



Marcomms Brief

This brief has been developed to assist partners to #FixPolitics in the communications and media space to better understand and position with respect to the dissemination and propagation of #FixPolitics messaging. The guidance contained here places the campaign in view within the context of #FixPolitics and aims to provide insights to the approach to developing content that is directly related to the core #FixPolitics messaging.

Background

#FixPolitics (<https://www.fixpolitics.org/>) is a citizens-led movement to structurally change and innovate politics in Nigeria, Africa, and the rest of the world. We see politics as the major influence which will create a society that is anchored on social justice, citizens' rights, and a shared prosperity. Therefore, the Mission of #FixPolitics is to elevate the Office of the Citizen (OOTC) to its rightful place in our nation and develop a political class of servant leaders. Across the length and breadth of Nigeria, the sense of a deep foreboding is unmistakable, persistent, and imminent. This is clear from our media and conversations which are sharply focused on the widespread insecurity, rising ethnic conflict, a harsh economic recession characterized by rising food prices and an intolerably high rate of unemployment, driving our millions of young people into hopelessness and crime. This alarming reality has also led to fundamentally questioning the basis of our union, resulting in palpable uncertainty concerning our future as a nation.

Despite 22 years of unbroken democracy in Nigeria, our people are not enjoying the benefits that should be the dividends of our democratic experience. We need to change this, and it will only happen through the actions of an empowered and engaged electorate. To a large extent what we need are the right set of leaders, governing us at local, state, and federal levels. However, the truth is, we continuously boycott the very route that will help us to achieve the country of our dreams.... politics.

The citizens need to step into the Office of the Citizen and exercise their responsibilities to evolve sustainable democracy. This is possible if our creative industries help to educate, re-orientate positively and galvanize Citizens by their collective output; urging them to act in various ways. Consequently, Citizens would not only understand the decisions that affect their lives but would also become proactive and demand positive change at appropriate levels and through the right channels. This joint action will create a robust awareness of the responsibility of the OOTC.

The central idea is therefore to make Citizens proactive in getting to understand the decisions that affect their lives and urge them to act in various ways, at the appropriate level and through the right channels to demand positive change. We believe that together we can create a robust awareness of the responsibility of the OOTC

The #Fixpolitics Conceptual Model

Nigeria accounts for about half of West Africa's population with approximately 202 million people and one of the largest populations of youth in the world. With an abundance of natural resources, it is Africa's biggest oil exporter, and has the largest natural gas reserves on the continent.

Yet it is almost in the reckoning for the world's poverty capital with over half of its population living below the poverty line. In addition, over 10m children are out of school, and its society riven by corruption, unemployment and public systems consistently failing to provide the minimum in terms of healthcare, welfare, and opportunities for self-actualisation. We believe that Nigeria's people have



endured decades of bad leadership and under development, under democratic rule, largely because they do not understand their rights as citizens.

#FixPolitics sees politics as the major influence on creating a society that is anchored on social justice, citizens' rights, and a shared prosperity. If we must restore our nation to the path of greatness that the founders envisaged, we must urgently correct the fundamentally flawed system that divorces political representation and executive action by political office holders, from accountability to the people.

"In a democracy, the highest office is the office of citizen"
-Supreme Court Justice Felix Frankfurter

(Source: <https://www.worldbank.org/en/country/nigeria/overview>)

This realization has birthed The Fix Politics initiative. FixPolitics is a citizens-led movement to structurally change and innovate politics in Nigeria, Africa, and the rest of the world. FixPolitics members work pro-bono and seek a 'First World' society that is equitable for all with no ethnic, political, religious, gender or age bias.

Our mission is to ensure that we mobilize Nigerians to create the enabling environment that shakes people from their inertia and galvanizes them into constructive civic action, for the good of all! Our core values are **Fearlessness, Inclusiveness, Resilience, Education, Service** and **Justice**, which are represented by the acronym, FIRES of Justice.

