



Viber

Influencer Recruitment/ PR

# The Challenge

Viber had globally launched Public Chats where influencers had created channels and generated followers to read and follow their thoughts and activities.

Viber wanted to launch in key African markets including Ghana. Viber needed to recruit influencers across industries who would sign an agreement to open a channel and provide content and launch the platform using PR tools.

# How it worked

- We identified a list of one 100 influencers across industries which Viber reviewed and approved
- Upon approval we approached all influencers with information about Viber and Public Chat and arranged Skype meetings with Viber representative
- Once enough influencers were recruited we launched the new channel via a press release
- Thereafter media monitoring for 2 weeks

# The Result

- Recruited 15 influencers for the Public Chat channel
- Issued 25 press releases across print and digital
- Featured 17 press stories based on press release