

African Footballer of the Year campaign

The BBC African Footballer of the Year is a well established annual award with a 20-year history. It is given to the best African footballer of the year, as voted by the BBC audience via text message and online. The shortlist is put together by football experts from Africa. Last year's BBC World Service campaign for African Footballer Of The Year featured on TV, print, online and social media. The campaign resulted in 220,000 votes, the highest ever number, achieved in a shorter voting period. The BBC will be amplifying this campaign across all media in 2014 to find out who will take the title from last year's winner, Yaya Toure.

For more, visit: <https://www.bizcommunity.com>