



CORPORATE COMMUNICATIONS **CASE STUDIES**

ROBERT TAYLOR MEDIA



Executive Summary

As Africa's premier strategic and creative communications agency, we keep redefining narratives in the PR and Media space through tailored solutions. Over the years, we have helped individuals and businesses amplify their brand message and tell their stories without losing their core values.

In this document, we have highlighted some of the brands across diverse industries handled by our Corporate Communications Department. It outlines the client's brief, our strategic approach, quantifiable metrics of impact, and snapshots.

A modern, multi-story building with a blue-tinted facade is shown at night. The building features large windows and balconies, some of which are illuminated from within. The sky is dark with some clouds. The overall image has a blue color cast.

CASE STUDY 1:

THE ISIMI 2030 SYMPOSIUM

LandWey®

THE BRIEF

When LandWey Investments was ready to unveil Isimi Lagos, a groundbreaking \$142 million wellness and lifestyle city, they faced a unique communication challenge. This was not just another property launch; it was the unveiling of a long-term vision aimed at redefining luxury living by 2030. For such an ambitious project situated on the North Side of the Lekki Lagoon in Lagos, the stakes were high. LandWey needed to capture attention and drive belief in the viability of their vision.

The challenge was to communicate not just the scale of Isimi Lagos but its promised future that could reshape how Nigerians think about city living. LandWey turned to RTM to help tell that story effectively and build a compelling narrative that would resonate with both media and potential stakeholders.

Without a strong communications strategy, the unveiling of Isimi Lagos risked being reduced to a quickly forgotten in the fast-paced Lagos real estate and media scene. Given that Isimi Lagos was a long-term plan with a 2030 vision, failure to generate the right early buzz and stakeholder confidence might have delayed buy-in from potential investors, homebuyers, and environmental advocates. LandWey needed strategic amplification that would not only showcase the physical plan but also sell the dream, a task RTM was brought in to deliver.

OUR STRATEGIC APPROACH

A

Drafted a list of targeted media professionals and houses to be invited for the unveiling event to ensure relevant industry attendance.

B

Created written content that highlighted the vision and message of the Isimi Lagos master plan.

C

Curated promotion guidelines and briefs for the symposium across print, television, web, and social media platforms for broad visibility.

D

Provided full video coverage of the symposium to document and repurpose the content for future engagement.

E

Prepared media kit, including the release date and other relevant information on Isimi.

RESULTS & METRICS

The strategic communication efforts deployed by Robert Taylor Media (RTM) for both the *Isimi 2030 Symposium* delivered measurable results and high-impact visibility across multiple platforms.

- Secured features in nine (9) paid traditional media platforms.
- Achieved live coverage from two (2) popular social media platforms.
- Gained one (1) international media publication and one (1) high-end magazine feature.
- Featured on three (3) paid online media platforms.
- Secured live coverage by two (2) news networks.
- Received an additional 19 online publications and four (4) earned media mentions.
- Successfully positioned Isimi Lagos as a 305-acre eco-friendly development to be completed by 2030.

Conclusion

These combined outcomes reflect a well-executed, data-backed media strategy that delivered significant visibility, credibility, and brand elevation for the Isimi project and its ambitions towards 2030.



Front Page Photo News on BusinessDay Newspaper



LandWey Press Conference aired on TVC News at 10



Article about Isimi on a Pan African Online platform

CASE STUDY 2:

LANDWEY INVESTMENTS LTD

LandWey®

CLIENT'S BIO

LandWey Investment Limited is a leading Nigerian real estate development company known for creating sustainable, future-forward communities. Founded in 2016, the company has delivered over 18 residential estates and continues to shape the landscape of modern living through innovative projects like Isimi Lagos a \$142 million eco-friendly wellness and lifestyle city located on 305 acres in Epe.

LandWey Investment has worked as a communications and Public Relations partners on various projects, some of which are:

- The Isimi 2030 Symposium
- Future City Press Conference
- Lagos Senseable City Lab



FUTURE CITY PRESS CONFERENCE

The Brief

Our team of professionals was contracted to provide a solution to LandWey Investment's struggle with limited public awareness of its latest estate development project, The Future City: The New Development Project by LandWey and the expansion of Isimi Lagos. Despite having unconventional projects, poor campaign strategies limited their audience reach. This implies that media coverage was minimal, resulting in a large part of their audience being uninformed and further preventing the innovation from getting the recognition it deserved.

