



WORLD AFRO DAY & AWARDS 2018

# PR REPORT



WORLD AFRO DAY 2018

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## WORLD AFRO DAY & AWARDS 2018

Annual global day of change, education and celebration of Afro hair, culture and identity. The event was established 15 September 2017 and endorsed by the United Nations Office of the High Commissioner for Human Rights.



## KEY ACHIEVEMENTS

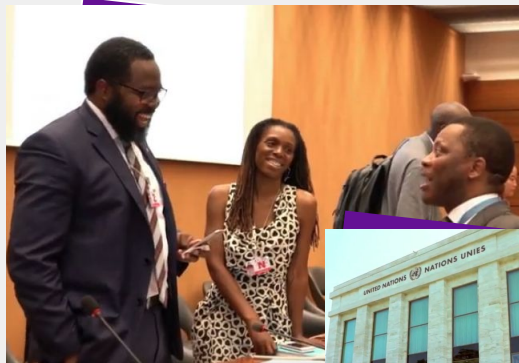
### Schools teach **WAD LESSONS**



VIDEO

2018 free lesson plans were downloaded across the UK and as far as Australia.

### Special Invitation to the **UNITED NATIONS**



VIDEO



Founder Michelle De Leon was invited in August 2018 to the United Nations in Geneva to speak about World Afro Day.

### The inaugural **WAD AWARDS**



VIDEO



The World Afro Day Awards celebrate excellence and the normalisation of Afro hair in all areas of society.

WORLD AFRO DAY 2018

# OGILVY PARTNERSHIP

**CHANGE THE FACTS. NOT THE FRO**

**8.6 M**

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TOTAL ESTIMATED  
REACH



OGILVY PARTNERSHIP

Ogilvy Partnership

## CHANGE THE FACTS NOT THE FRO

“Change the facts. Not the fro”, a campaign for World Afro Day, drove awareness of the deep-rooted bias experienced by women with afro-textured hair within society and called on people to reassess these negative hair stereotypes.

The campaign went live in OOH, digital and social, and leveraged influencers worldwide to drive reach across Twitter and Instagram.

Key campaign  
mechanics



Social media



Programmatic



DOOH



Press

OOH ads  
achieved

918,260

IN ESTIMATED  
IMPRESSIONS

Print and  
Digital achieved

1.1 M

IN ESTIMATED  
REACH

Social Media  
Activity achieved

6.5 M

IN ESTIMATED  
REACH

Ogilvy





OGILVY PARTNERSHIP

Ogilvy Partnership

## CHANGE THE FACTS NOT THE FRO

ONLY  
37%

OF BLACK WOMEN  
FEEL COMFORTABLE  
WEARING DREADS TO A  
PROFESSIONAL  
EVENT\*

CHANGE  
THE FACTS.  
NOT THE FRO.



15 SEPTEMBER



\*The Good Hair Study - Perception Institute

ONLY  
27%

OF BLACK WOMEN  
FEEL COMFORTABLE  
WEARING DREADS TO A  
PROFESSIONAL  
EVENT\*

CHANGE THE FACTS.  
NOT THE FRO.



15 SEPTEMBER



\*The Good Hair Study - Perception Institute

1 IN 5

BLACK WOMEN FEEL  
SOCIAL PRESSURE  
TO STRAIGHTEN THEIR  
HAIR FOR WORK\*

CHANGE THE FACTS.  
NOT THE FRO.



15 SEPTEMBER



\*The Good Hair Study - Perception Institute

78%

OF PEOPLE  
INSTINCTIVELY  
PREFER  
SMOOTH  
HAIR\*

CHANGE THE FACTS.  
NOT THE FRO.



15 SEPTEMBER



\*The Good Hair Study - Perception Institute

Ogilvy

WORLD AFRO DAY 2018

# EDITORIAL COVERAGE

**101**

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PIECES OF  
COVERAGE

**10+M**

---

ESTIMATED  
COVERAGE VIEWS



2018 PRESS

EveningStandard.

