

CASE STUDY

Maputo Tea Party

How VALSIG Solutions designed and executed a viral digital campaign celebrating 20 years of the Maputo Protocol, reaching 260,000+ people across Sub-Saharan Africa.

IPPF Africa Region · August 2023



#maputoteaparty
#maputoprotocol20thanniversary

ABOUT THE CLIENT

IPPF Africa Region (IPPF-AR)



Who They Are

The International Planned Parenthood Federation Africa Region (IPPF-AR) is one of the leading sexual and reproductive health (SRH) service delivery organisations and advocacy voices in Africa, operating through Member Associations in 40 countries.

For the 20th anniversary of the Maputo Protocol, IPPF-AR needed a digital campaign that would raise awareness, build excitement, and engage young Africans on women's and girls' rights — in a way that was bold, culturally resonant, and shareable.

REGION

Pan-African / Sub-Saharan Africa

FOCUS

Sexual & Reproductive Rights

CAMPAIGN

Maputo Protocol at 20

THE BRIEF

Celebrate 20 Years of the Maputo Protocol

IPPF-AR tasked VALSIG Solutions to design and execute a one-month digital campaign honouring the 20th anniversary of the Maputo Protocol — creating buzz, educating audiences, and mobilising advocacy for women's rights across Sub-Saharan Africa.

Sensitize young Sub-Saharan Africans on the Maputo Protocol

Build excitement for the 20th Anniversary and drive online visibility

Amplify the message: women's rights are defined — not assumed — by tradition

Educate and mobilise audiences through storytelling, events & influencers

Drive traffic to IPPF-AR's digital assets and sustain engagement post-campaign



CAMPAIGN CONCEPT

"Got the Maputo Tea?" — A Protocol Conversation

Consumer Insight

Most Africans assume that women and girls' rights are already covered by tradition — creating a dangerous gap between perception and legal protection.

Strategy

Leverage the 20th anniversary to spark conversations using a "tea party" metaphor — making the Maputo Protocol feel relevant, shareable and accessible to young Africans.

[Be] BRIGHT

- › Animation video & key visual assets
- › Campaign lock-up & brand identity
- › Social media captions & visual content
- › AI-generated African-themed imagery

[Be] INFORMATIVE

- › Maputo Tea Party expert event
- › Street Shoot with university students
- › Member interview content & video cuts
- › Micro-blogging on Twitter/X

[Re] IGNITE

- › Influencer & nano-influencer network
- › 30 university nano-influencers deployed
- › Sponsored Facebook & Instagram posts
- › Partner posts & hashtag campaign

KEY ACTIVITIES

Events, Content & Influencer Activation

01 The Maputo Tea Party

An expert panel event at IPPF-AR offices (July 6, 2023) with 75+ attendees and a global live-stream on YouTube. Recorded for video content creation and shared across social platforms.

02 The Street Shoot

An on-ground activation at Strathmore University, Nairobi, where 30 students were interviewed and filmed sharing their knowledge of the Maputo Protocol. Participants received tea and live educational conversation on women's rights.

03 Influencer Network

Two primary influencers and 30 nano-influencers drawn from Nairobi universities — highly engaged young people who shared campaign messaging directly with the target audience at scale.

04 Social Media Campaign

Teaser posts, AI-generated African-themed visual posts, video content, micro-blogging on Twitter/X, and sponsored Facebook posts to maximise reach and sustain campaign engagement for one month.

CREATIVE OUTPUT

Campaign Visuals — AI-Generated, Africa-Inspired

All social media imagery was created using AI technology, ensuring a distinct identity for the campaign. Inspired by Africa, the posts featured distinct African prints and backgrounds.



Measurable Impact Across Sub-Saharan Africa

#MaputoTeaParty

Trended #1 on Twitter in Kenya on 11 July 2023

260K+

Total Reach

Combined reach across sponsored Facebook posts

97,914

Video Views

Total influencer video views across all platforms

11,585

Influencer Likes

Total likes generated by the influencer campaign

83,520

Engagements

Total engagements on the highest-performing posts

30

Nano-Influencers

University students deployed as brand advocates

75+

Tea Party Guests

Attendees at the flagship Maputo Tea Party event

PLATFORM PERFORMANCE

Organic & Sponsored Results by Channel

ORGANIC POSTS

Twitter/X

11,087 Impressions

811 Likes · 180 Shares

Facebook

1,904 Impressions

401 Reach · 49 Likes

Instagram

6,868 Impressions

1,236 Reach · 308 Likes

LinkedIn

10,008 Impressions

216 Likes · 41 Shares · 6 Comments

TikTok

68,492 Views

6,855 Likes · 44 Reposts · 131
Comments

SPONSORED FACEBOOK POSTS

Video Post

129,121 Reach

83,520 Engagements · 31,265 ThruPlays

KShs 11,600

Education Post

35,432 Reach

11,082 Engagements · 189 Link Clicks

KShs 11,600

Video Post 2

41,153 Reach

41,380 Engagements · 507 Link Clicks

KShs 5,210

Education Post 2

55,137 Reach

1,268 Engagements · 1,191 Link Clicks

KShs 5,740

Building a Smarter Campaign for Next Time

What Worked

Nano-influencer network — university students as authentic brand advocates

Standardised visual content shared across all platforms consistently

Maputo Tea Party — live event as engine for all video content creation

AI-generated imagery creating a distinct and culturally resonant visual identity

#MaputoTeaParty trending #1 on Twitter — organic viral moment





Ready to Brew Your Next Campaign?

VALSIG Solutions partners with advocacy organisations, NGOs, and social movements to build bold, Africa-rooted communications campaigns that create real change — on the ground and online.

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