Robert Taylor Media was tasked with the responsibility of amplifying this event on Local and Pan African media platforms, including print, television, and online media, with photo and video coverage.

Our Strategic Approach

- Invited the media to cover the press briefing, as well as the consistent publication of various press releases across different renowned national and international media platforms.
- Facilitated the announcement broadcast on top national and pan-African TV stations.
- Ran social media news placement in key newspapers across the country.
- Full implementation of videography and photography to further convey the conference news across the country.

Result & Metrics

1.16M

Estimated views

29M

Combined total of publications
wide audience figures

5

New publications of different press
releases on print media platforms

16

Social media features on the
announcements and press briefing events.

5

Published photo news mentions and
front page mentions on one print

Photo news mentions on 3 television stations, 2
earned broadcasts, 4 online platforms, and 3
international platforms.

222 Engagement

Combined total of likes, comments and
shares on social media platform

LAGOS CITY SENSEABLE LAB

The Brief

LandWey had just launched a major partnership with Isimi Tech Valley to launch MIT SENSEable City Lab, Africa's first of its kind, and needed to make a bold, visible statement. The goal was to:

- Amplify this milestone through a strong media presence
- Seamless coordination of media personnel at the launch event, and personalised guest experiences for tech founders and top executives at an exclusive cocktail reception.
- RTM was brought on board to lead media strategy, manage event logistics, and deliver high-level visibility for the partnership.

Our Strategic Approach

To position the partnership between LandWey and MIT SENSEable City Lab as a powerful innovation milestone, RTM designed a 360° media and event strategy that delivered both visibility and influence.

- **Pre-Event Media Rollout:** We crafted compelling press content and secured placements on key national and international tech platforms to build anticipation.
- **On-Site Media Coordination:** We ensured seamless management of media personnel, interviews, and coverage during the event at Isimi Tech Valley.
- **Strategic Broadcasting:** We facilitated TV coverage with repeat airing slots to extend post-event momentum and reach across Nigeria and beyond.

This layered strategy was designed to build excitement, capture the right attention, and elevate the event to global relevance.

RESULTS & METRICS

Facilitated press release publications across diverse reputable national and international media outlets across Africa.

Secured 6 post-event media placements, including 1 earned media and 1 live coverage from the event at Isimi Lagos.

Delivered press release publication and subsequent editorial across 4 online platforms pre-event, including 2 international tech platforms.

Successfully hosted 55 high-profile guests at the cocktail event, including tech founders, managing partners, editors, and C-suite executives.

Achieved TV broadcast announcement on a major TV station, with multiple airing slots, boosting visibility across the continent.

THE ABOVE LED TO;

1.74

million estimated views

26.3

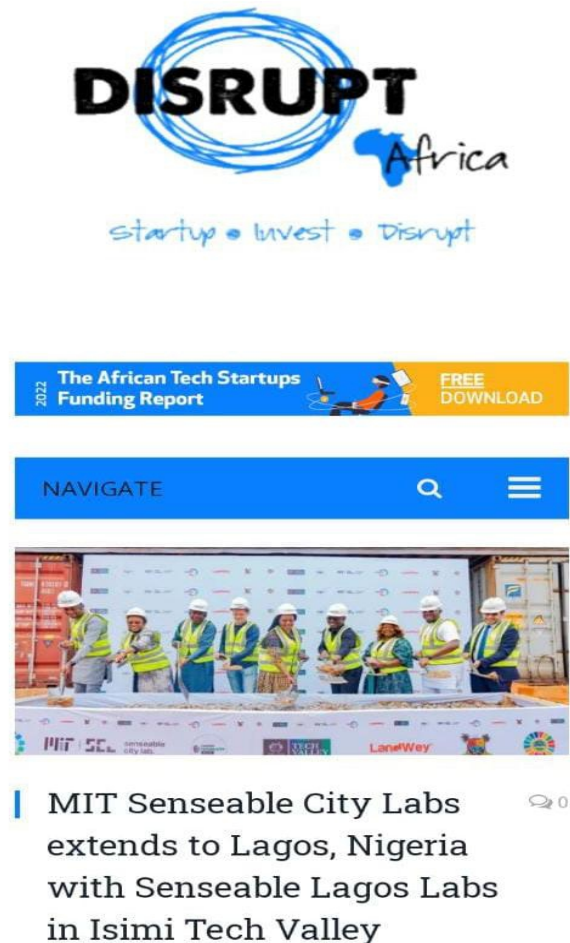
million combined publications
audience figures

26.3

combined engagements
(likes, comments, and shares)
across social media platforms.

