

PUBLIC RELATIONS PLAN FOR BIDCO GROUP LTD

- A 45DAY CAMPAIGN”

EXECUTIVE SUMMARY

Due to continuous negative campaigns by malicious individuals through bloggers on Bidco Africa and Mr. Vimal Shah, we have designed a PR campaign to;

- ✚ Uphold Bidco's Brand reputation and value
- ✚ Protect stakeholders' interests-this includes shareholders, consumers, employees, suppliers among others
- ✚ Relay facts on the current situation which will result to Public Sensitization-this will cover the issue of land in Uganda, Taxation, Bidco employees
- ✚ Clear Bidco's and Mr. Vimal Shah name in the messes created by malicious individuals
- ✚ Encourage and educate people on Supporting Local companies- Buy Kenya Build Kenya

1. SITUATION ANALYSIS

Bidco Africa LTD and its CEO Mr. Vimal Shah have faced serious online slander from bloggers, Mr. Nyakundi in particular resulting to a tainted image and negative sentiments about both the organization and Mr. Vimal. Several trending hashtags and blogs have painted Mr. Vimal Shah and his organization negatively. This negative publicity can be countered by providing a counter narrative and providing the general public with real facts and showcasing the real personality of the slanderer, Mr. Cyprian Nyakundi and real motives behind this.

2. GOALS AND OBJECTIVES

GOALS:

1. Maintain and uphold Mr. Vimal Shah's Image
2. To enhance Bidco Africa's Group Image
3. Marshal support for both Mr. Vimal and Bidco from Public and other stakeholders

OBJECTIVES:

1. INFORMATIONAL

Provide the general public with real facts and information about Bidco and Mr. Vimal Shah. This will be from credible sources i.e. BIDCO ,articles by journalists, clips from the internet among others

2. ATTITUDINAL

Increase positive feelings of Kenyans On Twitter and general public towards Mr. Vimal Shah and Bidco Group. This will be boosted through interactiveness , on social media through conversations and hashtags

3. BEHAVIORAL

Influence positive image of Mr. Vimal Shah and Bidco and increase consumer awareness and buying of Bidco products.

3. THEMES AND MESSAGES

The campaign will be centered towards relaying facts and enhancing positive instructiveness with the public. To achieve this we will use themes relayed in form of;

Hashtags

Narratives

Documentaries

Blogs

Reports

The Themes will focus on the following;

1. Bidco Group Ltd- Kenyan Grown, compliance organization Equal Opportunity employer, Employee welfare champions, Positive CSR, Environmental Conservatives, Empowering Farmers ,ISO certification ,Bidco employees union, clearance by the Uganda government on land
2. Mr. Vimal Shah's Accomplishments – This will be important in portraying the true character contrary to what is being relayed. By this it will firm up the Bidco campaign and also offer a counter narrative.
3. Cyprian Nyakundi Traits- He has been a reknowned smear blogger who has blackmailed several companies and individuals. Part of the campaign is to show true characteristics of this individual. Some being
 - ✚ Economic Saboteur
 - ✚ Tribal
 - ✚ Blackmailer
 - ✚ Lacks objectivity and credibility
 - ✚ Hired Goon
 - ✚ Among others

MESSAGES RELAYED:

- Mr. Vimal Shah's character - Mentor, Philanthropist, Role Model, Visionary Entrepreneur and Ethical Business Man
- Cyprian Nyakundi- Hired Goon, Economic Saboteur, Killing Local Companies
- Bidco Group – Buy Kenyan, build Kenya
 - Support Kenyan industries for Economic growth
 - Bidco's Expansion plans and its impact to Kenya's economy
 - Bidco's employees welfare
 - Bidco's Tax compliance
 - Bidco's CSR Projects
 - Bidco's Environmental Impact
 - Bidco's Economic Impact

4. STRATEGIES AND TACTICS

STRATEGY- ELECTRONIC COMMUNICATION

TACTIC 1 - Twitter - Interactive twitter trends for Mr. Vimal, Bidco Africa Group and against Cyprian Nyakundi,

TACTIC 2- Facebook – Informative articles about the issues at hand, Bidco, Mr. Vimal Shah and Cyprian Nyakundi

TACTIC 3- Video Promotions about Mr. Vimal- awards, accomplishments, CSR

Tactic 4- Collaborations- with other aggrieved parties

TACTIC 5- Blogs and Online influencers

TACTIC 6- Employee Testimonials

TACTIC 7- Bidco Documentary

TACTIC 8. Have a report by Bidco that we will publish and make it go viral on social media

5. BUDGET

ITEM	RATE	QUANTITY	TOTAL	
Daily Trends on Twitter	20,000	45 days	900,000	
Blogs and influencers	10,000	15 bloggers	150,000	
Video Documentary and boosting	100,000	1	100,000	
Graphics design and sharing	85,000	1	85,000	
Facebook Page Management- sponsored ads,graphics,posting	100,000	1	100,000	
TOTAL			1,335,000	

6. TIMELINES

The Social Media PR is a two months program with the following Timelines

THEME/MESSAGE	START	END
Bidco Facts	5/12/2016	12/12/2016
Mr. Vimal Shah- accomplishments,	13/12/2016	20/12/2016
Nyakundi Facts- bias, sabotage, his blogs	21/12/2016	28/12/2016
Bidco CSR	29/12/2016	5/01/2017

THEME/MESSAGE	START	END
Bidco Impact	6/01/2017	13/01/2017
Mr. Vimal Shah & Bidco	14/01/2017	21/01/2017
Kenyan Companies- bias on Bidco	22/01/2017	29/01/2017
Documentaries on Bidco/Vimal/Trends	29/12/2016	5/01/2017

7. EVALUATION

Throughout the campaign we will guarantee on **A TRENDING TOPIC DAILY** to relay all the information named above.

In addition we will also evaluate performance through;

Audience impressions and total reach

Content analysis

Audience surveys

Impact of several hashtags

Ads Equivalency

The campaign will reach more than 2,500,000 users on twitter as this is where most of the smear campaign is being relayed. An additional 500,000 will be reached on Facebook.