

SUMMARY

In a deliberate attempt to correct the impression that the conservative **Northern Nigeria**, popularly referred to as **AREWA**, did not have young achievers that should be roles model to inspire others, Arewa Agenda hosted “30 Under 30 Arewa Star Award and Conference,” the first of its kind in the region to showcase unsung heroes.

The event brought together top Northern start-up founders, Innovators, creators, tech experts, leading digital marketers, top social media influencers among others to the biggest gathering of impact makers and mentors in the maiden of the 30 Under 30 Arewa Stars Award and Conference (ASA22) which was eventually described as a “masterstroke” in the history of the North by stakeholders and observers.



BACKGROUND

- Northern Nigeria is culturally referred to as AREWA. Its symbol represents "Unity in Diversity," and encapsulated in the "One North" philosophy.
- Meanwhile, Northern Nigeria (AREWA) is far behind the South in hosting social activities that recognise outstanding accomplishments of individuals and groups.
- Most award ceremonies that boost reputation and set recipients "apart from the crowd," are mostly held in Southern Nigeria - particularly Lagos, and the awardees are mostly southerners.
- The obvious disparity in event management between the regions, created erroneous impression as if the North does not have achievers and models in various sectors for celebrating their accomplishments.



PROBLEMS AND CHALLENGES

1. Lack of adequate awareness on contributions of Northerners to societal growth and development.
2. Young Northern impact makers are mostly unsung and unrecognised as societal role models.
3. Award ceremonies are mostly held in the Southern Nigeria, particularly in Lagos, the former capital city of Nigeria.
4. Southerners constitute the Majority (about 80%) of Award winners at ceremonies that are mostly held in the South.
5. Skewed criteria for awards discourage entries from northern impact makers, thereby creating a negative impression that weaken the moral of northern creative thinkers from taking a leap.
6. Lack of adequate media presence in the North to project, guide and control the Northern narrative as is the case with the popular Lagos/Ibadan (Southern) axis media.



OPPORTUNITY:

- Arewa Agenda being a vocal platform promoting Arewa Culture, addressing the Northern plight as well as providing solutions including the use of positive narrative, realised during its investigative reporting that many young northerners are doing well but are not equally recognised.
- With enough concrete evidence and facts at the disposal of Arewa Agenda including images, videos, social media posts and news reports and with encouraging support from a Non-Governmental Organisation, Adamu Abubakar Gwarzo Foundation (AAGF), an award and conference event became desirable.

Video: How Arewa Women Pampered their Husbands Under COVID-19 Lockdown

By Prnigeria - May 27, 2020



OBJECTIVES OF THE PR CAMPAIGN

1. To showcase and promote the image of the North as intellectuals and development-oriented people.
2. To correct erroneous beliefs about the capability and capacity of young northerners to excel in various endeavours.
3. To discover young Northern Nigerians performing exceptionally well in their fields.
4. To honour impact makers and inspire more creative thinkers towards a generation of change and development-oriented citizens.
5. To guide media narratives about the North and Northerners
6. To provide a collective platform for awardees to serve as mentors and role models to generation of upcoming youths.



LOCATION AND ENDORSEMENTS

Geographic Location:

Northern Nigeria has 19 out of 36 states in the country. Provisional results of the 2006 census in Nigeria show that Kano in the north is Nigeria's most populous state (9.4 million), followed by Lagos (9.0 million) in the south. Northern states account for 75 million people, while the southern states are home to 65 million. The total population was 140 million as at 2006.

(<https://www.prb.org/resources/objections-surface-over-nigerian-census-results/>)

Targets:

- Youths,
- Media
- Influencers
- Northern leaders

Sponsor:

Adamu Abubakar Gwarzo Foundation (AAGF)

Communication tactics:

- Event Management,
- social media,
- Media Relations

Theme and Focus of the Campaign:

The theme of the campaign is “30 Under 30 Arewa Stars Award and Conference (ASA22)”

STAGES

- **Orientation stage:** Concerned about lack of adequate events to discover and recognise talented, highly skilled young impact makers in northern Nigeria
- **Brainstorming stage:** Various PR options are desirable to create the maximum awareness on the challenges. Meanwhile, event management was most desirable for acknowledging and recognising impact makers across the north by hosting Award and Conference event.
- **Decisive stage:** With the consent and support from AAGF, Arewa Agenda consulted relevant stakeholders and undertook surveys on the best way and venue to go about the campaign.
- **Implementation stage:** having gathered required support and buy-in, the campaign began through press briefing, press releases, and call for nomination for the maiden 30 under 30 Arewa stars Award and Conference. Panel of judges were also constituted, and effective media coverage was coordinated leading to the big event.
- **Feedback stage:** Wider media mentions, promotional appreciation videos and posts by participants and awardees with a commitment to do more in the business of impact making.



