

# Digital technology boosting Kenya's socio-economic fortunes

Squad Digital, Kenya's leading digital advertising agency, is using this digital technology to rally citizens to be patriotic and peaceful in a bid to create cohesiveness, which will result in boosting Kenya's socio-economic fortunes.

For a country that has seen its fair share of negative publicity, a new digital campaign has rolled out to tell the positive stories taking place, thus changing how the nation's narrative unfolds both within and outside its borders. To achieve this, Squad Digital conducted a social experiment for Safaricom Limited (Kenya's largest Telecom) - that led to the birth of #ThisIsMyKenya campaign.

After less than a week and only spending \$2,000, the campaign achieved 66.6 million impressions, which has a media value of \$130,000. The campaign video has achieved over 750,000 views between YouTube and Facebook. That is more than 3.5 million minutes of branded content and \$37,500 in media value.

Most importantly is the buzz it has created across the country and beyond. Facebook Groups such as Kenyans in Dubai, Kenyans in Washington, etc. are also sharing the campaign and so far, the public at large has shared more than 2100 beautiful images of Kenya on Twitter, Facebook and Instagram.

The campaign reach continues to grow, as the country seeks to re-write its story. If you do not tell your story, others will tell

it and they will invariably get it wrong. Now Kenyans seeks to set the record straight by breaking new frontiers in telling the Kenyan story.

For more information, visit: <http://thisismykenya.co.ke/>

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