**HUFFPOST**  
UNITED KINGDOM

campaign

**BBC**

**BBC**  
LOCAL RADIO

**BBC**  
RADIO

**1**xtra

**BBC**  
RADIO  
**5** live

**BBC**

itv

Good  
Morning  
Britain

REUTERS  
UK

telesur

**NEWS**

Closer

GLAM AFRICA

PRIDE

GLAMOUR

house  
of  
COCO

It's Nice That

YORKSHIRE  
Evening Post

All  
Things  
Hair.

ha!r popp!

ULTIMATE  
CLASSIC ROCK

The Drum™

afro  
noir  
by Deborah Rennie

THE  
VOICE

BLACKHAIR  
FASHION BEAUTY STYLE

COL  
OUR  
FUL



★ HIGHLIGHTS



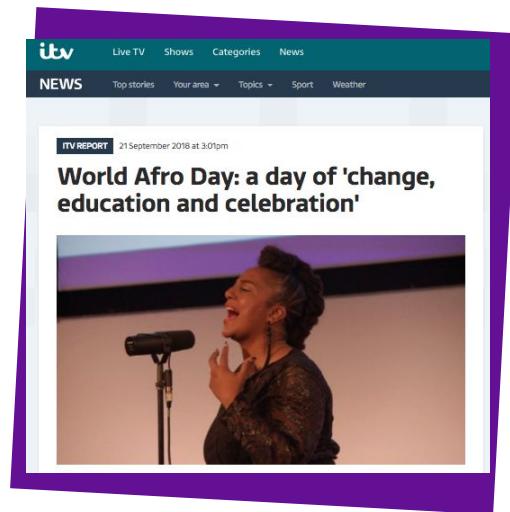
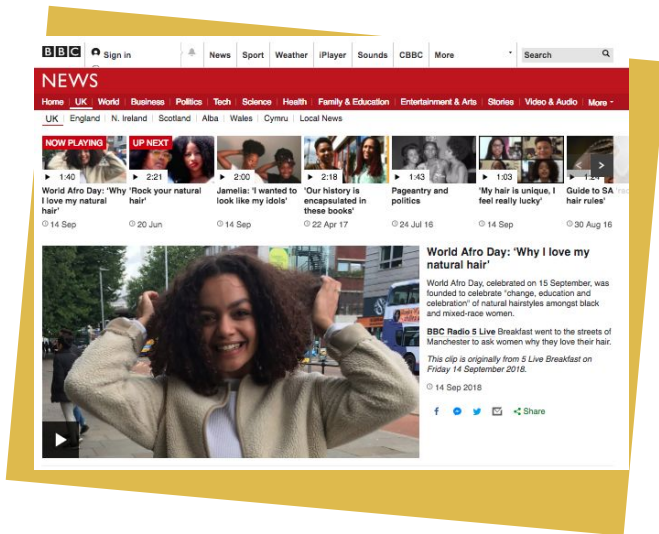
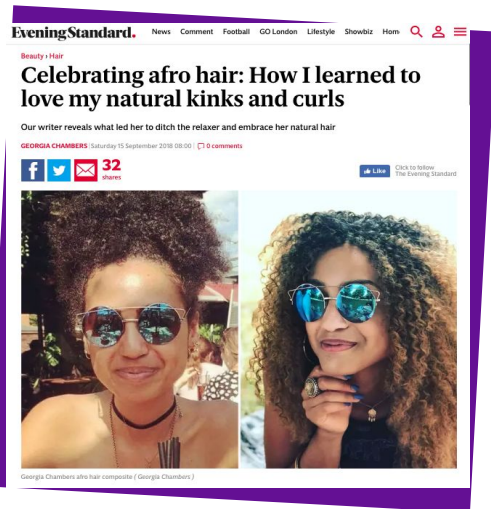
EST MONTHLY VISITS



EST COVERAGE VIEWS



DOMAIN AUTHORITY



EveningStandard.



