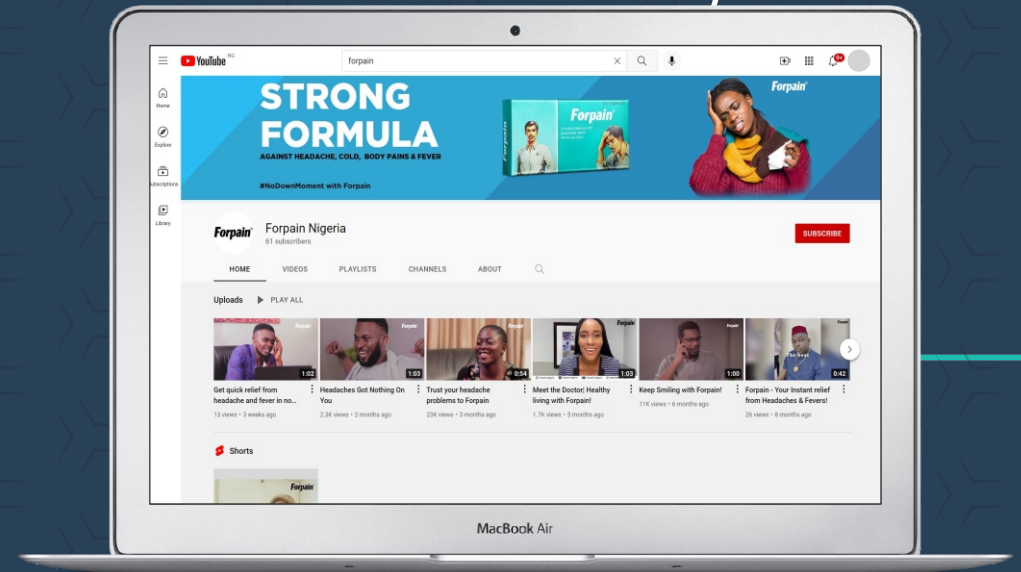
Forpain®



 Forpain Nigeria



 @forpainnigeria



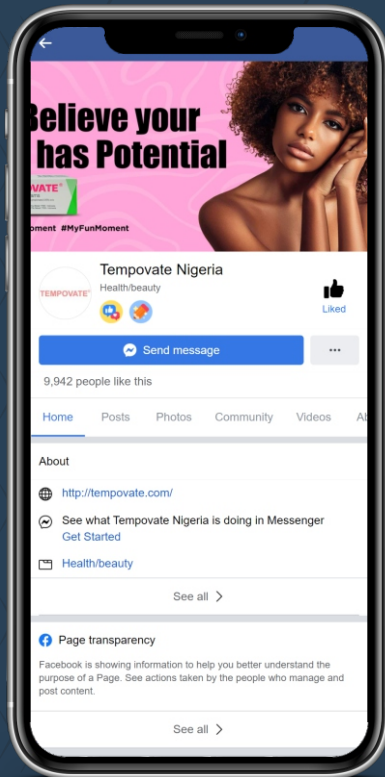
 Forpain Nigeria

Results:

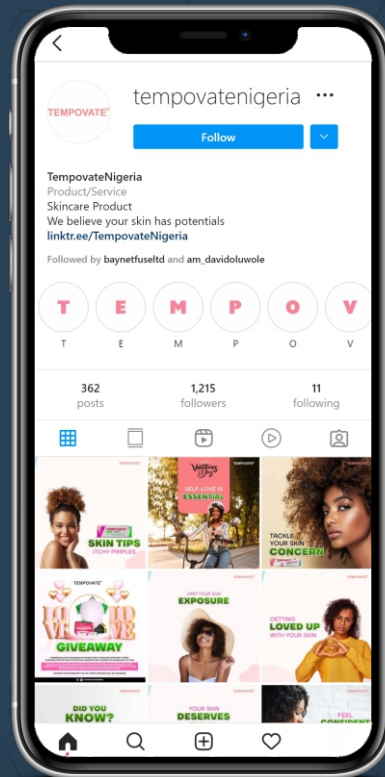
Average Monthly Reach: 3,921,448
Average Monthly Post Engagement: 980,362
Average Monthly Clicks: 42,182
Click Through Rate: 1.10%

TEMPOVATE

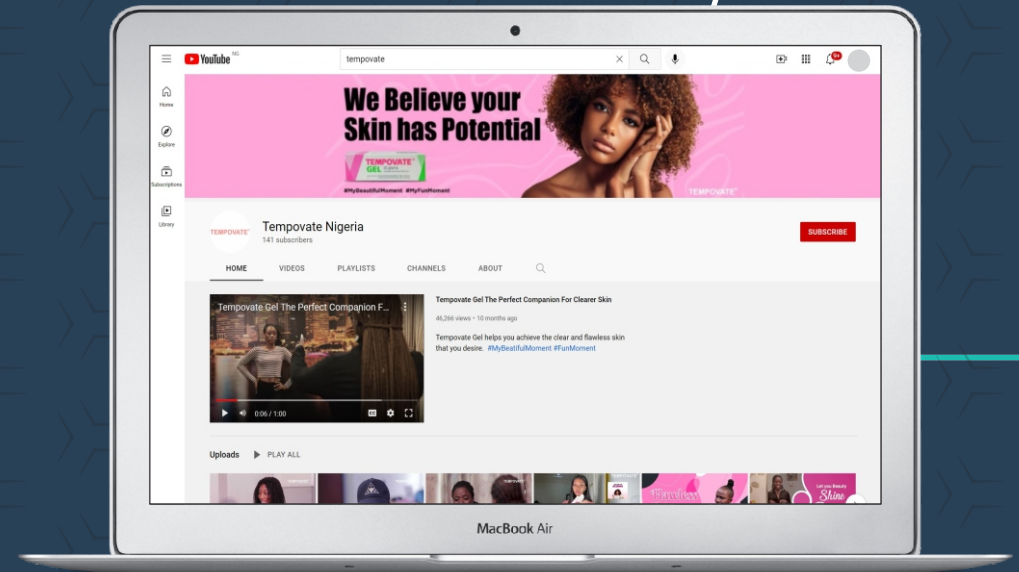
TEMPOVATE®



 Tempovate Nigeria



 @tempovatenigeria



 Tempovate Nigeria

Results:

Average Monthly Reach: 3,921,448
Average Monthly Post Engagement: 980,362
Average Monthly Clicks: 42,182
Click Through Rate: 1.10%

MANTRAC

SCOPE OF PROJECT

Mantrac Nigeria is launching an e-shop platform. The scope of project is to drive traffic and sales on the e-commerce platform majorly on social media and search engine.

OBJECTIVES:

- Drive top-of-mind awareness around the website launch.
- Drive visit to the e-Shop website and drive brand engagement.
- Drive sales of products on the e-Shop with these key elements; Ease & Convenience, Genuineness, Superior Quality and Reliability.

Media Channel:

Content & Creative Development for deployment on Facebook, Instagram, LinkedIn, GDN, Email, Signature Project.

Project Duration: 3months

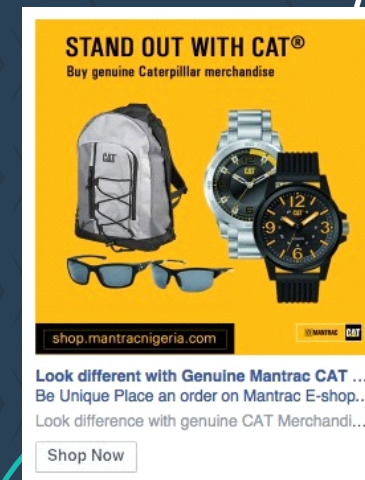
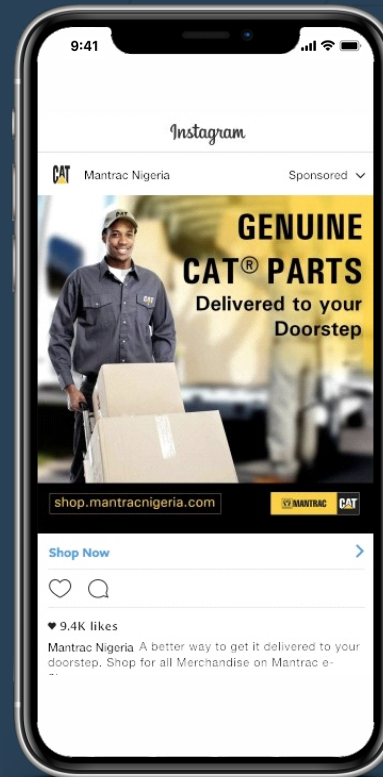
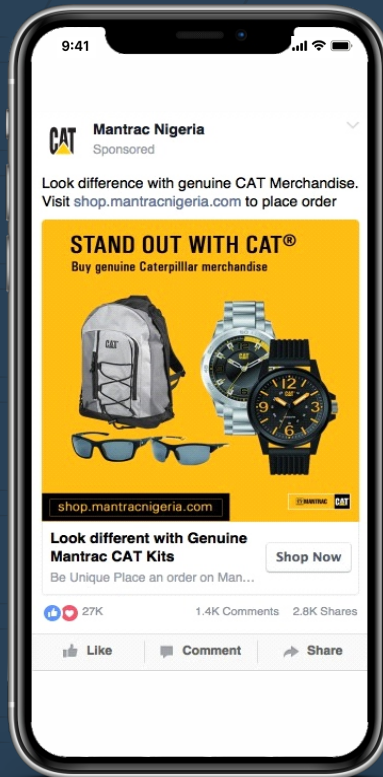
Project Status: Completed



MANTRAC

 **MANTRAC**

 **CAT**



URL: <https://bit.ly/3MeDr6R>

AIRTEL

SCOPE OF PROJECT

The project entailed driving awareness on the 10x recharge bonus through rich media advertising. The scope of the project was to create rich media designs (Expandable Floor) for music and sports lovers to drive engagement and drive sales.

OBJECTIVES:

- Increase top of mind awareness
- Drive visit to the website and drive brand engagement.
- Increase user base and also drive and increase purchase of airtime by existing users.

Media Channel:

Goal.com, Lindaikejiblog, Naijaloaded.com, Dailypost, Tooxclusive, etc.

Project Duration: 2months

Project Status: Completed



AIRTEL

The background features a dark blue field with a repeating pattern of small, light blue chevron-like shapes. Overlaid on this are several geometric shapes: a teal shape in the top-left corner containing the word 'AIRTEL', a thin yellow line extending horizontally from the teal shape, a white line curving upwards on the right side, a teal shape at the bottom, and a thin yellow line curving upwards at the bottom-left.

AIRTEL



Result:

Impressions/Views: 38,982,002

User Engagement Rate: 10.05%

Clicks: 782,901

Click Through Rate: 2.01%

AIRTEL

SCOPE OF PROJECT

The project entailed driving awareness on the recharge plus (ReallyFreeData) bonus through rich media advertising. The scope of the project was to create rich media designs (Expandable Floor) with information on the recharge bonus to drive engagement and drive sales.

OBJECTIVES:

- Increase top of mind awareness
- Drive visit to the website and drive brand engagement.
- Increase user base and also drive and increase purchase of airtime by existing users.

Media Channel:

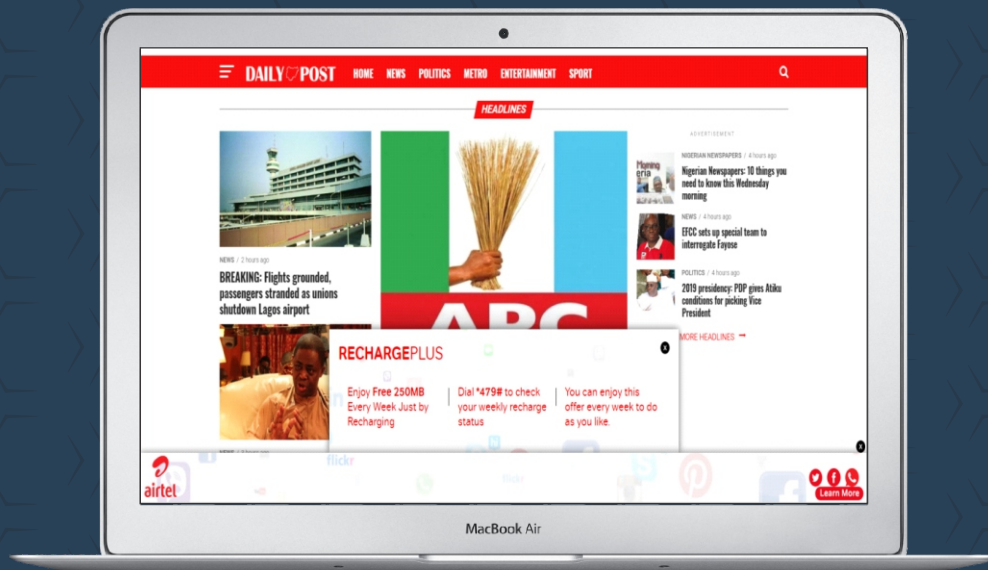
Legit Naij, Lindaikejiblog, Naijaloaded.com, Dailypost, Tooxclusive, etc.

Project Duration: 2months

Project Status: Completed



AIRTEL



Result:

Impressions/Views: 45,825,211

User Engagement Rate: 91.44%

Clicks: 501,130

Click Through Rate: 1.09%

BRITISH COUNCIL

SCOPE OF PROJECT

The project covers a radio hype on 96.9 Cool FM for the British Council UK Study Education Fair. The scope of the project was to drive awareness on the exhibition and get users to register.