- **Creative Solutions:**

The use of “30 Under 30 Arewa Star Awards,” the unique catchphrase easily defines the age limit and categories (fields) for the entries (Nominations).

- **Difficulty eliminated:**

Realising the high cost of hotels in Abuja, the capital city of Nigeria which is also in the North, we selected Kano, the most populous state not only the North but in Nigeria for the event. The venue was generously discounted while the ancient city attracted guests and awardees for tourism



OUTCOMES

- **Social Media Trend:** The activity set the social media trend for the week especially on Facebook which is the most predominant platform of choice by youngsters in Northern Nigeria.
- **Donations:** Received generous donations and funding commitment for subsequent annual events.
- **Perception:** Broke the jinx by hosting the first of its kind awards in the North (Arewa) targeted at young Northern impact and change Makers.



OUTCOMES

- **Morale Boosted:** The event which recorded 90% participation and attendance of nominees, boosted the morale of the honourees, and enhanced their images as achievers.
- **Role Models:** The event showcases role models that inspires others to excel in various sectors including Engineering, Law, Medicine, Education, Business, Entertainment among others.
- **Conference for Networking:** Provided a platform for education and networking among the guests and participants.



BEFORE AND AFTER THE CAMPAIGN

Before AREWA Event When Previous Awards in South Didn't Favour Northerners (AREWA)

The Future Awards celebrates 20 outstanding young Nigerians
<https://guardian.ng/saturday-magazine/the-future-awards-celebrates-20-outstanding-young-nigerians/>

NIGERIANS WHO MADE FORBES AFRICA'S 30 UNDER 30 LIST
<https://guardian.ng/life/nigerians-who-made-forbes-africas-30-under-30-list/>

Superwoman Under 30 Award
<https://web.facebook.com/swunder30awards/>

LEAP Africa 2022
<https://web.facebook.com/leapafrika/posts/pfbid0bmxeVytMx8GKE1Las4zgaVR9iWMk1Db1PRPNoBeiHomPbTECyfUNiHDbHvm7ddgol>

The Unfortunate Misconception About North (AREWA)

Northerners Are Beggars & Ungrateful Parasites
<https://newswirengr.com/2014/12/31/northerners-are-beggars-ungrateful-parasites-asari-dokubo>

Let's Have Referendum Instead Of Elections In The Interest Of Northerners By Bayo Oluwasanmi
<https://saharareporters.com/2022/02/09/let%E2%80%99s-have-referendum-instead-elections-interest-northerners-bayo-oluwasanmi>

What exactly is this 'northern interest'? <https://www.thecable.ng/what-exactly-is-this-northern-interest>

The Event:

Young Borno Automobile Designer, PRNigeria Manager, Others Bag Arewa Under-30 Awards <https://politicsdigest.ng/young-borno-automobile/>

Arewa Honours 30 Under 30 Superstars from Northern Nigeria
<https://prnigeria.com/2022/12/04/arewa-honours-under/>

Daily Trust, Trust TV's Zainab Bala Bag 'Arewa 30 Under 30' Awards <https://dailytrust.com/daily-trust-trust-tvs-zainab-bala-bag-arewa-30-under-30-awards/>

Appreciation message Dr Khalid
<https://www.facebook.com/100027912950233/posts/pfbid0ZXfYRCcX8b6ncB6Xy5zCHrNXHzi1gReBbZat2yzP23fspgqGanCKknobey7LMCYI/?mibextid=Nif5oz>

Inaugural Arewa 30 Under 30 Superstars Emerge <https://arewaagenda.com/arewa-superstars-emerge/>

Maryam Abbas Bichi - Panelist
<https://www.facebook.com/100000637325564/posts/pfbid02m6m4HNZSXgCvDzRAEKGx2nCuP4XQJ2eoRcZrTk6nwmveqfuE8Ap67XwzzjHhfrSrl/?mibextid=Nif5oz>

Guardian Metro: Arewa Agenda honours 30 youngsters from Northern Nigeria
<https://guardian.ng/news/nigeria/metro/arewa-agenda-honours-30-youngsters-from-northern-nigeria/>

Vanguard: Arewa honours 30 youngsters from Northern Nigeria
<https://www.vanguardngr.com/2022/12/arewa-agenda-honours-30-youngsters-from-northern-nigeria/>

AIT: Arewa Honours Northerners <https://youtu.be/7-P6iqqHacl>

Day Arewa Agenda Celebrated 30 Innovative Northern Youths
<https://economicconfidential.com/2022/12/day-arewa-agenda-celebrated/>