Conclusion

The strategic collaboration between Landwey Investments and Robert Taylor Media served as a turning point for market positioning. Through our approach, LandWey Investments enhanced public engagement, improved client conversion, and positioned the company as an increasingly competitive business.



Business News

Senseable Lagos Lab, initiative of MIT Senseable City Lab, for launch at Isimi Lagos Tech Valley by Sanwo-Olu

By **Guardian Editor**

12 December 2022 | 3:14 am



LANDWEY, one of Nigeria's foremost real estate firms, is still on its mission of

CASE STUDY 3:
PAELON
MEMORIAL
HOSPITAL



CLIENT'S BIO

Established in April 2010, Paelon Memorial Hospital is a multi-specialist hospital located in Lagos. As a protocol-driven infirmary, patients are centred on primary, secondary and tertiary healthcare services.

The Brief

Before collaborating with our media experts, the Paelon Memorial Hospital was faced with poor public visibility and outdated branding. Their method of communication was inconsistent, which made it difficult to significantly engage patients and stakeholders.

Also, the hospital's social media was another area of concern as their presence was weak and health campaigns did not reach the target audience. As a result, service awareness declined and the hospital needed Robert Taylor Media to build digital credibility and strengthen brand connection with the public.

Our Strategic Approach

- Comprehensive audit of existing communication media and the public's perception of Pealon Memorial Hospital.
- Restructuring social media algorithms by creating engaging healthcare content such as health tips and organisational highlights.
- Improved community engagement by launching targeted health awareness campaigns using a combination of infographics, staff highlights and medical trends.
- Revamped the hospital's event management methods through strategic executions, which increased visibility, fostered trust and positioned the hospital as a trusted healthcare provider.

RESULTS & METRICS

Pealon Memorial Hospital has experienced a remarkable rise in patient walk-ins and media engagement.

30.2k

Estimated one-month views

4.32 million

Combined total of publications based on wide audience figures

120 Engagement

Total likes, comments, and shares on social media platforms for a month

Conclusion

The partnership between Pealon Memorial Hospital and Robert Taylor Media proved successful. By addressing the digital gaps and improving public engagement, Pealon Memorial Hospital repositioned itself as a trusted, modern healthcare provider. Likewise, the strategies enhanced patients' experience. Ultimately, this is a demonstration of effective media partnership in healthcare branding, targeted community and measurable service delivery.

BellaNaija

EVENTS


Healing Through Art: Here's how Paelon Memorial Hospital commemorated its 12th Anniversary

 Published 7 months ago on July 28, 2022
By **BellaNaija.com**

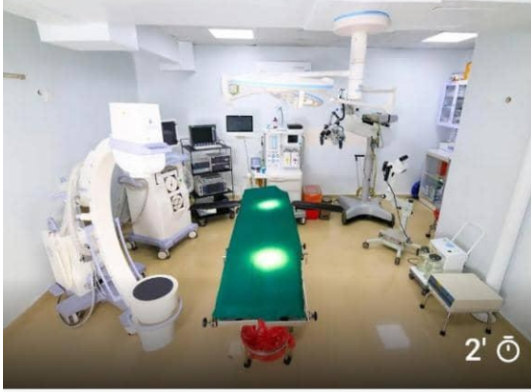




This past rainy weekend was one well spent using paint, creativity, and

THIS DAY

HOME BUSINESS POLITICS NIGERIA HEALTH & WELLBEING



2' 0

Lily Paelon Fertility Centre Provides Road- map for Couples on Assisted Conception

Health & Wellbeing | 3 months ago

Mary Nnah

In line with its commitment to redefining the medical ecosystem in Nigeria, Lily

The Guardian

Personality

Mother, daughter war against COVID- 19

By **Tobi Awodipe**
05 June 2021 | 4:29 am





Ngozi Onyia is the founder and Managing Director of Paelon Memorial Hospital



Summary of Insights for Paelon Memorial Hospital Social Media Accounts

Please see below the insights for social media accounts from the months of May-December 2022.

