Promoting Wikipedia in Nigeria

Campaign Results from September - November 2017
In April 2017, the Wikimedia Foundation and the Wikimedia User Group Nigeria began collaborating to reach “New Readers” in Nigeria.

The goal: Increase awareness of Wikipedia across the country.
Situation: Nigerian internet users confuse Wikipedia with search engines and social media sites

Approach: Messaging campaign to explain and promote Wikipedia
of Internet users have heard of Wikipedia

Nigeria

28%
“Wikipedia is a social network. You’d use it if a friend in the US was on it and you wanted to connect with them.”

- Nigerian internet user, New Readers research May 2016
Campaign overview
Target audiences

**Primary:** School-aged Nigerian internet users who have not heard of Wikipedia

**Secondary:** Working professionals in Nigeria who have not heard of Wikipedia
Primary result

71% increase in Wikipedia awareness

Computed from the change in phone survey reported awareness from benchmark 28% (2016) to 48% (2018) representing 20% more market awareness and a growth of 71%.
Nigeria

28% → 48%

Have heard of Wikipedia

Results based on preliminary phone surveys
Overall awareness & usage changes

2016 > 2018 →

71% increase in awareness by internet users (28% > 48%)

New awareness

15% of internet users in the survey learned about Wikipedia for the first time through the videos

New usage

23% increase in mobile page views during the campaign period*

*Without direct tracking links from video posts the attribution is indirect, = correlated to time period of promotion.
Additional results: app users
Additional results: app usage
Context & Benchmarks
There are 190 million people in Nigeria.
Around 86 million have access to the internet.
80% of Nigerian web traffic comes from mobile devices
And internet access is growing 5%+ per year.
Awareness benchmarks

Using phone surveys in mid 2016, we established a baseline for Wikipedia awareness in Nigeria.

Survey respondents were asked if they “have heard of Wikipedia” and less than 30% could answer yes:

28% of Nigerian internet users have heard of Wikipedia.

See more: https://meta.wikimedia.org/wiki/Global_Reach/Nigeria_survey
Campaign details
Campaign overview

The messaging campaign began in October and continued through mid-November, a span of 6 weeks:

- **September 20** - Emmanuella video published
- **September 21** - Press & blog push
- **September 29** - Mark Angel Comedy posts Emmanuella video
- **September 26** - Things Fall Apart video published
- **November 1** - Campaign complete
Video ads
Video details

**Strategic approach:** We partnered with Anakle (a Nigerian agency) to produce 2 web videos introducing Wikipedia. The Nigerian Wikimedians requested that the video show “knowledge not restricted by age” so the resulting video showed a young girl and an old man making secret use of the site. Wikipedia was shown on mobile devices throughout, highlighting the site’s mobile functionality.

**Timing:** Videos launched September 20, 2017

**Distribution channels:** Facebook & YouTube
Video impact

Videos earned 17+ million views, ~9% of the Nigeria population

The Foundation paid to promote the videos to 5 million people, but the remaining 12 million views were from “viral” sharing.

Video links:

Emmanuella goes to School
- Facebook
- YouTube

Things come together
- Facebook
- YouTube
### Video views & engagements

<table>
<thead>
<tr>
<th>Channel</th>
<th>Views</th>
<th>Comments</th>
<th>Shares</th>
<th>“Likes”</th>
<th>“Love”</th>
<th>“Haha”</th>
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</thead>
<tbody>
<tr>
<td>Emmanuella</td>
<td>4.2 Million</td>
<td>1,500</td>
<td>49,000</td>
<td>67,000+</td>
<td>2,400+</td>
<td>6,300+</td>
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<td>(Facebook)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Emmanuella</td>
<td>9.5 Million</td>
<td>1,043</td>
<td>n/a</td>
<td>38,000</td>
<td>n/a</td>
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<td>(YouTube)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Things</td>
<td>1.9 million</td>
<td>803</td>
<td>8,900</td>
<td>12,000+</td>
<td>100+</td>
<td>700+</td>
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<td>(Facebook)</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>Things</td>
<td>23,472</td>
<td>7</td>
<td>n/a</td>
<td>119</td>
<td>n/a</td>
<td>n/a</td>
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<tr>
<td>(YouTube)</td>
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Data shown reflects the performance of the videos on Facebook as compiled on August 10, 2018. Additional views may be examined on Wikipedia and partner YouTube channels.
Selection of video comments

Olubode Alexander Fisayo: Wonderful advert... Big thanks to the creator of this wonderful site. It has broaden my knowledge in no small measure.