OBJECTIVES:

- Drive top of mind awareness for the brand.
- Drive visit to the exhibition website.
- Build strong engagement with online users.

Media Channel:

96.9 Cool FM

Project Duration: 1 month

Project Status: Completed

Website: <https://ng.edukexhibition.org>



PUSH 2019

SCOPE OF PROJECT

Promoting Professor Pat Utomi Support Hub (PUSH 2019) as the preferred Gubernatorial candidate for delta state. The scope of the project was to launch run both digital, print and do video and audio production for the PUSH2019 brand.

OBJECTIVES:

- Increase top of mind awareness
- Develop a multi-faceted approach to launch Professor Utomi as the candidate of choice in the 2019 Delta State governorship elections.
- Mobilize a strong grass root/youth development for the candidate

Media Channel:

- Social Media Platforms: Facebook, Instagram, Youtube , LinkedIn
- Print Media: ThisDay, Punch, Vanguard, The Sun, The Guardian, The nation
- Press release on top media platforms in Nigeria. Online and Print Media.

Project Duration: 1 month.

Project Status: Stopped



PUSH 2019



Result:

Impressions/Views: 9,021,421

User Engagement Rate: 52.63%

Clicks: 14,239

Click Through Rate: 0.16%

NAIRABET

SCOPE OF PROJECT

The project entails online media advertising to drive signup for new accounts on the brand website. The approach involved advertising on top ranking sites.

OBJECTIVES:

- Increase top of mind awareness for brand
- Drive visit to the website and drive brand engagement.
- Drive and attract new users.
- Drive video views
- Drive and increase purchase by existing users.

Media Channel:

Notjustok, Naijaloaded, Tooxclusive, Naijaexclusive

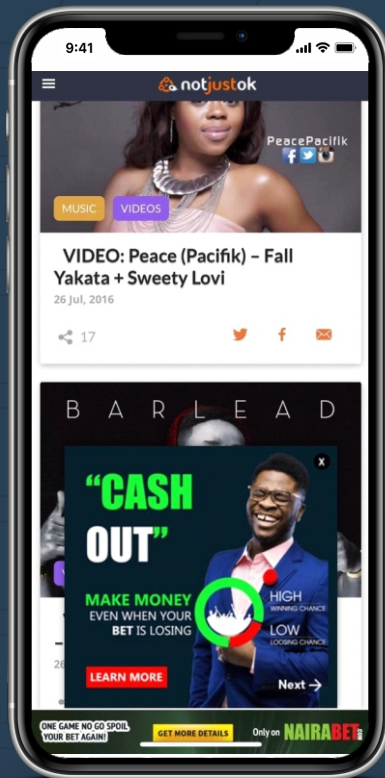
Project Duration: 4 years

Project Status: Stopped



NAIRABET

nairabet
.com



URL: <https://www.nairabet.com/UK/Accounting?action=register>

Result:

Average Impressions/Views/Month: 41,139,231

User Engagement Rate: 29.04%

Clicks: 439,391

Click Through Rate: 1.07%

Number of New Sign-up: 10,056

HUAWEI

SCOPE OF PROJECT

The scope of the project was to drive awareness on the launch of the Huawei Y7 and Y9 prime. The project entails press releases, display advertising and video production

OBJECTIVES:

- Increase top of mind awareness for brand
- Drive visit to the website and drive brand engagement.
- Drive and attract new users.
- Drive video views
- Drive and increase purchase by existing users.

Media Channel:

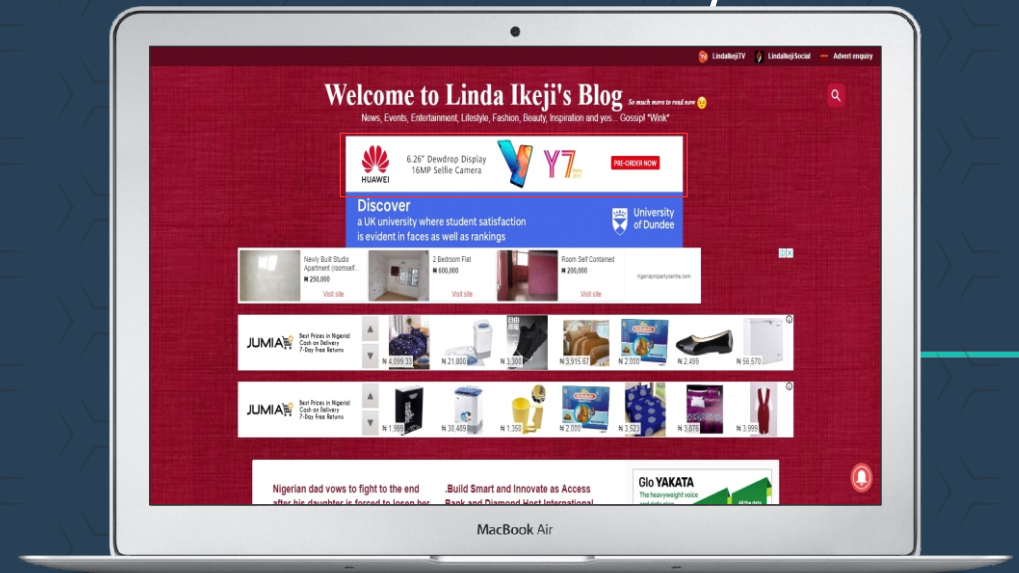
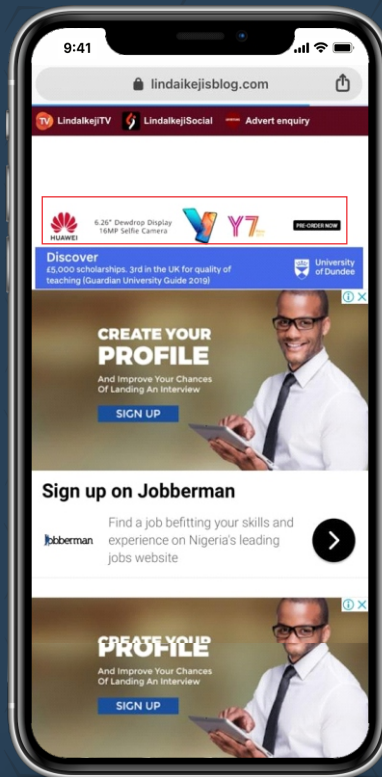
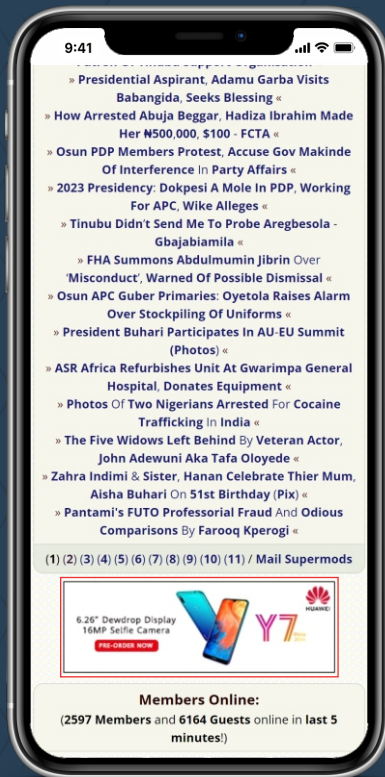
Youtube, Nairaland and Linda Ikeji Blog, PR

Project Duration: 1 month

Project Status: Stopped



HUAWEI



URL: <https://consumer.huawei.com/ng/phones/y7-prime-2019/>

Result:

Impressions/Views: 17,411,208

User Engagement Rate: 2.41%

Clicks: 9,219

Click Through Rate: 0.05%

FILMONE

SCOPE OF PROJECT

The scope of the project was to drive awareness on the movies showing at the FilmOne cinemas. The project entails press releases, display advertising and video production

OBJECTIVES:

- Increase top of mind awareness for the brand
- Drive visit to the website and drive brand engagement.
- Drive and attract new users.
- Drive and increase purchase by existing users.

Media Channel:

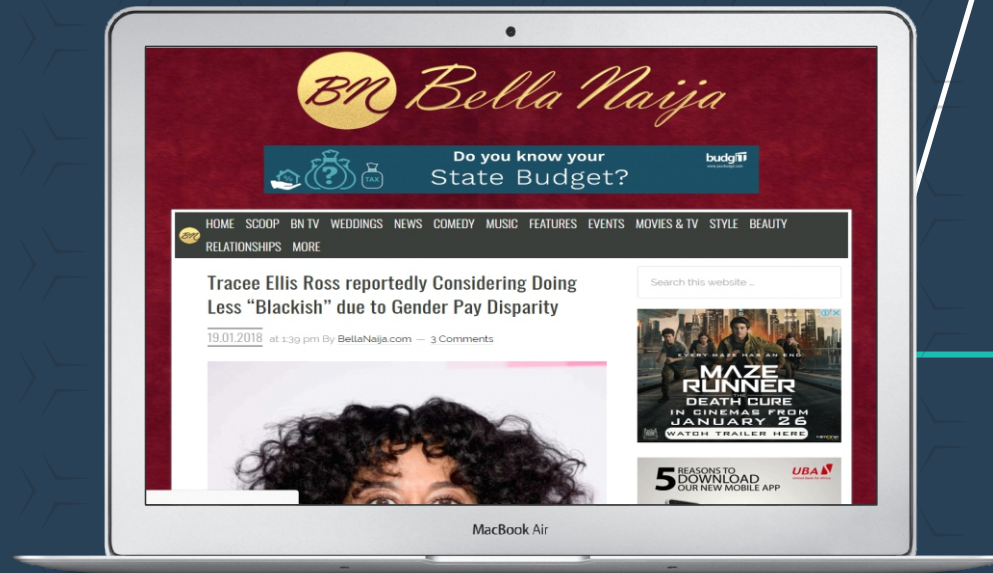
Display advertising, Search Advertising and Social Media platforms

Duration: 1 year.



FILMONE

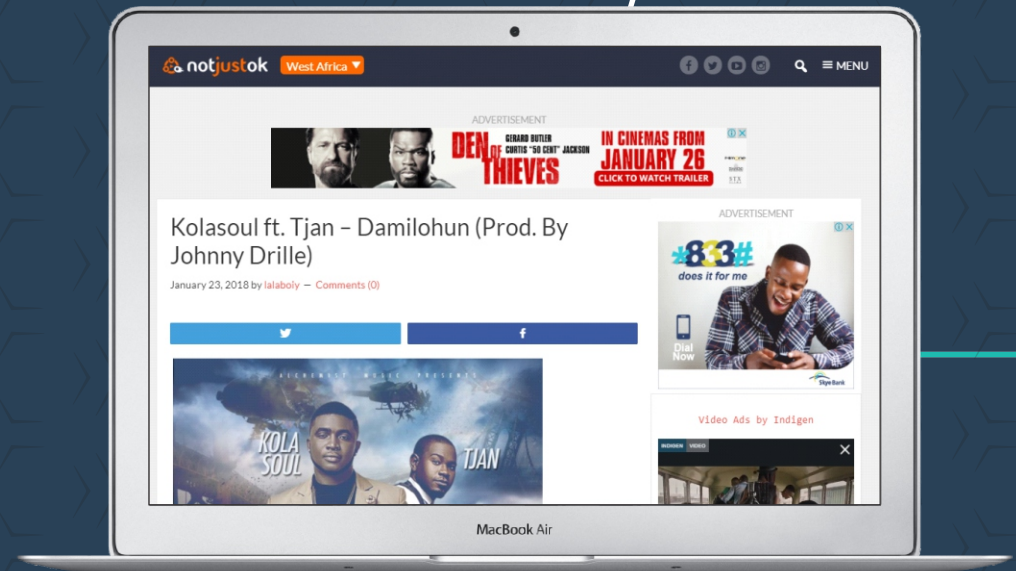
FilmOne
Distribution



MAZE RUNNER

FILMONE

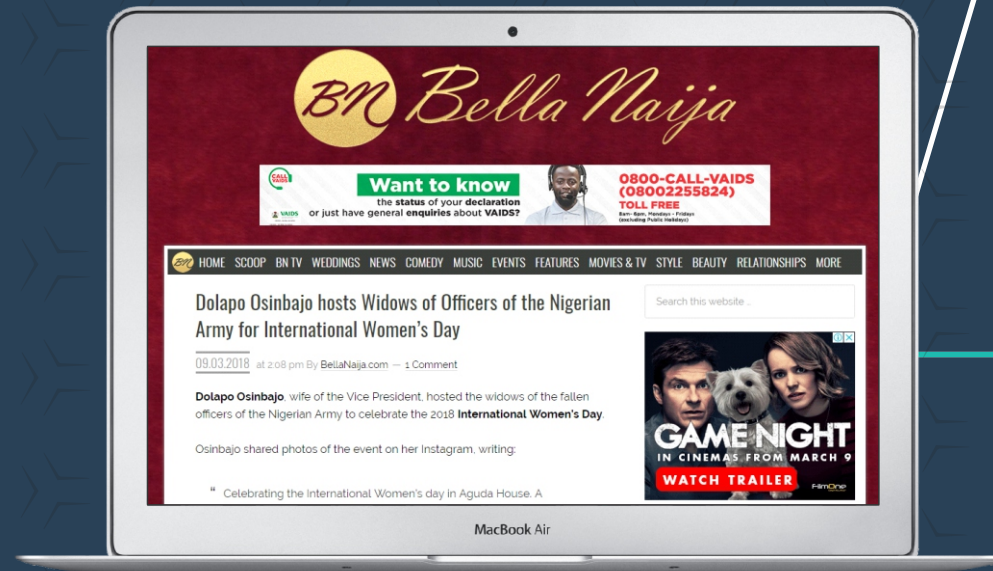
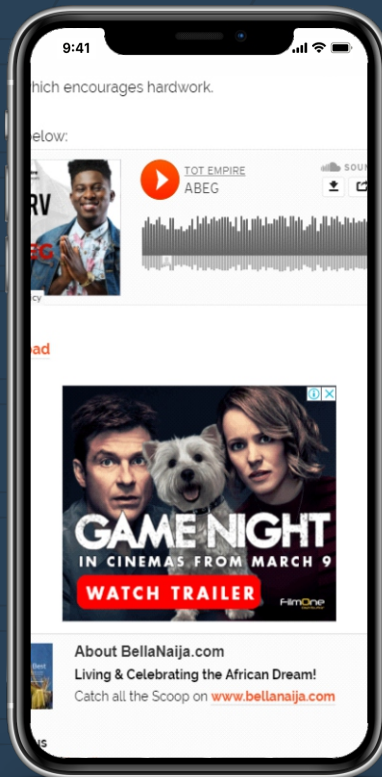
FilmOne
Distribution



DEN OF THIEVES

FILMONE

FilmOne
Distribution



GAME NIGHT

Result:

Impressions/Views: 16,825,947
User Engagement Rate: 33.05%
Clicks: 124,809
Click Through Rate: 0.74

BET9JA

SCOPE OF PROJECT

The scope of project is to drive signup for new accounts on the brand website. The approach involved advertising on top ranking sites.

