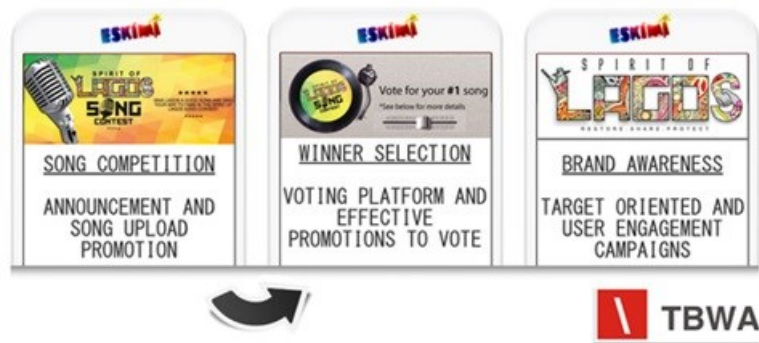


Eskimi, TBWA\Concept launch 'The Spirit of Lagos'

Eskimi and TBWA\Concept have launched a social campaign dubbed 'The Spirit of Lagos' for Nigeria's very populous and popular prime commercial city.

Olaniyi Omotoso, the Spirit of Lagos Project Director, says "the Spirit of Lagos' four pillars of citizenship, civic responsibility, social justice, and good neighbourliness is the life of Lagos. It is the embodiment of all things good about Lagos and the very lifeline that connects its glorious past with its future that we all earnestly desire."

The campaign consists of key Eskimi elements from awareness to engagement and targeting: display media, fanclub, treasure hunt, photo competitions, incentives and multiplatform targeting.



[click to enlarge](#)

TBWA\Concept launched a song upload competition, where talents from Lagos uploaded their songs for masses to vote. This was achieved using Eskimi display media and fanclub, also photo competition to drive awareness and engagement.

Vytas Paukstys, CEO of Eskimi commented on the campaign: "We are happy to launch this campaign with our partner TBWA\Concept that is focused on social responsibility, change and not only selling of new products. The results showed how Lagosians are proud of their city and their country. We are thrilled to continue the campaign further and excited to see the results".