1. Instagram

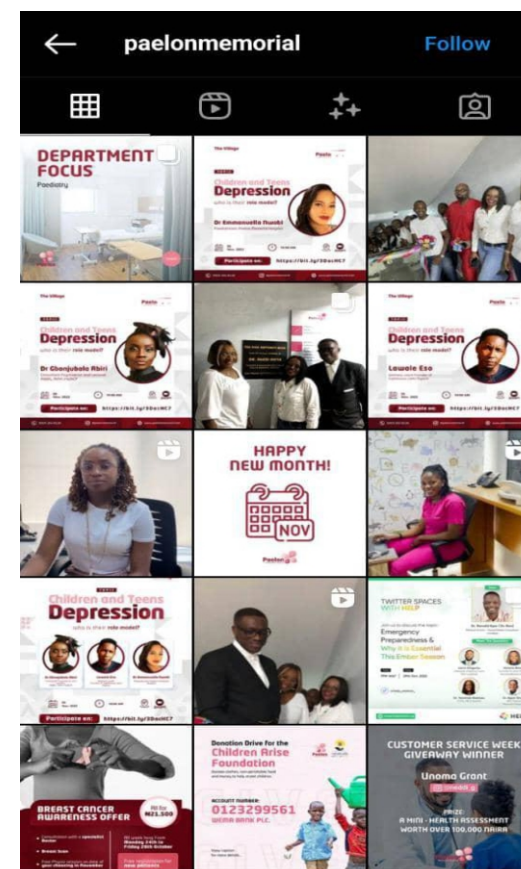
No of posts	Total Followers Gained	Profile Visits	Engagements	Accounts Reached	Accounts Engaged	Total Likes	Total Story Reach	Total Reel Reach	Total Impressions
146	329	4,965	6,692	45,700	1,733	5,251	1,535	20,522	141,525

2. Insights for the LinkedIn account over the last 30 days

Page Views	Unique Visitors	Total Followers (from Creation)	New Followers	Impressions	Engagement Rate (%)
96	32	1,297	20	124	1.6%

3. Insights for Twitter from May-December 2022.

No of posts	Total Followers Gained	Profile Visits	Engagements	Unique Views	Views	Total Likes	Total ReTweets	Total Comments	Total Impressions
97		260	833	274	141	225	69	107	11,827



CASE STUDY 4:

FLUTTERWAVE



CLIENT'S BIO

Flutterwave is an innovative payment processing company that creates endless possibilities for businesses and individuals to make and receive payments, especially in Africa. With over 1 million customers, including Microsoft and Uber, Flutterwave stands tall as Africa's leading Enterprise Payment Corporation.

The Brief

Appointing a new Chief People and Culture Officer is a landmark event that deserves publicity, especially for a unicorn company. Flutterwave had just hit this benchmark coupled with the recruitment of 200 graduates across Nigeria from the scheme: The Flutterwave Graduate Trainee Program. But there was a problem.

How will the company announce this without getting lost amidst the social media incessant noise? To make a statement to the right stakeholders, Flutterwave contracted Robert Taylor Media to generate public publicity for both stories, with coverage in mainstream media outlets across Nigeria, Ghana, Kenya, South Africa, and Uganda.

Our Strategic Approach

Our expert team deployed a strategy after studying the brief and understanding the client's needs. Robert Taylor Media contacted mainstream print, broadcast, social and digital media platforms across the 5 African countries to secure slots and pages for the news story. Each medium was carefully selected based on the target audience of Flutterwave. Throughout the process, the company maintained constant communication with the media team of each platform.

RESULTS & METRICS

627k

Estimated Views

24.4 Million

Publication Reach

1270 Engagement

Social media likes, comments, and shares

Conclusion

Through Robert Taylor Media, Tech unicorn, Flutterwave was able to publicise key landmark events and garner attention to what they are building. This lays emphasis on what RTM stands for and its commitment to excellence and customer satisfaction.

BI AFRICA | 20 August 2022 04:37 PM



This was contained in a media statement issued following her appointment which has taken effect already.