OBJECTIVES:

- Increase top of mind awareness for brand
- Drive visit to the website and drive brand engagement.
- Drive and attract new users.
- Drive and increase purchase by existing users.

Media Channel:

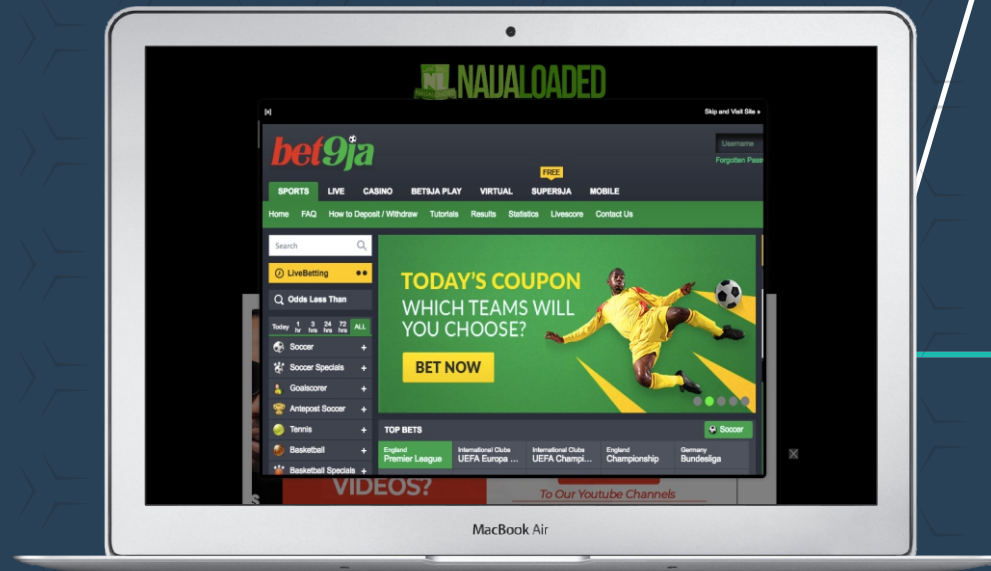
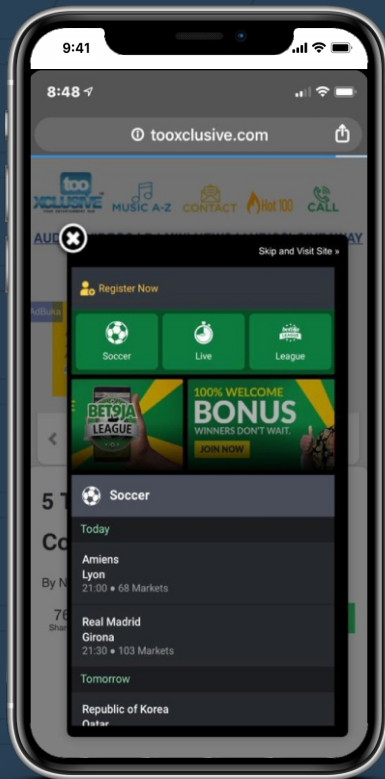
Naijaloaded.com, Tooxclusive.com

Duration: 1 year.



BET9JA

bet9ja



URL: <https://web.bet9ja.com/Sport/Default.aspx>

Result:

Impressions/Views: 31,041,119

User Engagement Rate: 13.29%

Clicks: 319,214

Click Through Rate: 1.03%

Number of New Sign-up: 4,192/Month

LIONSBET

SCOPE OF PROJECT

The scope of project is to get new signups on the brand website, advertising on Naijaloaded.com.

OBJECTIVES:

- Increase top of mind awareness for brand
- Drive visit to the website and drive brand engagement.
- Drive and attract new users.
- Drive and increase purchase by existing users.

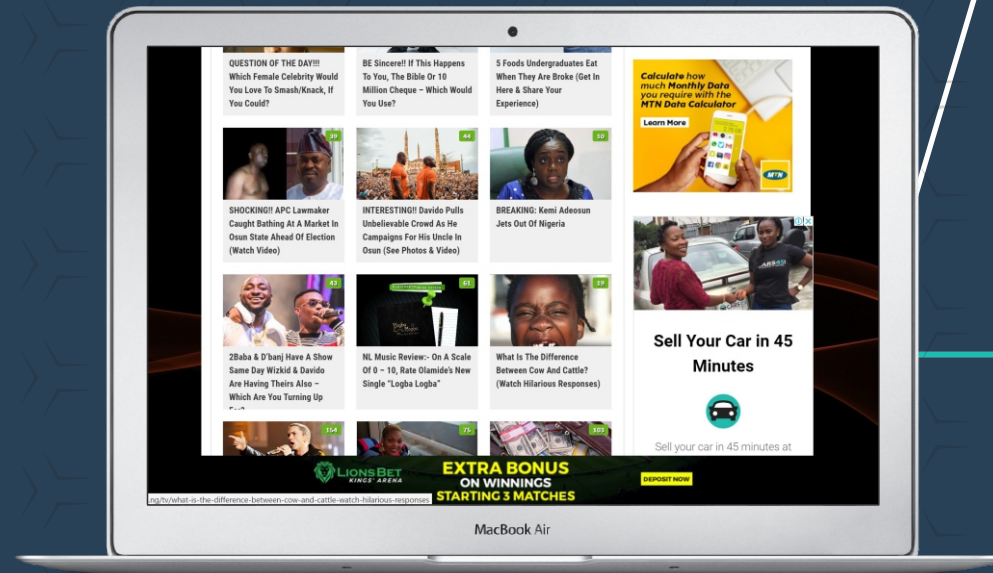
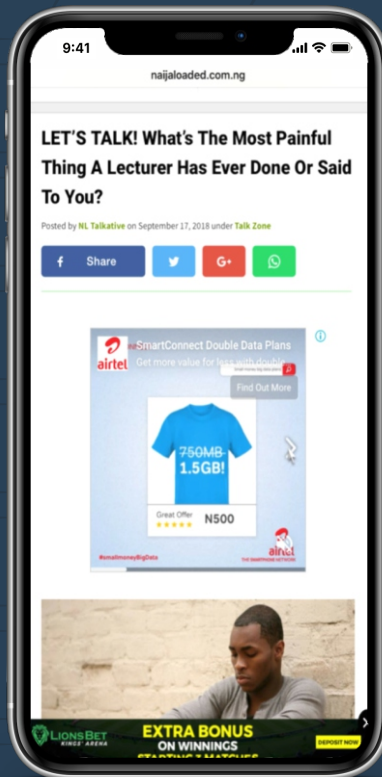
Media Channel:

Naijaloaded.com

Duration: 1 month



LIONSBET



URL: <https://www.lionsbet.com/ng/register/affiliate70796>

Result:

Impressions/Views: 20,949,071
User Engagement Rate: 10.04%
Clicks: 264,957
Click Through Rate: 1.27%
Number of New Sign-up: 2,804

HONEYWELL

SCOPE OF PROJECT

The scope of the project was to create awareness about the product Honeywell “Complete Nourishment” Whole Wheat Meal through programmatic advertising.

OBJECTIVES:

- Drive users to the landing page through Programmatic Advertising through Display Banner Ads and Video Ads.
- Create awareness for Honeywell “Complete Nourishment” Whole Wheat Meal.

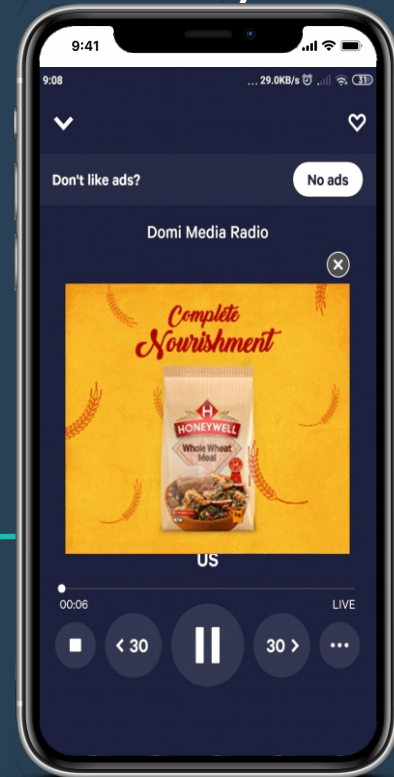
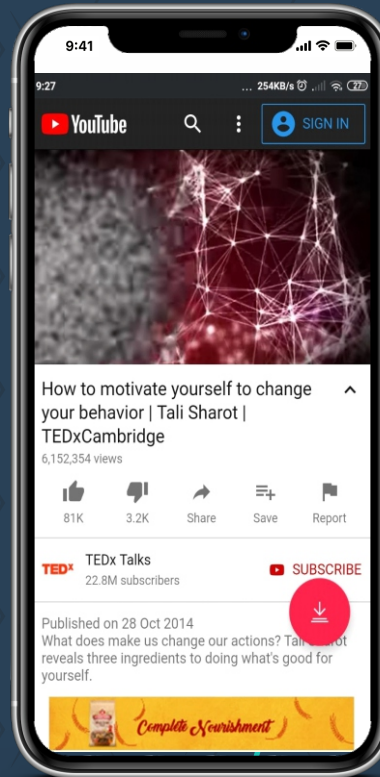
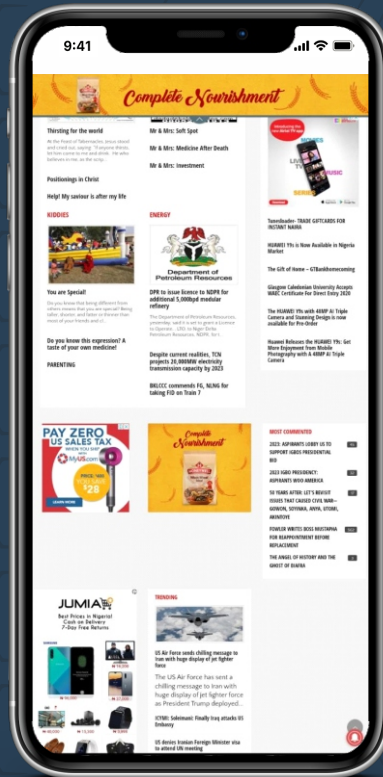
Media Channel:

Blogs and Mobile Apps

Duration: 43 days



HONEYWELL



<https://www.facebook.com/honeywellwheat/>

Result:

Impressions Delivered: 4,405,049

Reach: 2,141,902

Clicks: 18,501

Click Through Rate: 0.42%

GINOMAX

SCOPE OF PROJECT

The project entailed driving awareness on Gino max season cube through programmatic advertising.

The scope of the project was to create awareness about the new product (Gino Max Cube) launched during the Ramadan season. And also to felicitate with their esteemed customer during and after the Ramadan period.

OBJECTIVES:

- To wish their beloved Muslim customer a happy Ramadan.
- Increase top of mind awareness.
- Drive users to the landing page through Programmatic Advertising through Display Banner Ads and Video Ads.