Bright Weneka Amadi: Really I found Wikipedia very useful. As a reach student in my Post Graduate programme, Wikipedia helped me to accomplished my research work without going through all the Books in the Library. indeed, it brought a world of cognitive inertia to closer end.

Royelx Godwin: I think this #Wikipedia Advert, almost Carried me away.. To think it's an advert of a new Movie coming out by our Great Actors. Pet Edochie I awaits when your History and IGBO History will be in Wikipedia article... Just like Nigeria and BIAFRA History Should be Peacefully Written in Wikipedia and Google Pages.

Husnain Balouch: 2 months ago
Yes it's right I also search answers from Wikipedia. Wikipedia is amazing..

Ilhan abby: 10 months ago
Big unaty that can not pronounce Wikipedia 😚😚😚Funnnyy girl 😏

Lawal Mary Olufunmilayo: Wikipedia has all the answers. Thanks to our baby for the information and awareness. Some still don't know.
Press coverage

20+ stories

ONE OF NIGERIA’S GREATEST STORIES IS BEING RETOLD BUT THE NATION ISN’T PAYING ANY ATTENTION

Chude Jideonwo
Oct. 18 2017, 9:02 am
Press impact

**Message:** Wikipedia has 2 stories for Nigeria meant to introduce our service

**Timing:** 1 week following video launch

**Participants:**
- Anakle (local agency) leading
- Peter Edochie & Emmanuella (actors) appears

**Results:** 10+ stories including a later Boing Boing blog post inclusion
The Guardian

ONE OF NIGERIA'S GREATEST STORIES IS BEING RETOLD BUT THE NATION ISN'T PAYING ANY ATTENTION

Chuks Ibeonu
Oct 18 2017, 9:02 am

They're not saying exactly what, though: they do cite a very successful experiment in Nigeria that recruited Nollywood stars to create video-ads that brought 15 million Nigerians to the service.

One of the critical issues we identified as part of this research was low awareness of Wikipedia outside of North America and Europe. To address this, we experimented with new projects and partnerships to increase awareness of Wikipedia, and we’ve experienced some initial success in this work. In Iraq, for example, we raised awareness of Wikipedia by more than 80%. In Nigeria, we partnered with Nigerian community members and Nollywood stars to introduce more than 15 million people to Wikipedia and how it works. These successes have given us several ideas for where we may take our partnership work next, with a particular focus on leveraging the high engagement levels among entertainment programs.

Oh wow, have you seen the Pete Edochie and Emmanuella videos?

Wikipedia launched?

Coming to Nigeria to shoot the videos, and using our own people.

An excerpt from a blog on what it’s all about:

"Last week, Wikipedia, in partnership with Anambra, a digital marketing agency in Lagos, released two videos featuring YouTube sensation, Emmanuella, and Nollywood veteran, Pete Edochie. The campaign is in line with the organisation’s awareness campaign in Nigeria.

In the second video, starring veteran Nollywood actor, Pete Edochie, Wikipedia travels back in time to reveal how all the world’s knowledge has always been available to those who know where to look."
Internet usage in Nigeria has held steady at 63%
Have you heard of Wikipedia? (all respondents)

2016: 23%
2018: 29%
Have you heard of Wikipedia? (internet users)

- 2016: 28%
- 2018: 42%
25% of internet users said they had seen the video
Over half of those users said it the first time they’d heard of Wikipedia

~15% of internet users
Influencers increase video reach

The reach of “Emmanuella” as a YouTube influencer was enormous. She added nearly 10 million views to the video!

Going forward, we recommend the consideration of celebrities with robust social media followings to increase the reach of marketing messages.

TV should be part of distribution

This campaign only used digital channels for distribution. In the future, we think TV should be considered to reach more audiences.

This can be done after the initial digital launch, and should be measured in the follow-up surveys to assess impact.
Thank you