Now Available in the Browser

RECOMMENDED ARTICLES



Top 5 African billionaires with the highest net-worth change in 2025 so far



Meet Olawale Lawal, the engineer building systems to revolutionize industries across Africa

"We are thrilled to have Mansi join Flutterwave," adding that she compliments Flutterwave's culture of people development.

We have always thought about developing a program that serves as a pipeline for talent from school to the workforce. We're happy that Mansi and the entire Young and Culture team at Flutterwave have made this a reality. Because of this project, 200 young graduates will have an opportunity to break into their careers and get started on the path toward achieving their dreams. We're elated that Mansi is back and pushing impactful projects in her first month with us."

by Victor Odeyemi — August 26, 2022 in FinTech, News



Mansi Babyloni, Flutterwave's new Chief People and Culture Officer



Nigerian fintech company, Flutterwave, has appointed Mansi Babyroni as the new Chief People and Culture Officer.

This was contained in a media statement issued following her appointment which has taken effect already.

In his remark, the CEO and Founder of Flutterwave, Mr Olugbenga Agboola, highlighted Babyloni's distinct features that

Flutterwave Equips 200 Fresh Graduates to Thrive in Nigeria's Tech Community

WORLD | 8 years ago



Mary Nnah

In its mission to support Nigeria's economy, Africa's leading payment technology company, Flutterwave commenced its Graduate Trainee Programme on the 8th of August, 2022. The 12-month immersive programme equips new graduates with the problem-solving skill set required to approach real-world challenges in this digital era.

TRACKING TRENDS | INFORMING DECISIONS

Q ≡

-0.0000001 (-0.02%)

NGNEUR 0.000552 -0.000001 (-0.18%)

NGNOE • 6

Home » Companies » Polysar announces 200 graduates from the Platon Capital Market's programme

 Charles Ogwo - October 1, 2022



Share

Gemini API for Developers

Use Google AI Studio to try Gemini models & experiment with prompts. Get started today.

Google AI for Developers

Flutterwave has engaged the services of Human Capital Partners (HCP), a human resources consulting firm in Nigeria to equip its 200 recruited graduate trainees with the skills and competencies to excel as they begin their careers.

ADVERTISEMENT

CASE STUDY 5:

DR ADENIKE FAJEMIROKUN



ADENIKE FAJEMIROKUN

CLIENT'S BIO

Dr. Adenike Fajemirokun is a seasoned professional in risk management and insurance, with over 18 years of experience spanning diverse sectors. As Group Executive Director, Special Duties, and Group Chief Risk Officer at Dangote Group, she plays a pivotal role in shaping enterprise-wide strategy and governance.

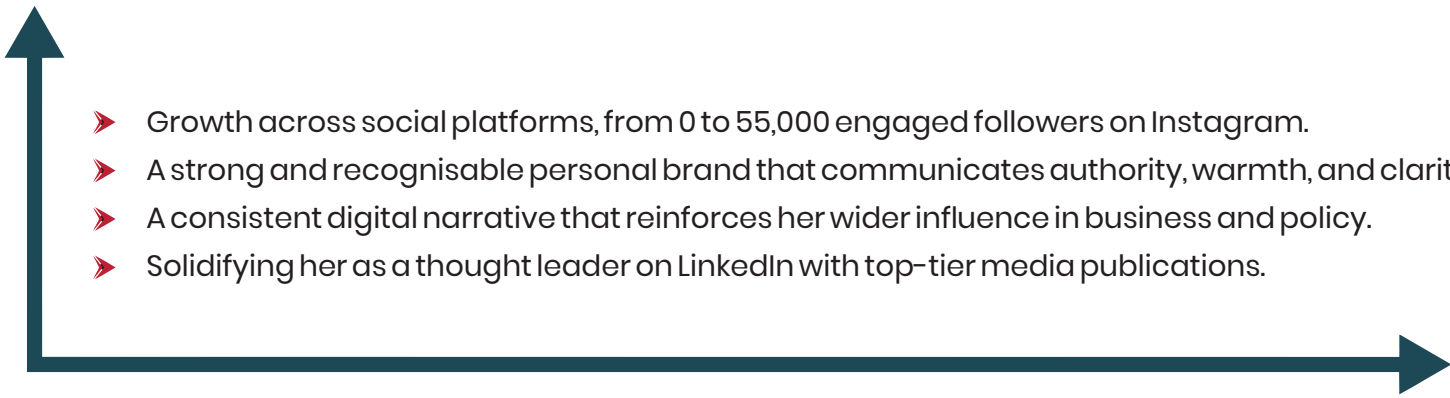
The Brief

Despite her executive status and industry credibility, Dr Adenike had no digital footprint when she approached us. There was no personal brand identity, no social media presence, and no central message that articulated her thought leadership or professional narrative. Beyond the boardroom, Dr. Adenike wanted a personal brand that reflected her depth, leadership, and influence.