Media Channel:

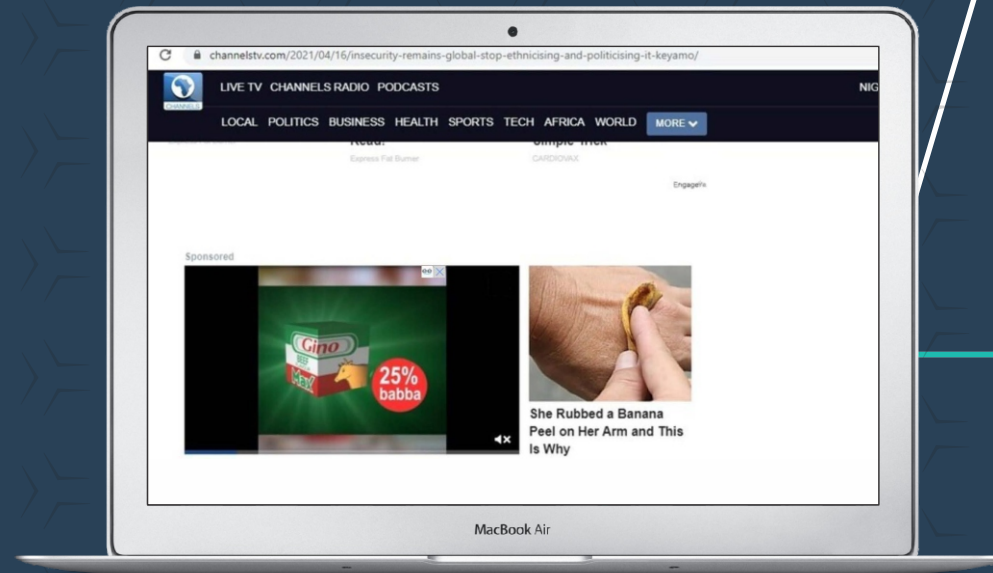
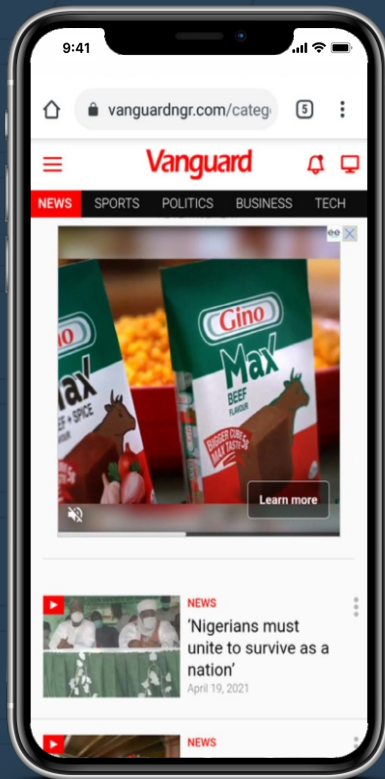
Blogs

Project Duration: 1 month

Project Status: Completed



GINOMAX



Result:

Impressions/Views: 6,312,510

Clicks: 8,473

Click Through Rate: 0.13%

TELEMUNDO

SCOPE OF PROJECT

DSTV channel (Telemundo) is launching a new TV series Loli's Luck. The scope of the project was to drive awareness of the TV series for both existing and new viewers, by placing banner ads on top publishers website using programmatic tool to achieve this.

OBJECTIVES:

- To promote a tv show Loli's Luck starring on Telemundo channel on DSTV.
- To create top of mind awareness of DSTV as a product.
- To drive engagement to the social media handle of Telemundo Africa on Instagram.

Media Channel:

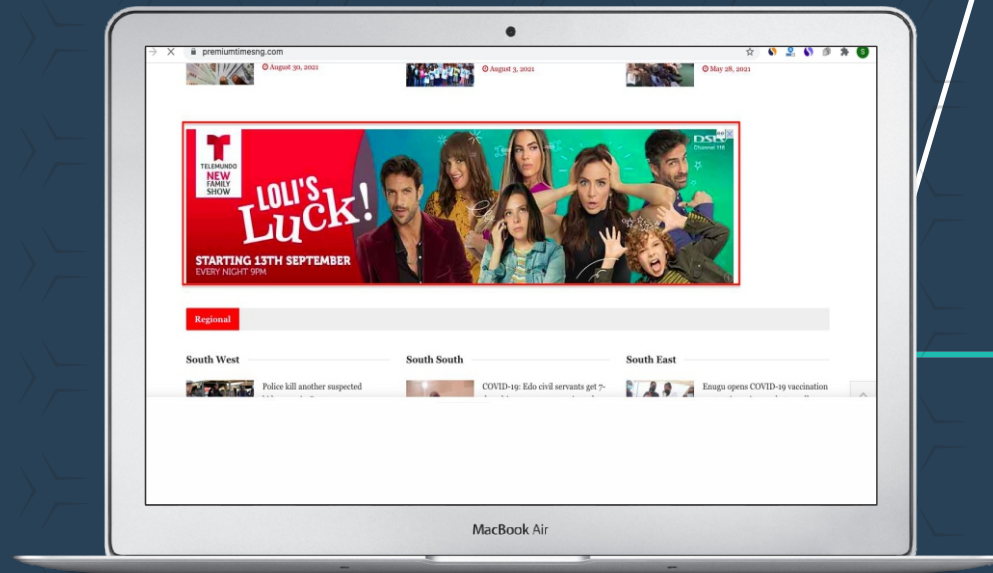
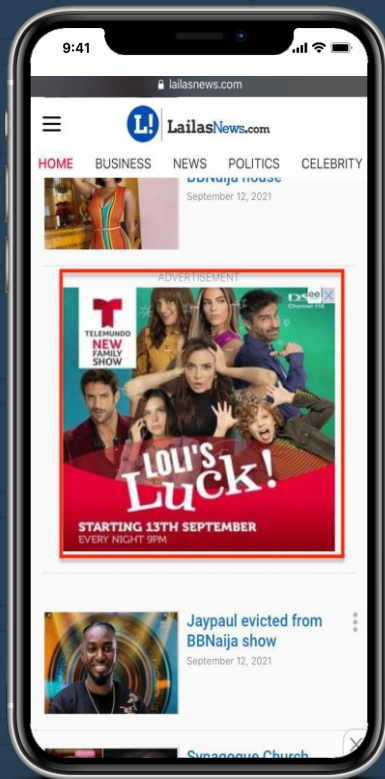
Blogs

Project Duration: 2 weeks

Project Status: Completed



TELEMUNDO



Result:

Impressions/Views: 434,739

Clicks: 1,228

Click Through Rate: 0.28%

BAMA

SCOPE OF PROJECT

Bama is Introducing the Bama Mayonnaise product to the market. The project scope is to launch a campaign creating awareness about the product and also to educate the public about the product versatility on how it can be served on several meals. And also the health benefit of the product.

OBJECTIVES:

- Introducing the Bama Mayonnaise product to the market, also creating awareness about the product versatility.
- Increase top of mind awareness.
- Drive users to the landing page through Programmatic Advertising through Display Banner Ads and Video Ads.

Media Channel:

Blogs

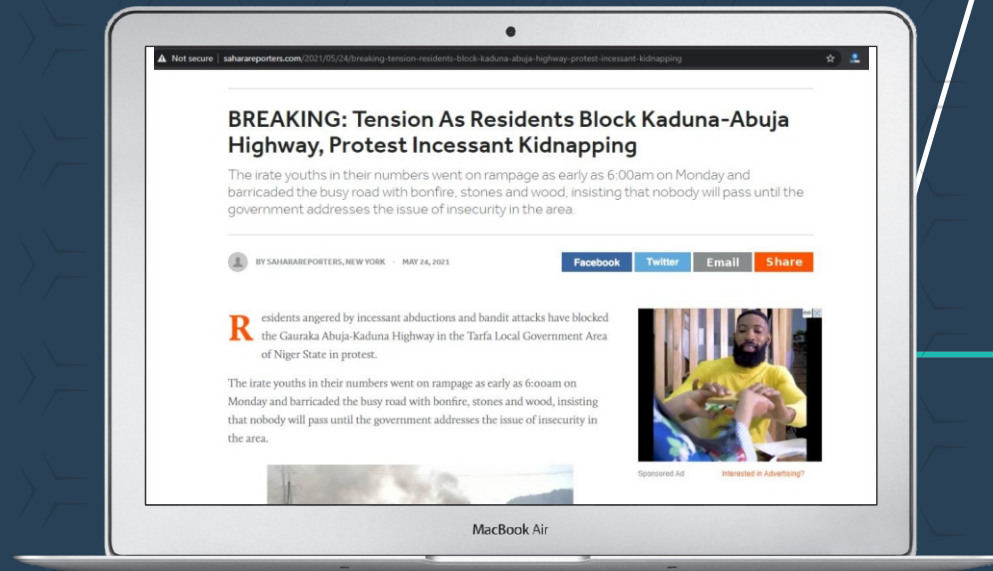
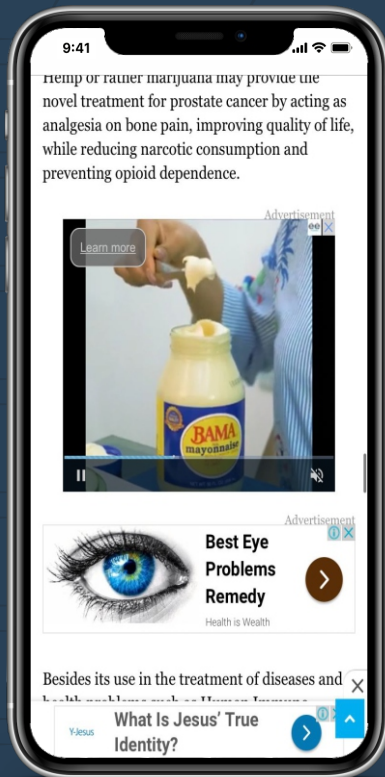
Project Duration: 1 month

Project Status: Completed



BAMA

BAMA



Result:

Impressions/Views: 12,135,945

Clicks: 14,642

Click Through Rate: 0.12%

EXTRACT

SCOPE OF PROJECT

Extract Whitening Herbal soap was launched, and needs public awareness. The scope of job was to create top of mind awareness of the product to the public. This was achieved by launching both programmatic and Nairaland campaign, using banner and video creatives.

OBJECTIVES:

- Create awareness for Extract Whitening Herbal soap
- To also drive users and engagements to the landing page using of programmatic advertising.

Media Channel:

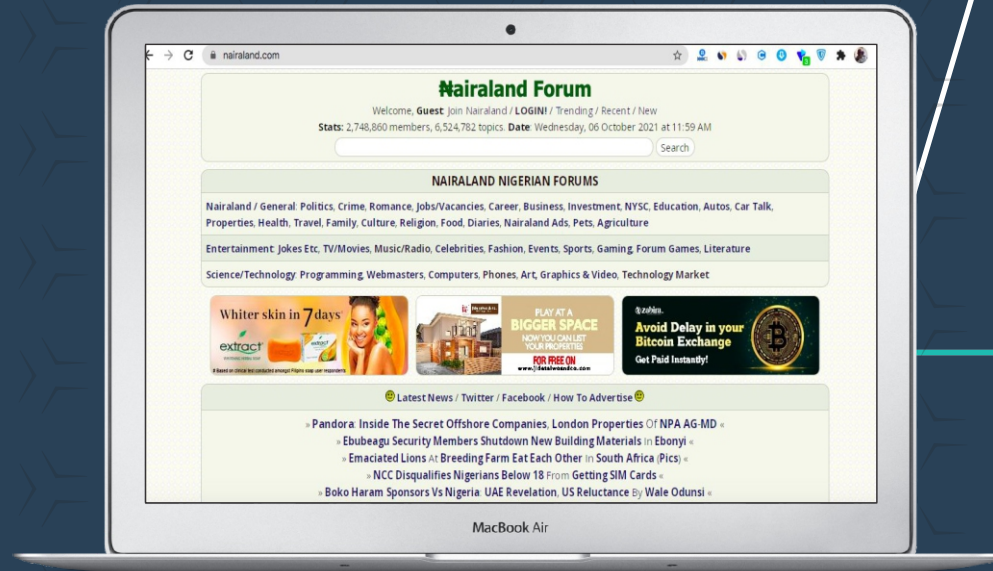
Blogs and Nairaland.com

Project Duration: 1 month

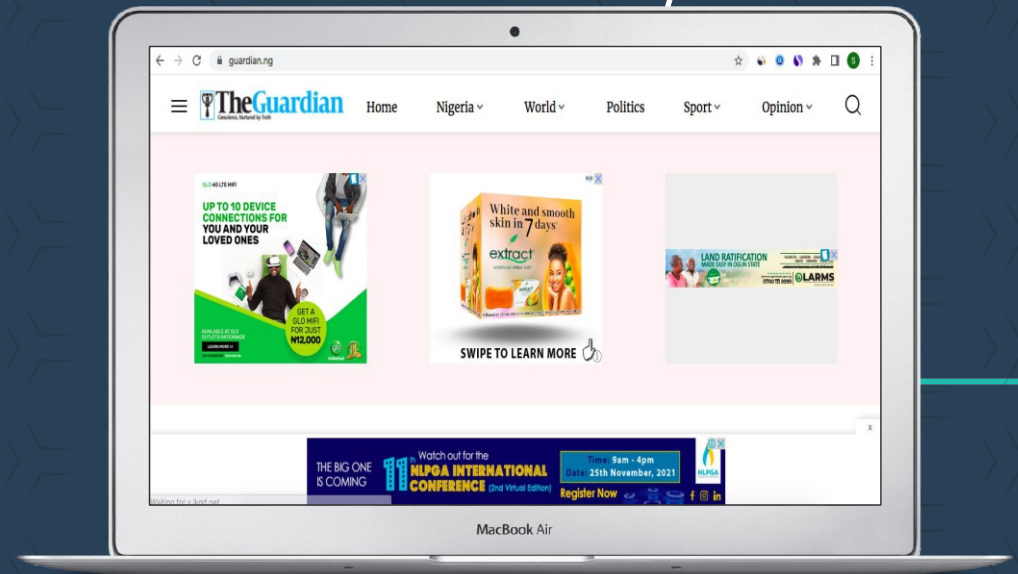
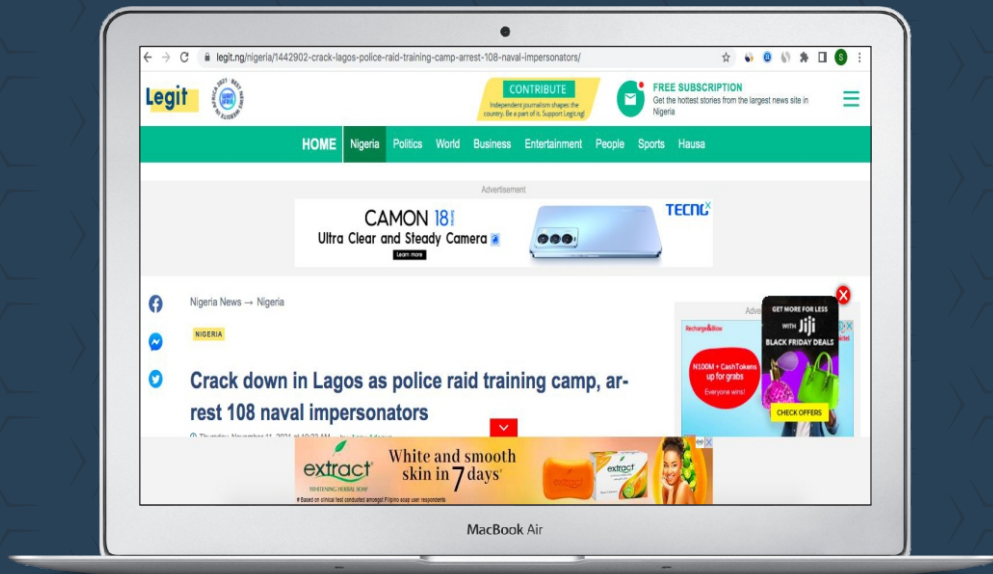
Project Status: Completed



EXTRACT



EXTRACT



Result:

Impressions/Views: 2,845,354

Clicks: 6,546

Click Through Rate: 0.23%

SHELL

SCOPE OF PROJECT

The scope of work was to create awareness of the list of programs and activities and ongoing projects that has been sponsored by shell. The project was drive and achieved by placing banner ads on top publishers website using programmatic tool.

