

Environics Communications' work with the MasterCard Foundation

Research shows that education is an effective path out of poverty, particularly for women. With chronic unemployment and underemployment on the continent of Africa, the MasterCard Foundation believes it's important to focus on teaching foundational skills, such as literacy and numeracy, as well as market-relevant skills that young people need to transition to employment, such as digital literacy and financial management.

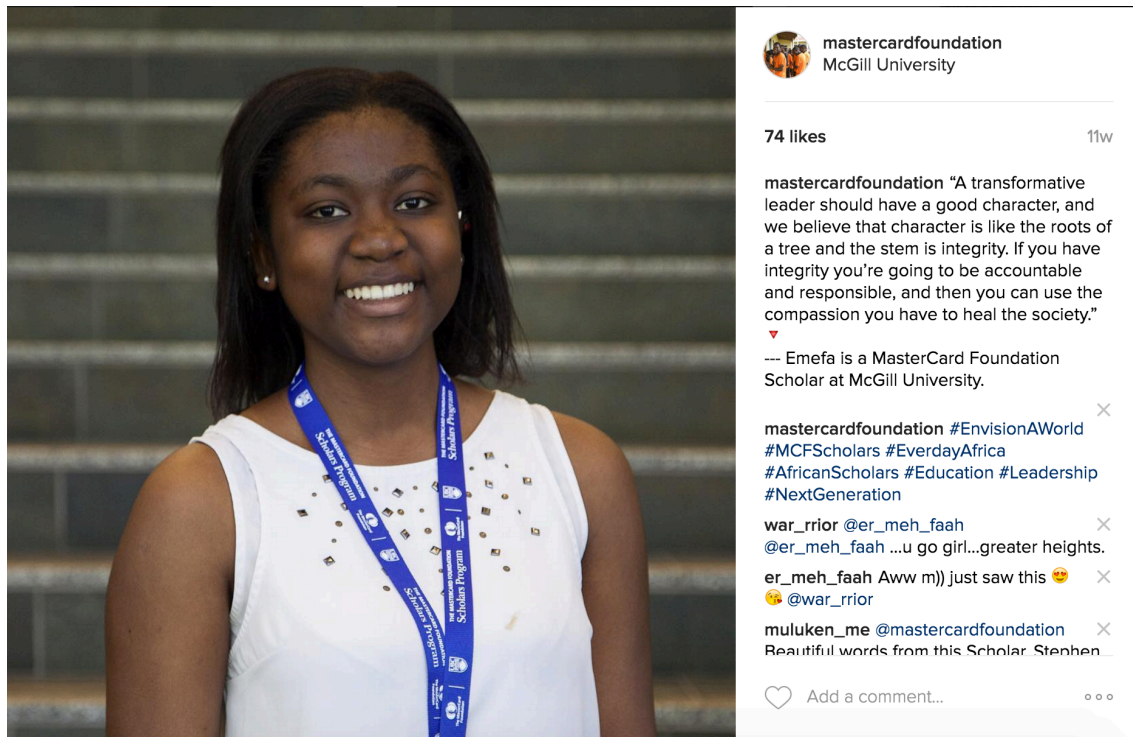
Partnering with Environics Communications, we've helped elevate the voices of the MasterCard Foundation Scholars through the #EnvisionAWorld digital campaign. Via Facebook, Instagram, and digital ads, we've been able to share the ambitions and challenges of thousands of economically disadvantaged Scholars. Our tremendous results have increased awareness, driven traffic to the Scholars microsite, and prompted the MasterCard Foundation to name Environics as their agency of record.

RESULTS

Instagram (April-August)

Launched the MasterCard Foundation's Instagram account on April 1st and have achieved the following results:



- Increased followership by 254.3%
- Increased engagement by 8,197.4%



Facebook (April-August)

Leveraged the MasterCard Foundation’s existing Facebook audience to promote #EnvisionAWorld content. Since April, we have achieved the following results:

- Increased impressions by 638% compared to previous date range (24,714,336 impressions) 3,396,547
- Increased engagement by 726% compared to previous date range (175,445 engagements) 21246
- Increased link clicks by 1,348% compared to previous date range (448,791 link clicks)
- Increased followership by 48.3% (13,578 new followers)

Post	Reactions	Comments	Engagement	Reach
 <p>The MasterCard Foundation</p> <p>"My family has been my support system. Their belief in my power to make a change and my determination to continue made me a stronger person. Because of them I am willing to fight to reach my goal. I wish the same for our younger generations." --- Narmeen is a MasterCard Foundation Scholar at the American University of Beirut (AUB) - Faculty of Health Sciences. In recognition of International Day of the Families. How will you contribute to the support system to see your loved ones flourish? http://bit.ly/21Plls3</p>  <p>(Post) May 16, 2016 5:10 pm</p>	7,784	169	3.8%	645,718

Digital Ads

Released three ads over a month and achieved the following cumulative results:

- Reached 1,804,325 unique Facebook users
- Generated 320,358 clicks to the Scholars microsite
- Achieved a 17.76% click-through-rate (average CTR is 0.98%)
- Garnered 10,427,957 impressions