Objectives & Goals

The objective of the Office of the Citizen Campaign is to:

- (1) Re-orient the citizens to understand the electoral process, recognize the power of the vote and importance of voting and voting aright. i.e., increase political literacy and make vote of the low-income class votes unpurchasable
- (2) Empower the public by providing members with opportunities to increase their influence and participation in politics outcomes i.e., Enable citizens have a stronger voice in the development of public policies and legislative agendas.
- (3) Teach citizens about good citizenship and how to identify and select good leaders. (Characteristics of Good Citizens within brief refers)

Key Value Proposition

Core Message: The OFFICE OF THE CITIZEN is the highest in the land. It is higher than the Office of the President which is an elected office. It is the OFFICE OF THE CITIZEN that empowers!

Campaign Theme: You are in office. Take charge.

What is the Desired Feeling/Action?

Good citizens are responsible in these 3 areas.

- Government and communities
 - Respect and obey laws i.e., do what is right in terms of their character, attitude, action, and word
 - Loyal to their nation and proud of its accomplishments



- Take an active part in their government
- Believe in the equality of opportunity for all people
- Take part in and improve life in their communities
- Respect the rights and properties of others
- Render to each and to all what belongs to them.
- Respect individual differences and ways of life that differ from their own
- Family
 - Are responsible family members
- Personal
 - Use natural resources wisely
 - Are well informed on important issues

Critical Issues to Focus On

(1) Voting

We want to clearly establish the power of the vote, the importance of voting and voting without being coerced by money or “stomach infrastructure” and the consequences of such acts. After voting their chosen candidates into office, citizens need to demand good governance from elected officials.

(2) Choosing candidates

We want to show how making the right choice and further engaging with politicians, creates stronger and more influential citizens, and provides citizens an opportunity to determine policies and political agendas. After all, Governments are agencies of the people and citizens need to be made an integral part of the decision-making process.

The reasons to act are all around us: the failure to exercise the OOTC has allowed the election of poor leaders in elective offices, landing us in the multiple crises that Nigeria faces with little hope of a turnaround unless something is done to change the politics.

Target Audience

Voters aged 18 and above, from all walks of life and specific communities as follows:

- Faith-based
- Socio-cultural groups
- Students
- Artistes
- Professional Association
- Trade Unions
- Informal sector
- Nigerians in Diaspora
- NGOs
- CSOs
- Government agencies
- Media
- Political parties



As #Fix Politics is Not for profit organisation it is imperative that integrated marketing communications strategies consider further segmentation into specific user groups/areas of focus.

Deliverables

Develop and deliver an Integrated Marketing Communications (IMC) Campaign and content that positions the understanding of the power of the Office of the Citizen (OOTC) nationally across all identified groups and citizens further above.

The Campaign must clearly depict the importance of the OOTC and place the OOTC above the Office of the President (OOTP) which is elected.

- It must clearly deter citizen vote selling in lieu of receiving the benefits of citizenship.
- It should associate #FP strongly with the OOTC campaign.
- It should ideally continuously position #FP as a non-partisan, apolitical citizen led organization.
- #FP logo/identifier is a mandatory inclusion across all communication material and #FP should as much as possible be referred to in all oral communications stating emphatically that this is a citizen led apolitical movement.

NOTE: For the purpose of your response to this RFP, you are required to respond to the scenario below ONLY

The Office of the Citizen is engaging in an effort to build a nationwide community of street-to-street organisers. Please share:

- (1) What would you recommend as a data driven approach to mobilising this community?*
- (2) What would be a cost-efficient strategy for disseminating information on this effort?*
- (3) A sample of what your primary campaign tools would carry making whatever assumptions you think appropriate*

Should you wish to use any of the #FixPolitics logos or other media assets, please note that a Media Kit for #FixPolitics is available on the website: www.fixpolitics.org/media-kit/ for free download. Other assets such as photographs can be made available on request using the contact details below.

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For further information on #FixPolitics please go to www.fixpolitics.org



info@fixpolitics.org



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