

OVERVIEW

BALCONY BANTER

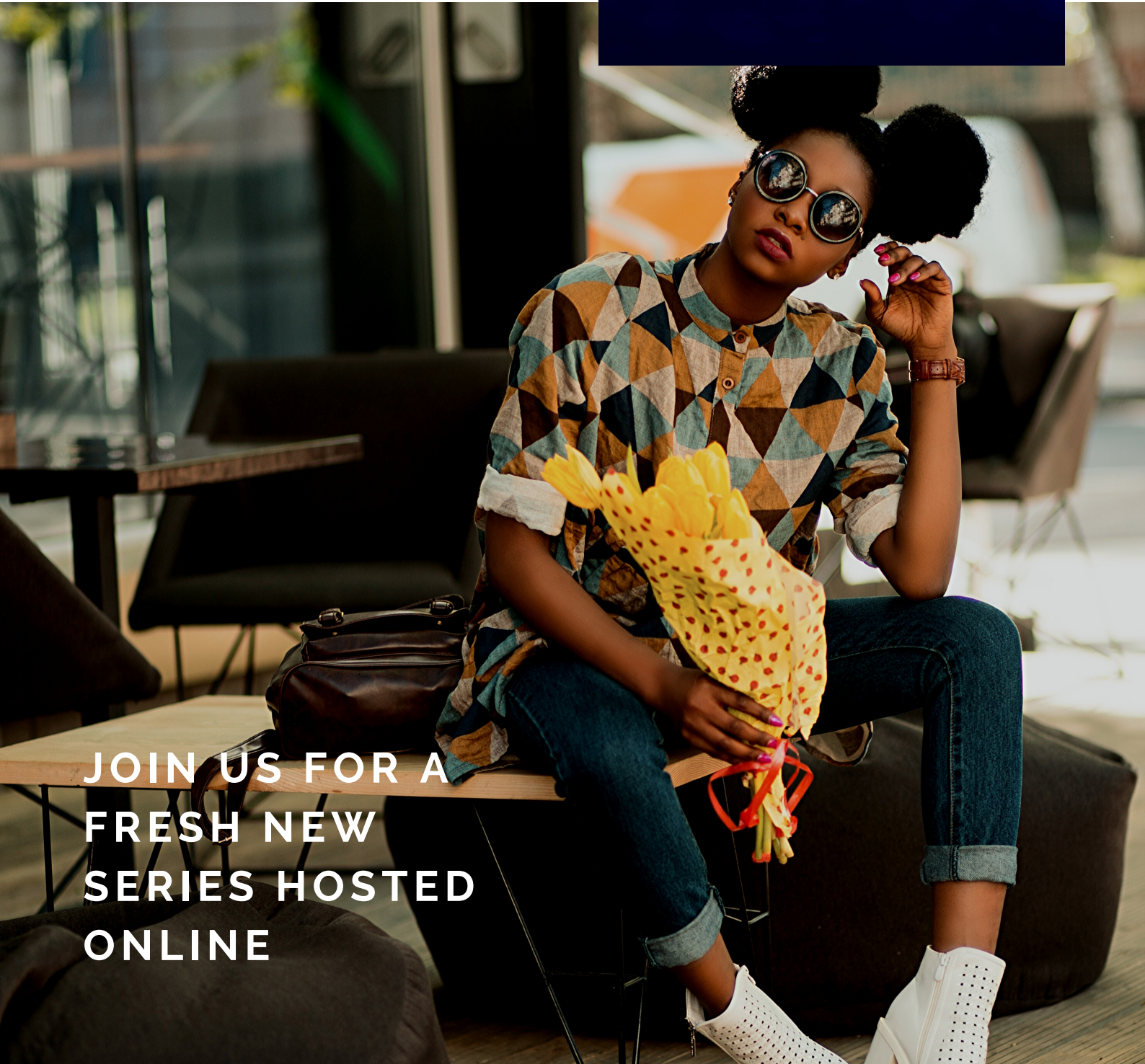


@THENILELIST -
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NILE

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FRESH NEW
SERIES HOSTED
ONLINE



NILE BALCONY BANTER

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More and more, consumers are interested in spending their money with businesses that look like them and value them. They're searching for Black-owned brands to buy with, but finding those brands can be difficult. In comes Nile. Nile is a digital community that connects consumers with Black-owned brands and curated content online. Think of Nile as a one-stop-shop for Black brands worldwide. All the user has to do is search or browse for whatever they want to buy online and we will show them somebody Black who makes that!

CONCEPT

Starting Wednesday, April 1, Nile founder Khadijah Robinson (@theNileList) will co-host, alongside Nenesi Ibru & Makashe Awogboro (@OliviasTrunk), a 30-minute segment on Facebook Live (and YouTube), filmed on a balcony in Ikoyi, focused on highlighting various Nigerian fashion and artisanal brands. Each segment will guest star the founder of a Nigerian brand. The show will delve into the who, why, and what of each founder and their brand, with a goal of bridging the continental divide.

AUDIENCE

Nile's audience is largely (Black) American, 25-44 years old, averaging 65% female and 35% male across platforms - TW/IG/IN/FB.



NEED

- Impeccable taste . . . and a balcony!
- 1 founder photo
- 1 brand photo
- Brand logo
- 1+ Instagram and/or Facebook post promoting the segment
- 30 Minutes of IG Live time on either Wednesday or Friday from April 1 to May 1
- Open mind and fun attitude!
- Willingness to answer the tough questions
- Desire to reach new audiences with your brand

WHY?

Total web traffic is up more than 20% with coronavirus quarantines in place around the world. Now is the time to maximize digital content!