17.4M

SEP 15  
2018



22.6K



91

BBC



568M

SEP 07  
2018



419K



95

itv



25.1M

SEP 21  
2018



32.5K



91

# ★ HIGHLIGHTS



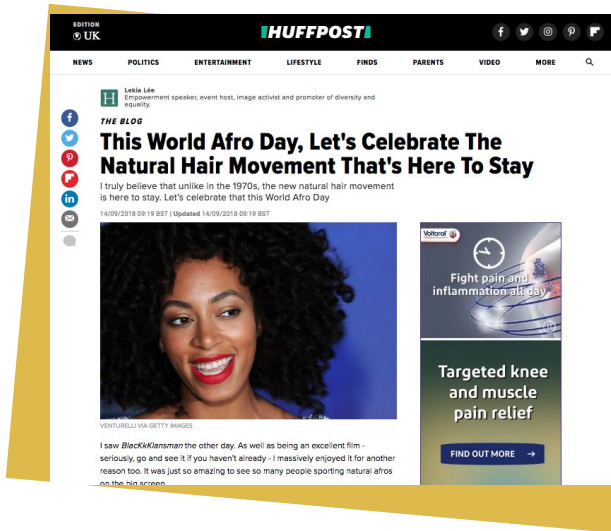
EST MONTHLY VISITS



EST COVERAGE VIEWS



DOMAIN AUTHORITY



SEP 07  
2018



568M



419K



95



SEP 07  
2018



11.9M



15.4K



91



SEP 15  
2018



57.7M



66.7K



92

# ★ HIGHLIGHTS



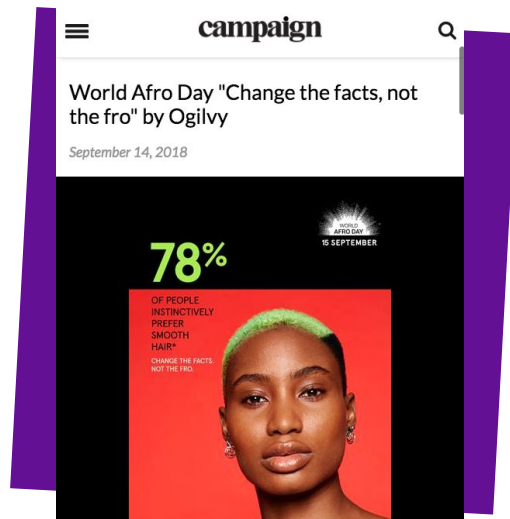
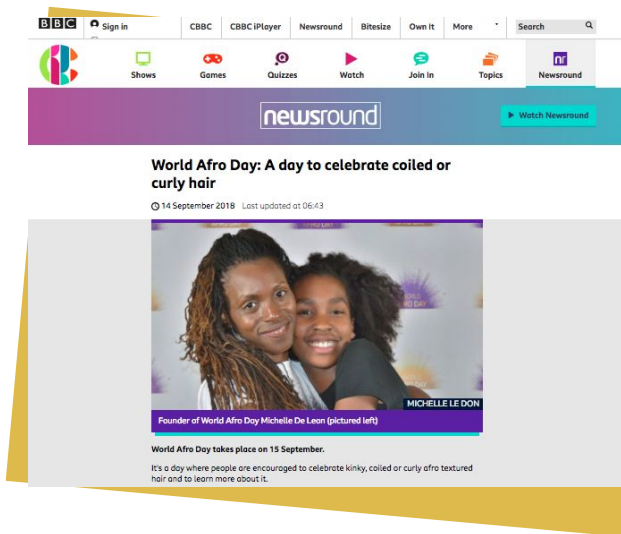
EST MONTHLY VISITS



EST COVERAGE VIEWS



DOMAIN AUTHORITY



SEP 07  
2018



568M



419K



39



SEP 14  
2018



568M



419K



95

campaign

SEP 15  
2018



1.38M



4.1K



79

# ★ HIGHLIGHTS

REACH

LIKES

SOCIAL PLATFORM



naomi • Follow

naomi ❤️ #worldafroday

@marakech\_brooklyn 🥰🥰

Load more comments

deeree273 Yummy I simply love this

shot baby

\_\_mazid\_\_ This is dope 🥰

\_livinglife2018 You hair is Life!

celebritychefkymms Gorgeous

daviv @naomi You threw shade at

them girls last night. But your bald

headed ass. Is constantly liking and

commenting on the IG page.