OBJECTIVES:

- To outline several project and activities that has been undertaken by Shell Nigeria.
- To create awareness about the ongoing project and activities lined up by Shell Nigeria to drive cleaner energy to Nigerian.

Media Channel:

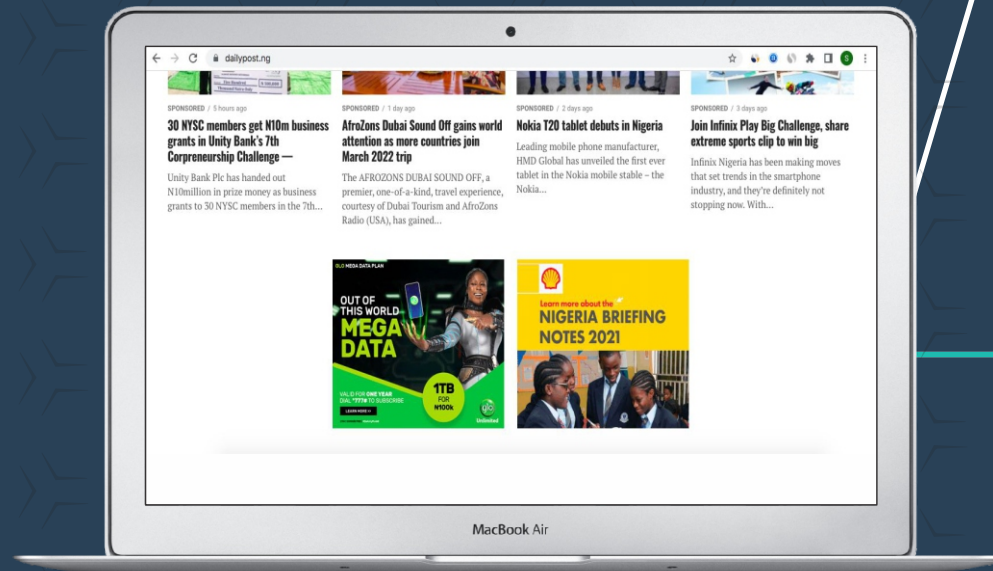
Blogs

Project Duration: 2 weeks

Project Status: Completed



SHELL



Result:

Impressions/Views: 1,588,125

Clicks: 4,446

Click Through Rate: 0.28%

GOLDEN PENNY

SCOPE OF PROJECT

Golden Penny launched a program on how to prepare their pasta and macaroni on TV.

The scope of the campaign is to enlighten their esteem customer on ways their favourite product can be cooked. The campaign is also targeted to create awareness of other products from Golden Penny.

OBJECTIVES:

- To enlighten their esteem customer on various ways to prepare their Pasta and Macaroni.
- Also create top of mind awareness about various product of Golden Penny.
- Drive users to the landing page through Programmatic Advertising using Display Banner Ads.

Media Channel:

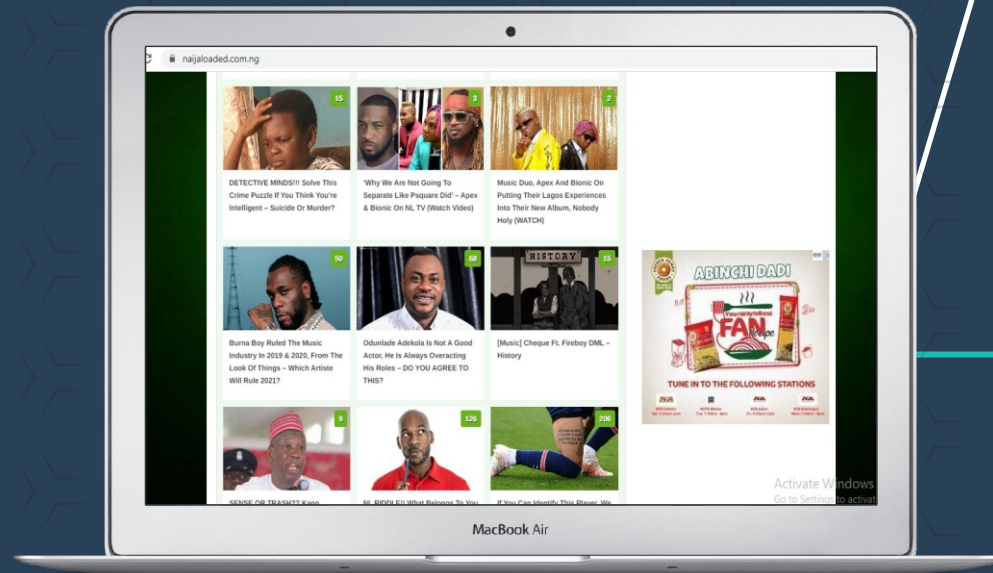
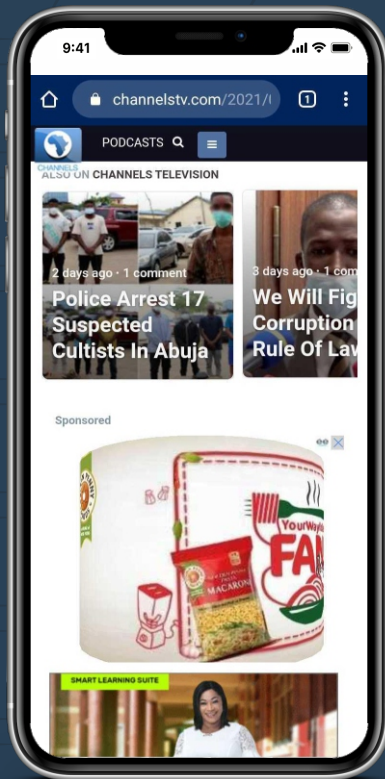
Blogs

Project Duration: 1 month

Project Status: Completed



GOLDEN PENNY



Result:

Impressions/Views: 1,880,575

Clicks: 6,211

Click Through Rate: 0.33%

BRITISH AIRWAYS

SCOPE OF PROJECT

British Airways launched flexible booking system for customers to be able to make reservations and also be able to cancel when the needs arise.

British Airways want to drive brand love and preference by emotionally engaging with the audience to prime them and be front of mind.

OBJECTIVES:

- To change traveler's behavior and attitude by promoting fares, flexibility.
- Provide inspiration and build reassurance among those who are looking to travel, encouraging purchase by driving on-site searches.

Media Channel:

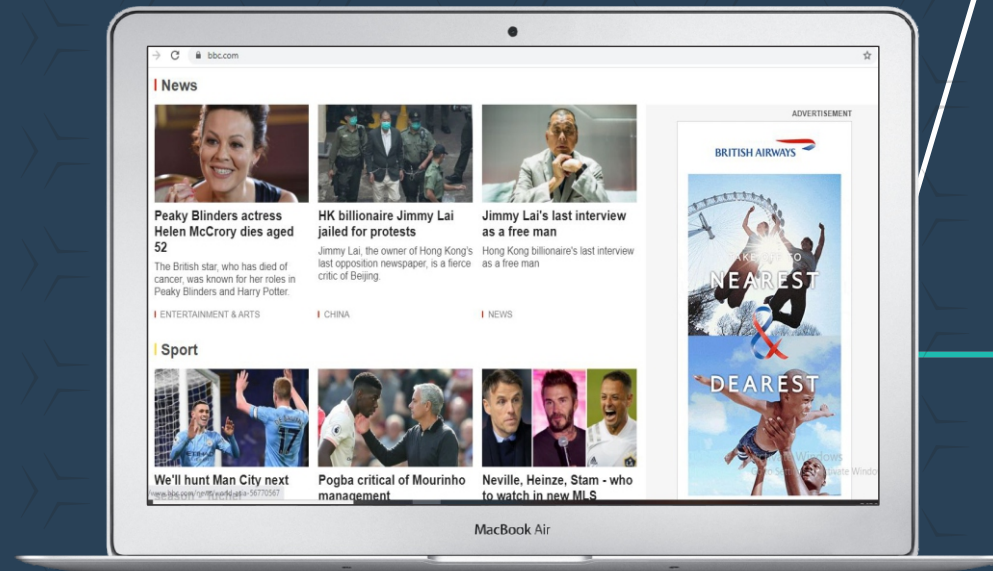
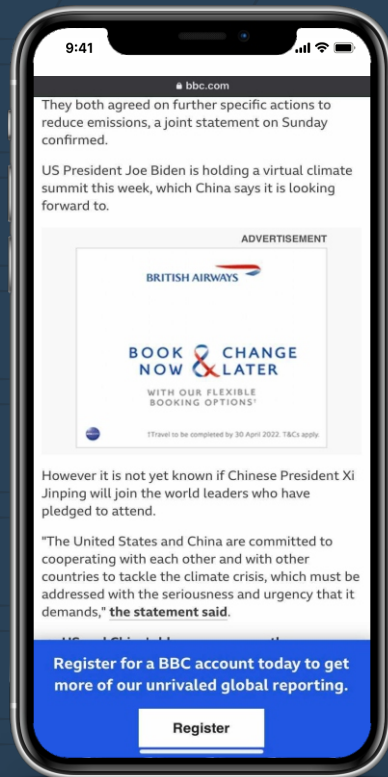
BBC and Nairametrics

Project Duration: 3 weeks

Project Status: Completed



BRITISH AIRWAYS



Result:

Impressions/Views: 1,731,383

Clicks: 5,179

Click Through Rate: 0.30%

NETFLIX

SCOPE OF PROJECT

The scope of the project was to drive awareness on the new price of Netflix Mobile subscription fee and also several movies showing at their platform. This project also entails the awareness campaign for their new movies.

OBJECTIVES:

- To create awareness for new movies released.
- Drive visit to the website and drive brand engagement.
- Drive and attract new users.
- Drive and increase purchase by existing users.

Media Channel:

Lindaikeji, Yabaleft, Notjustok, Naijaloaded and Nairaland.

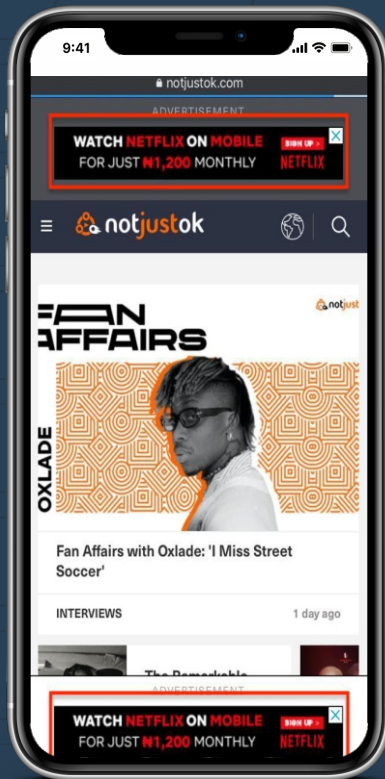
Project Duration: 1 month

Project Status: Completed



NETFLIX

NETFLIX



Result:

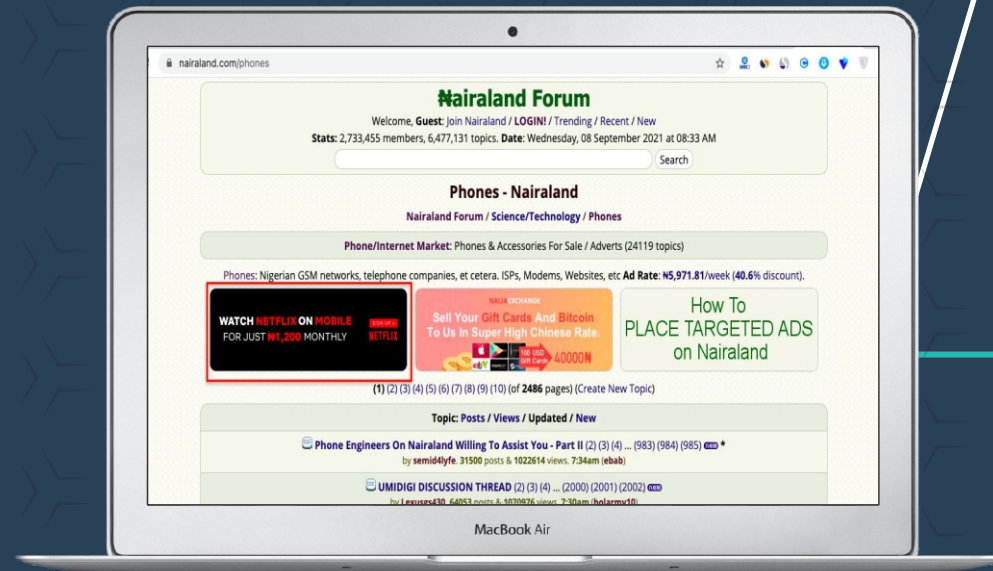
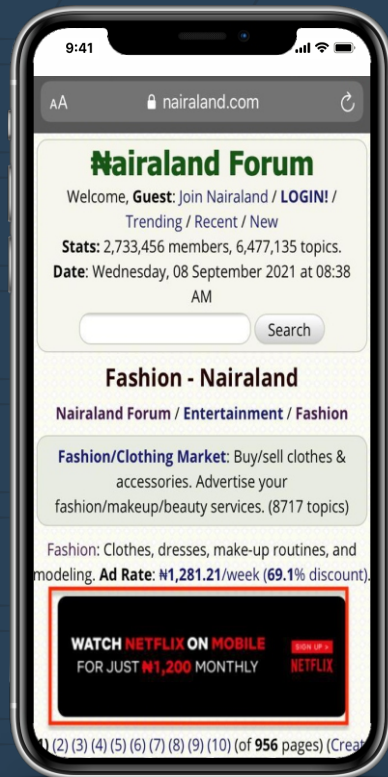
Impressions/Views: 12,252,384

Clicks: 29,724

Click Through Rate: 0.24%

NETFLIX

NETFLIX



Result:

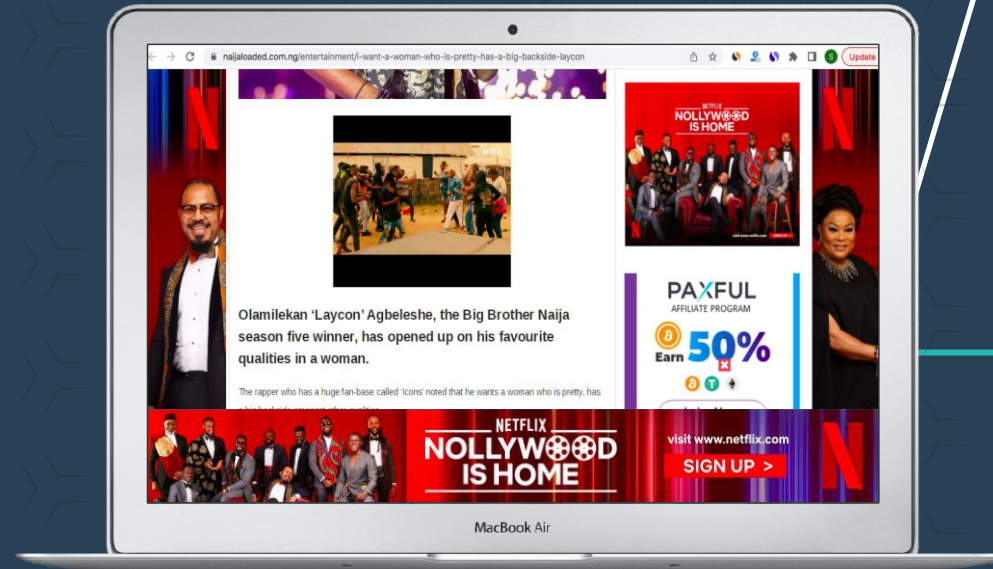
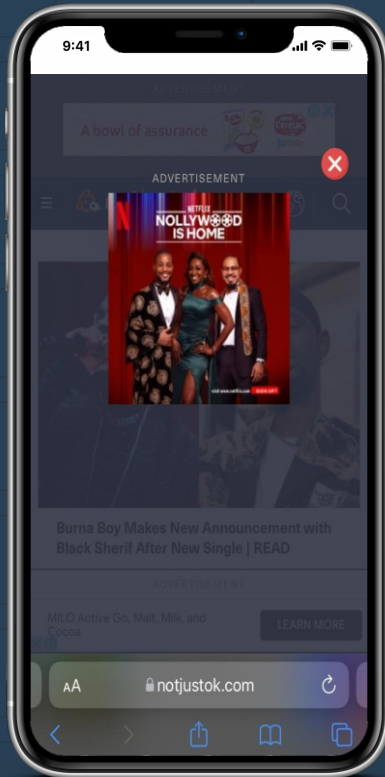
Impressions/Views: 9,291,136

Clicks: 21,977

Click Through Rate: 0.24%

NETFLIX

NETFLIX



Result:

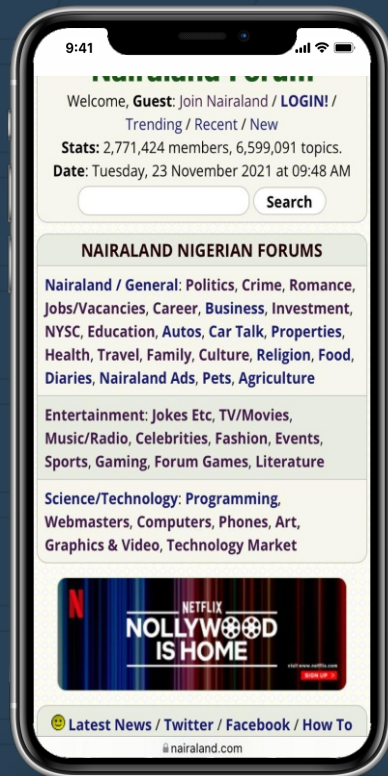
Impressions/Views: 60,244,254

Clicks: 65,283

Click Through Rate: 0.11%

NETFLIX

NETFLIX



Result:

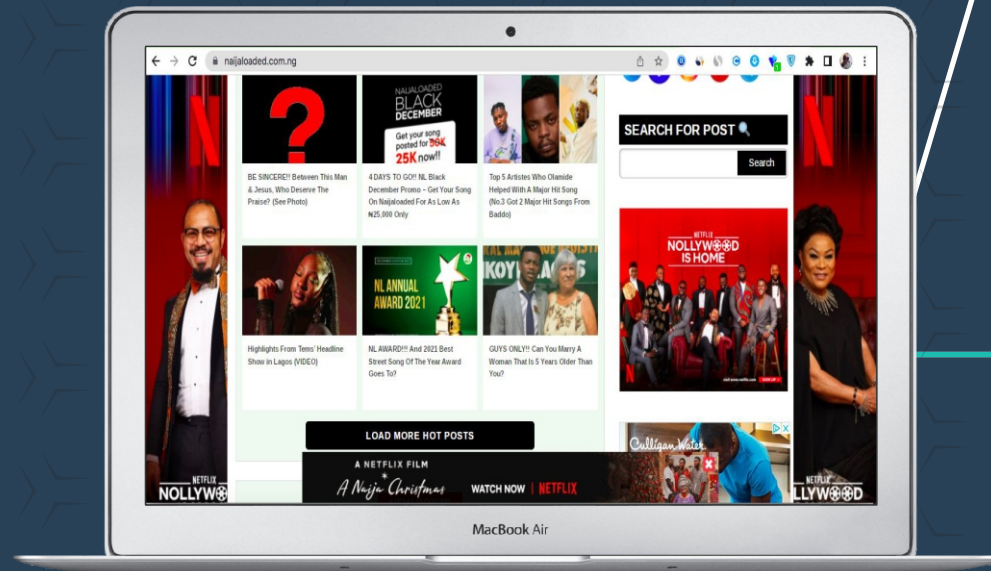
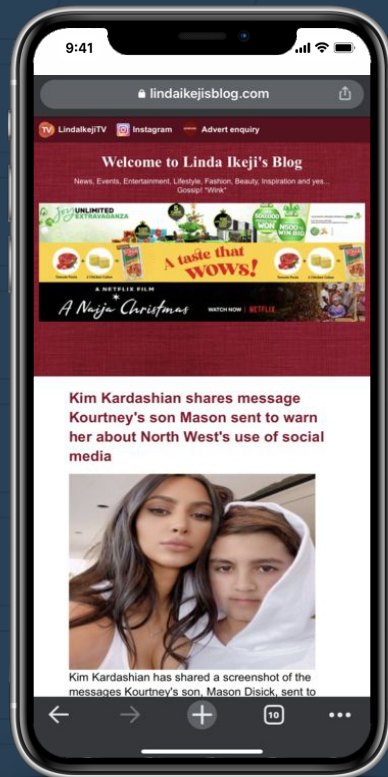
Impressions/Views: 18,665,969

Clicks: 45,044

Click Through Rate: 0.24%

NETFLIX

NETFLIX



Result:

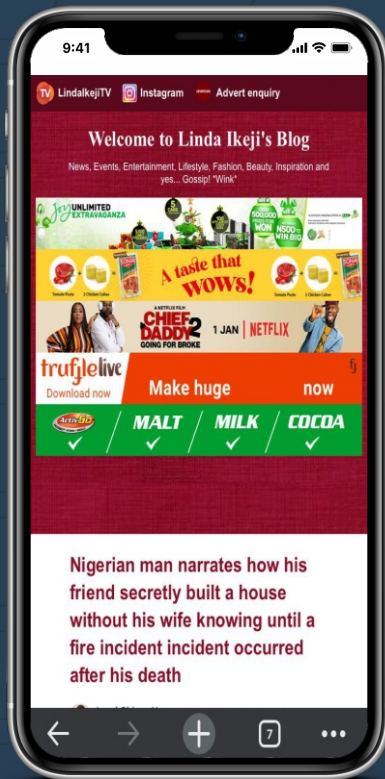
Impressions/Views: 7,373,504

Clicks: 11,882

Click Through Rate: 0.16%

NETFLIX

NETFLIX



Result:

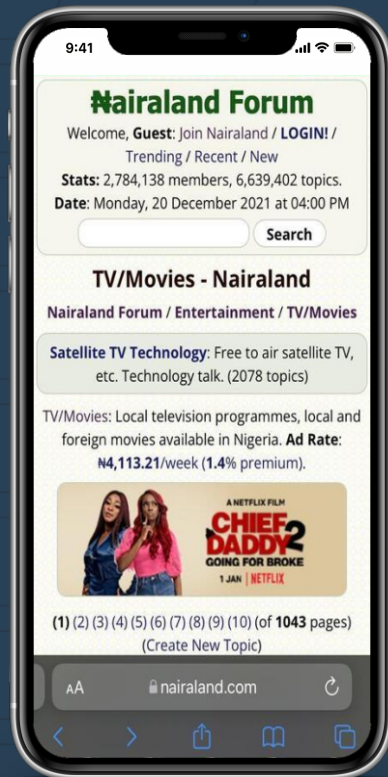
Impressions/Views: 4,820,193

Clicks: 10,693

Click Through Rate: 0.22%

NETFLIX

NETFLIX



Result:

Impressions/Views: 3,598,416

Clicks: 10,353

Click Through Rate: 0.29%

TOTAL ENERGIES

SCOPE OF PROJECT

Total Energies was one of the sponsors for the AFCON, The campaign was geared to promote the Africa Nations cup. The scope of work done, was to create awareness among Nigerians and Africa at large about the football tournament.

OBJECTIVES:

- To create awareness about the AFCON
- Top of mind awareness of brand and services.