#negroplease 🥰

daviv \*there 🥰 @kendalljenner

@iamcardib 🥰

byvichi Love this look 🥰

105,453 likes

SEPTEMBER 16



the\_real\_iman • Follow

the\_real\_iman #worldafroday

Hair @derickmonroe #imanarchive

Load more comments

aliciaone4 THE REAL QUEEN 🥰🥰

aliciaone4 🥰🥰🥰🥰🥰🥰🥰🥰

aliciaone4 🥰🥰🥰🥰🥰🥰🥰🥰

modernwomanpr Beautiful

shendreaajinkya 🥰🥰🥰🥰

m\_rehfeld Wow 🥰

williamcobblers The hair, eyes, nose,

lips, neck, skin, body, is simply divine -

you beautiful lady!

6,901 likes

SEPTEMBER 16

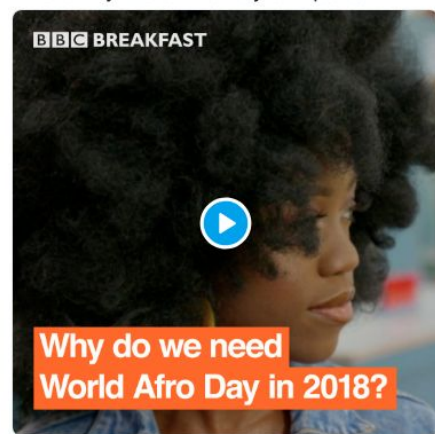
Add a comment...

BBC Breakfast

@BBCBreakfast

Follow

This is why World Afro Day is important...



Why do we need World Afro Day in 2018?

NAOMI  
CAMPBELL

SEP 15  
2018

5.4M

165.2K

Instagram

IMAN

SEP 15  
2018

528K

6.9K

Instagram

BBC  
BREAKFAST

SEP 13  
2018

266K

583

Twitter

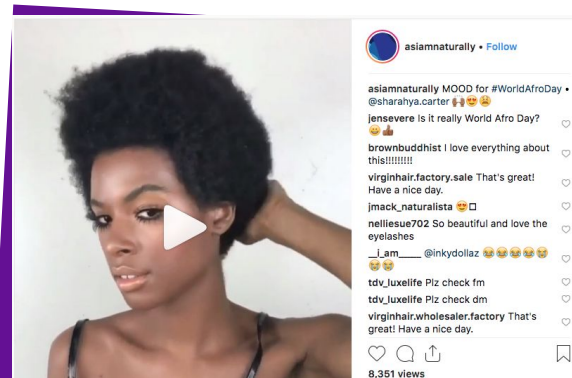


# ★ HIGHLIGHTS

REACH

LIKES

SOCIAL PLATFORM



FLEUR EAST

418K

SEP 15  
2018

8K

Instagram

GLAMOUR  
BRAZIL

SEP 15  
2018

1.3M

613

Instagram

AS I AM  
NATURALLY

SEP 17  
2018

134K

8.3K

Instagram

# ★ HIGHLIGHTS

👤 REACH

♡ LIKES

🔗 SOCIAL PLATFORM



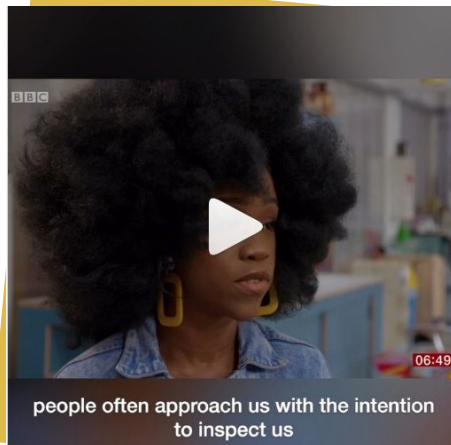
**LEICESTER CITY**

SEP 15  
2018

👤 **1.26M**

♡ **503**

🔗 **Twitter**



**THE SLUM FLOWER**

SEP 13  
2018

👤 **184K**

♡ **44K**

🔗 **Instagram**



**CHRISTY TURLINGTON**

SEP 16  
2018

👤 **718k**

♡ **9.3k**

🔗 **Instagram**



# CONTACT US

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[WorldAfroDay.com](http://WorldAfroDay.com)