Media Channel:

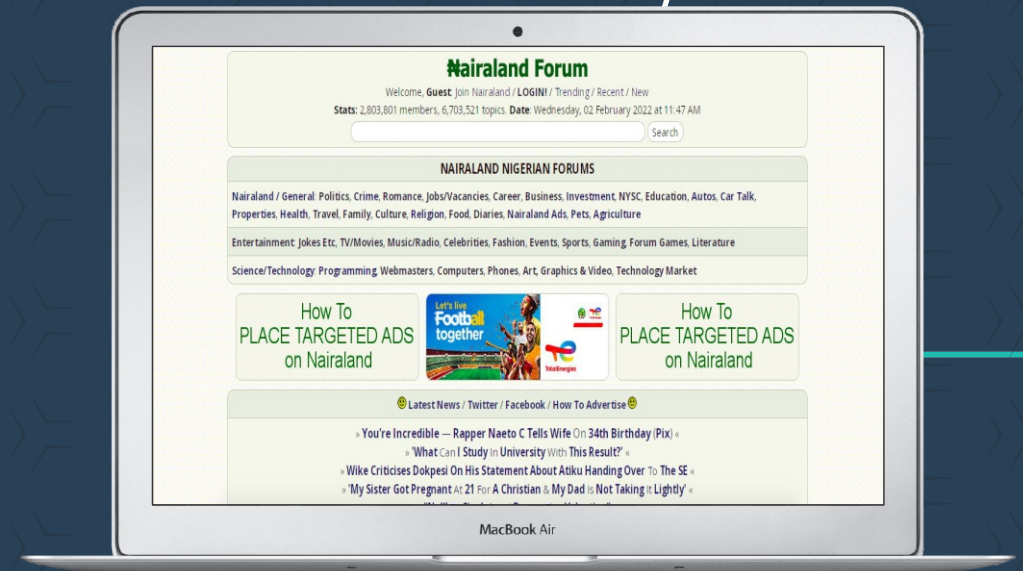
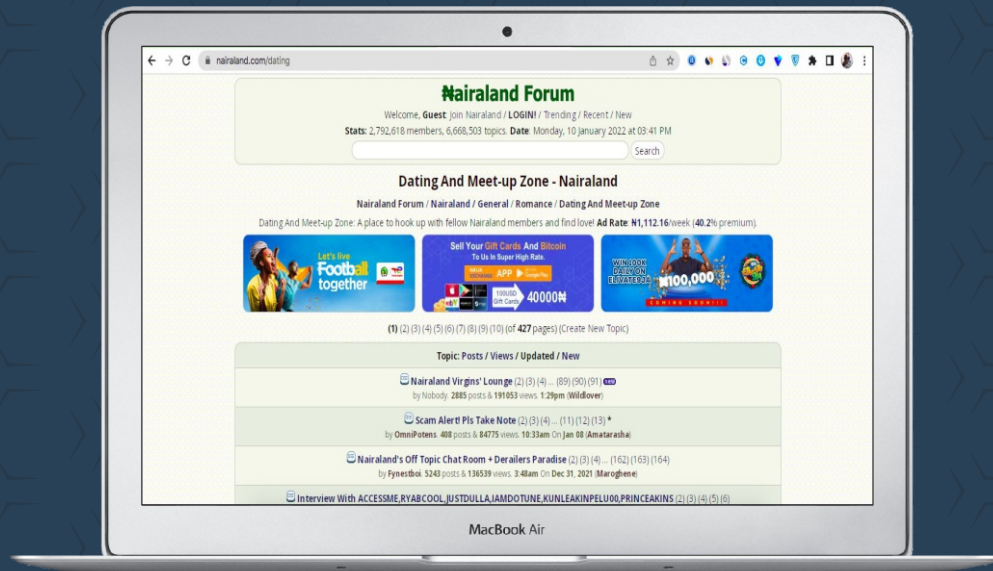
Nairaland

Project Duration: 1 month

Project Status: Completed



TOTAL ENERGIES



Result:

Impressions/Views: 1,265,816

Clicks: 3805

Click Through Rate: 0.30%

COCA-COLA

SCOPE OF PROJECT

The scope of work is to create a rich media campaign to display crucial information about the competition to keep them in the know of all the activities going on. This include date and time of matches ahead, and also the current score lines of any ongoing and already concluded matches, teams currently leading on the table, highest goal scorers and so on.

OBJECTIVES:

- To create public awareness about the on-going tournament.
- To keep lovers of football abreast of any information regarding the tournament.
- Brand's top of mind awareness.

Media Channel:

Punch, Guardian, Complete sport, Daily Trust, Daily Times and Naijaloaded

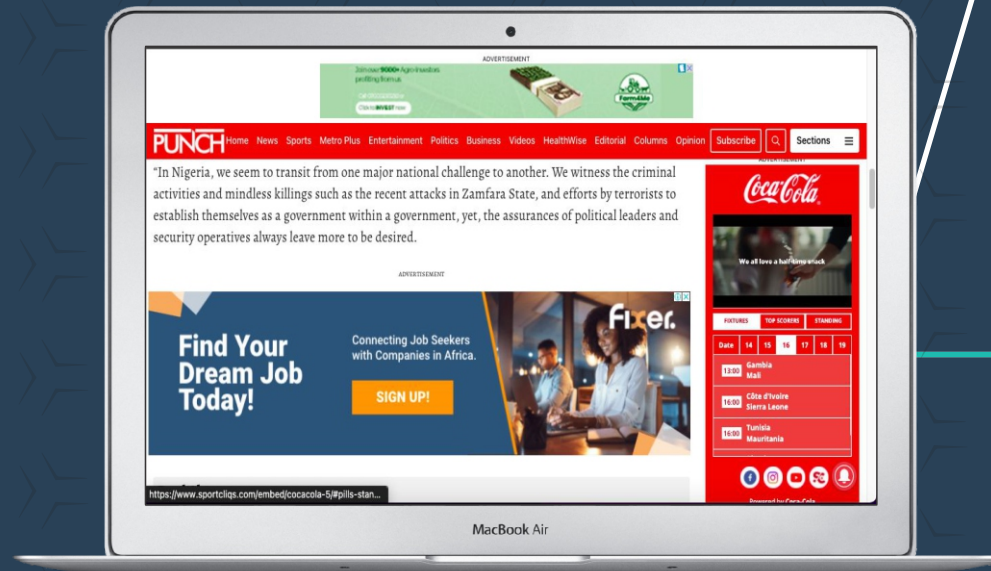
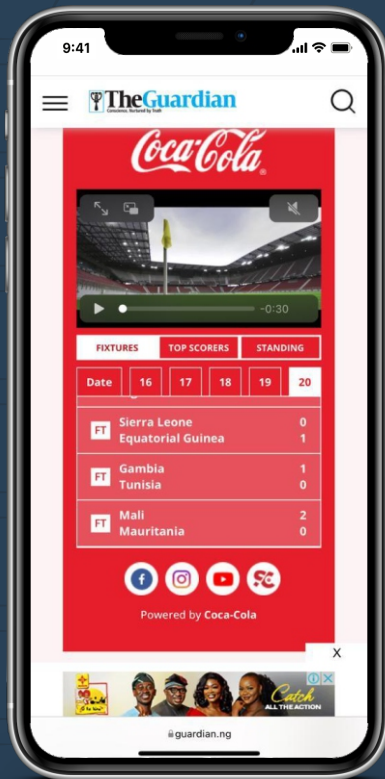
Project Duration: 1 month

Project Status: Completed



COCA-COLA

Coca-Cola



Result:

Impressions/Views: 5,921,150

Clicks: 14,558

Click Through Rate: 0.25%

NOKIA

SCOPE OF PROJECT

The scope of the project was to drive awareness on the launch of their new products, and to drive traffic and sales on the new product launched using programmatic ads to display product samples on top website in Nigeria.

OBJECTIVES:

- Drive and increase purchase.
- Increase top of mind awareness for brand.
- Drive visit to the website and drive brand engagement.

Media Channel:

Blogs and Nairaland

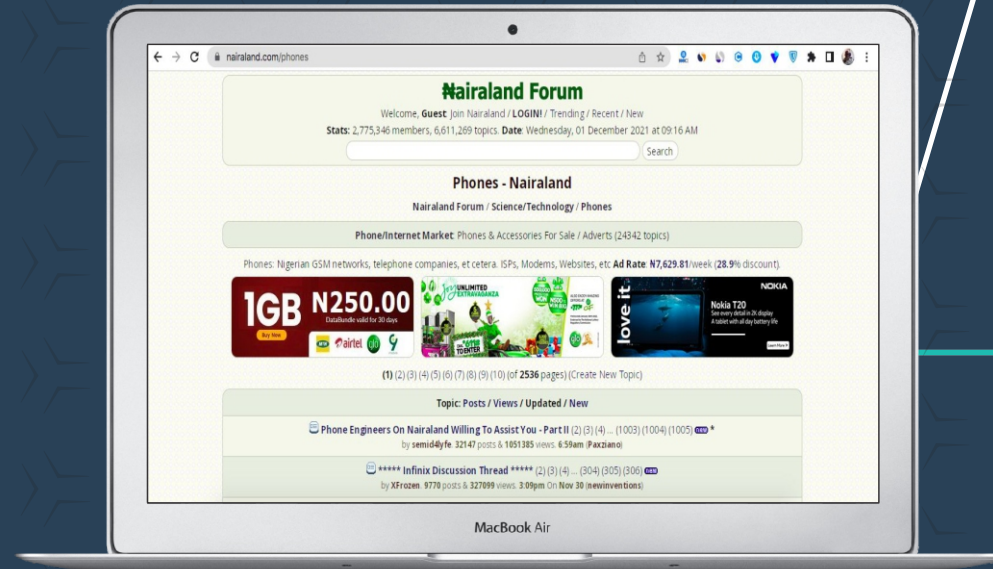
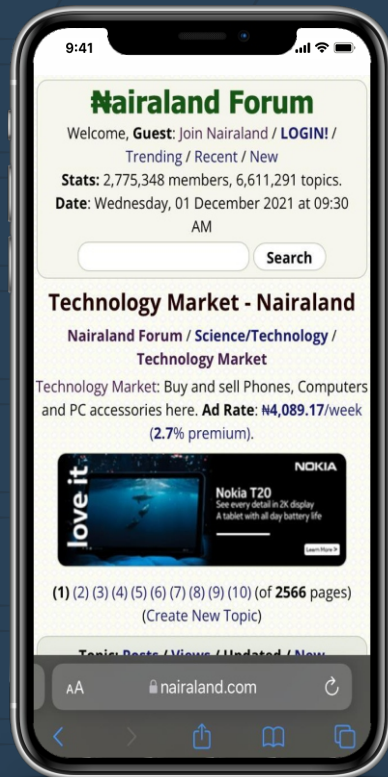
Project Duration: 1 month

Project Status: Completed



NOKIA

NOKIA



Result:

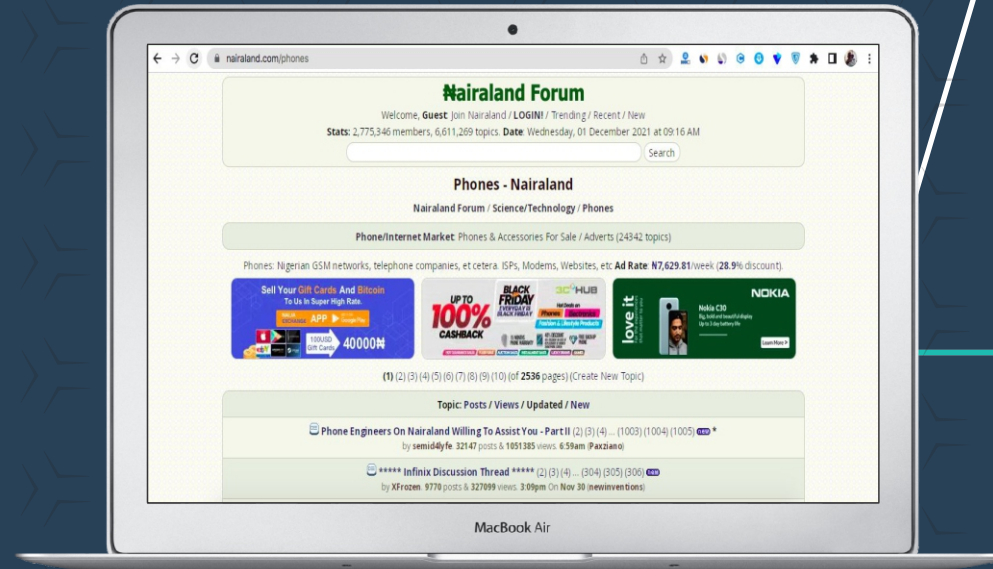
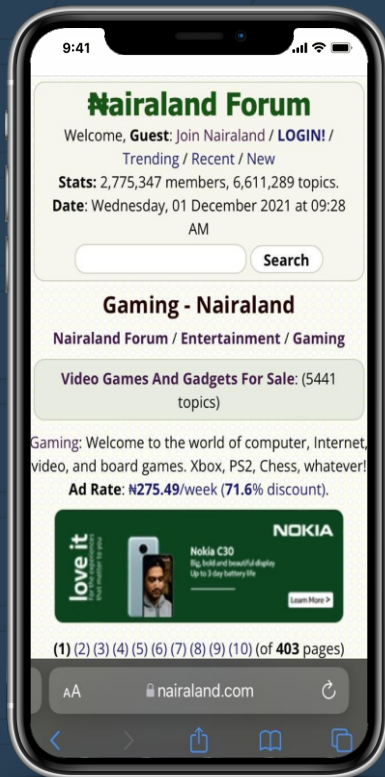
Impressions/Views: 1,698,665

Clicks: 4,164

Click Through Rate: 0.25%

NOKIA

NOKIA



Result:

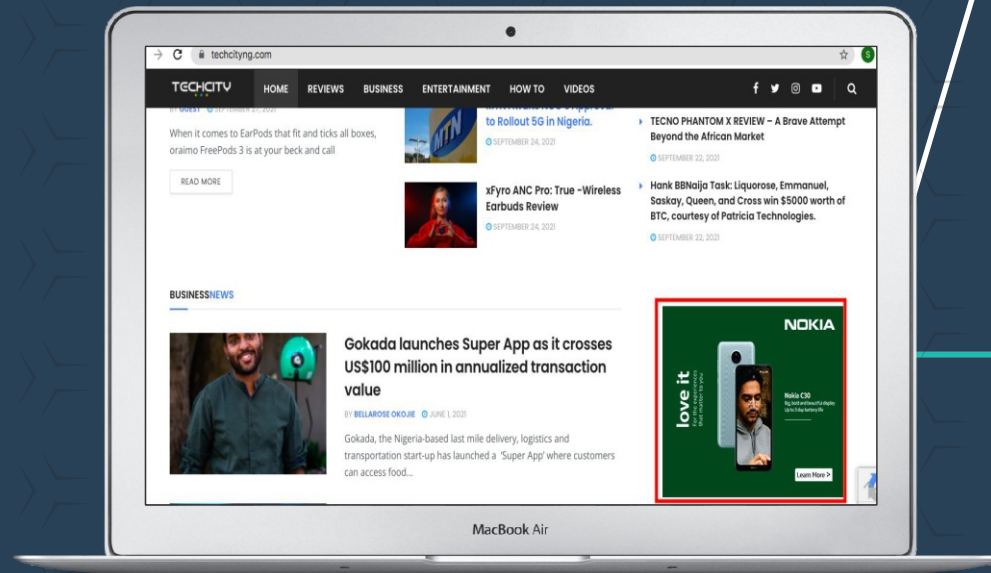
Impressions/Views: 1,064,862

Clicks: 3,241

Click Through Rate: 0.30%

NOKIA

NOKIA



Result:

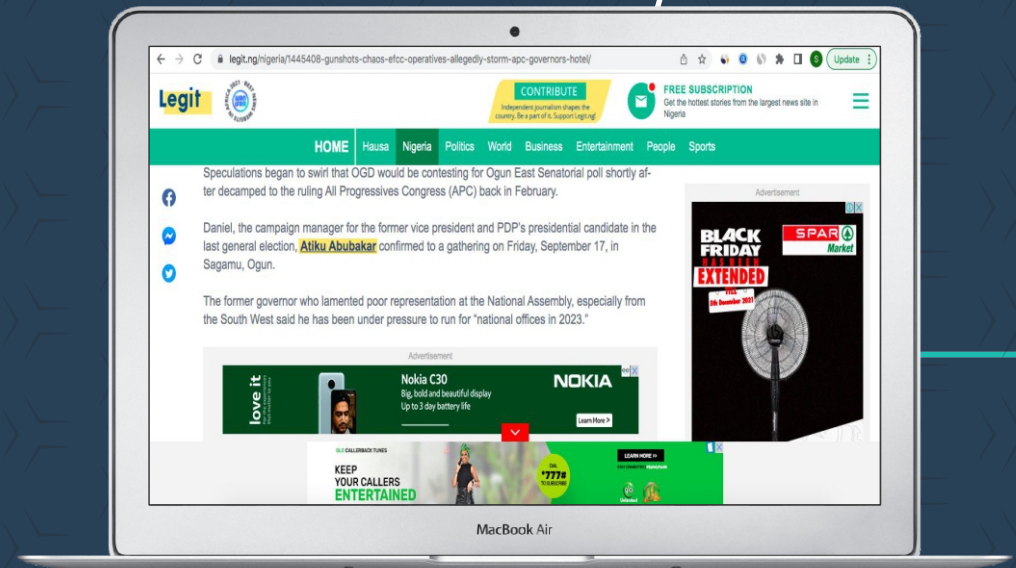
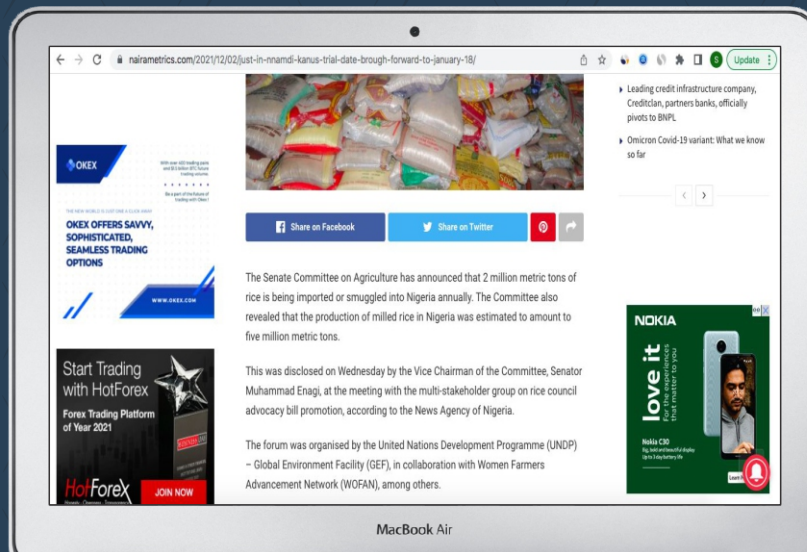
Impressions/Views: 1,025,885

Clicks: 2,327

Click Through Rate: 0.23%

NOKIA

NOKIA



Result:

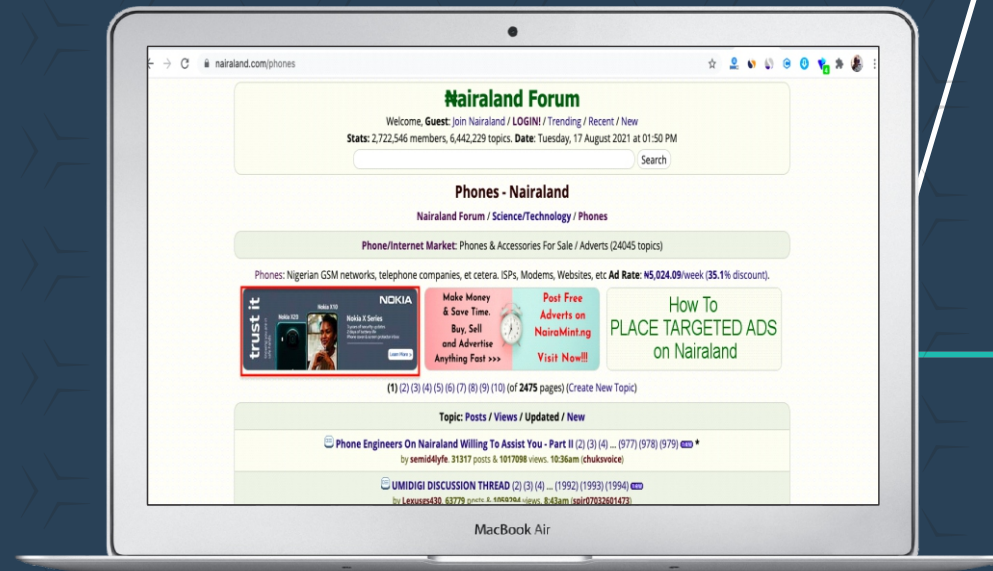
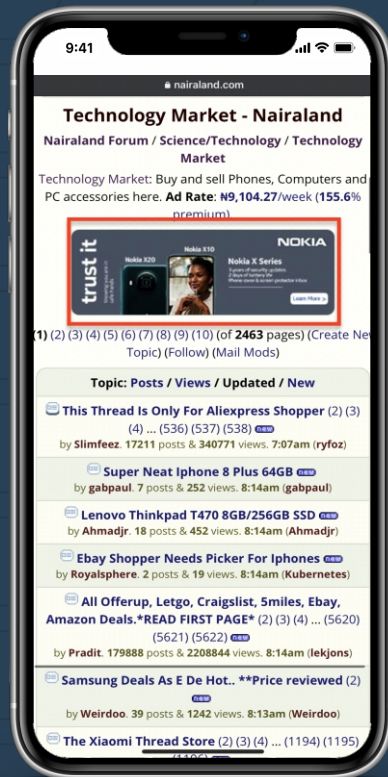
Impressions/Views: 1,246,075

Clicks: 3,364

Click Through Rate: 0.34%

NOKIA

NOKIA



Result:

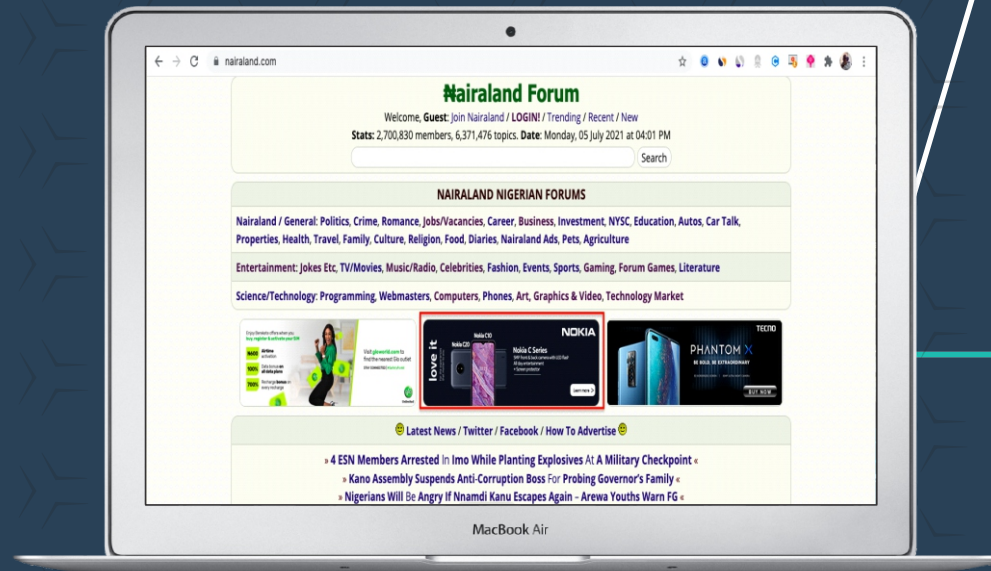
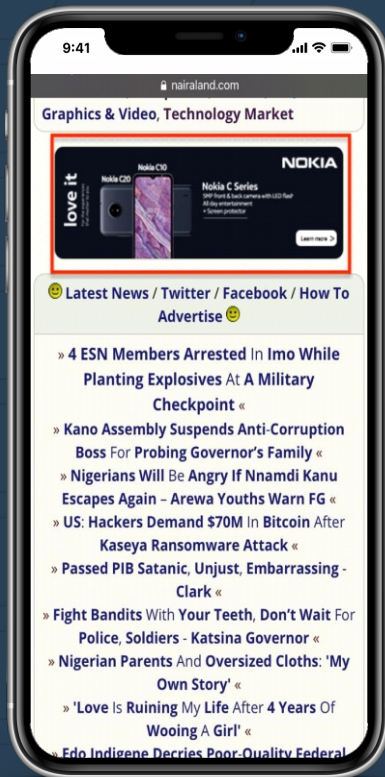
Impressions/Views: 2,030,042

Clicks: 6,829

Click Through Rate: 0.25%

NOKIA

NOKIA



Result:

Impressions/Views: 2,743,043

Clicks: 6,829

Click Through Rate: 0.25%



SCOPE OF PROJECT

DHL Nigeria is launching an e-commerce platform. The scope of project is to create awareness about the project. Also to drive traffic and sales on the e-commerce platform using programmatic ads campaign.

OBJECTIVES:

- To promote the E commerce service launched by DHL.
- Increase top of mind awareness
- Drive users to the landing page through Programmatic Advertising using Display Banner Ads.

Media Channel:

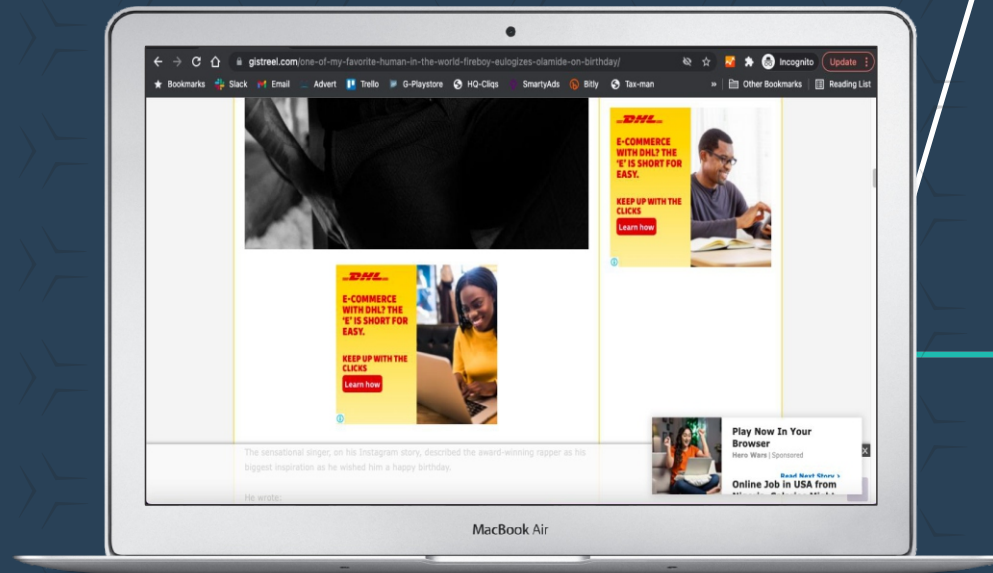
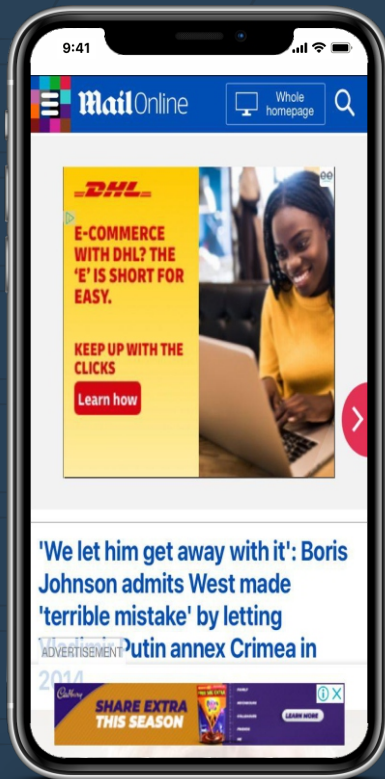
Blogs

Project Duration: 1 month

Project Status: Completed



DHL



Result:

Impressions/Views: 9,208,786

Reach: 6,437,712

Clicks: 9,470

Click Through Rate: 0.10%



Get in touch

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