Our Strategic Approach

- RTM worked closely with Dr Adenike to build her personal brand from the ground up.
 - We developed a digital strategy that amplified her voice and showcased her leadership in a relatable authoritative way.
 - Designed a personal logo, selected her brand colours and fonts, and developed a distinct tone of voice anchored in clarity, strength, and expertise.
 - Developed a detailed content calendar and social media strategy tailored to her goals and audience
 - Authored and published thought leadership articles across LinkedIn and top-tier publications to establish her as a go-to expert.

RESULTS & METRICS

- 
- Growth across social platforms, from 0 to 55,000 engaged followers on Instagram.
 - A strong and recognisable personal brand that communicates authority, warmth, and clarity.
 - A consistent digital narrative that reinforces her wider influence in business and policy.
 - Solidifying her as a thought leader on LinkedIn with top-tier media publications.

Conclusion

RTM's work helped transform Dr Adenike Fajemirokun from an accomplished executive to a visible, relatable thought leader whose voice resonates far beyond corporate corridors.

About Dr. Adenike Fajemirokun

Dr. Adenike, a renowned Risk Management & Insurance specialist has over 24 years diverse experience in developing and implementing Risk Management strategies in Financial, Engineering, Manufacturing and other key Industries.

Dr. Adenike Fajemirokun is the Group Executive Director Special Duties & Group Chief Risk Officer at the Dangote Industries Limited, who takes on the challenging role of managing and coordinating the Executive Model and project portfolio of the Group President in addition to her role as the Chief Risk, Insurance and Procurement Officer of the Group.

In 2010, She founded and headed AFRisk Management Consultants Limited, which developed the enterprise Risk management frameworks for some of the country's major institutions including the Central Bank of Nigeria, First Bank Nigeria and AIICO Insurance Plc



Dr. Adenike went on to become the Chief Risk Officer of Dangote Group in 2013 and leads the Risk Management Functions for the Group and its various businesses across board, where she oversees the company's governance model and enterprise risk programs.

2



OVERVIEW

Business Executive, Inspirational Leader,
Industrialist

Name:
Adenike Fajemirokun (PhD)

Website:
<https://adenikefajemirokun.com/>

Social Media:

@AdenikeFajemirokun

6



CASE STUDY 6:
**ODUJINRIN
& ADEFULU**



CLIENT'S BIO

Odujinrin & Adefulu is one of Nigeria's oldest and most trusted commercial law firms, helping high-profile brands resolve complex legal issues across various industries. Operating in key cities like Lagos, Abuja, and Port-Harcourt, Odujinrin & Adefulu has built a reputation for excellence, trust, and innovation.

The Brief

Odujinrin & Adefulu was preparing to mark its 50th anniversary, a major milestone that called for more than just celebration. With a packed schedule, including a symposium, golf tournament, and grand dinner, the firm needed a seamless communications plan to match the scale of the event.

RTM was brought in to handle **strategy, event advisory, media relations, content creation**, and all **pre-and post-event press releases**, ensuring the entire celebration reflected the firm's legacy and leadership.

Our Strategic Approach

We developed a targeted communications plan that aligned each event and the firm's brand story, ensuring consistent messaging across all channels. By blending strategic media outreach with engaging visual content, we amplified visibility, sparked conversation, and delivered impact across print, digital, and social platforms.

RESULTS & METRICS

Secured 5 press features across leading digital and print platforms, each focused on a different anniversary event.

Produced 13 engaging social media reels crafted for fun, easy-to-watch storytelling on the firm's pages.

1

2

3

4

Delivered 7 photo news mentions, highlighting standout moments from the celebrations.

Facilitated a premium earned media placement in BusinessDay Newspaper, featuring the Founding Partners and the special guest, His Excellency Governor Adedapo Abiodun, at no cost to the client.

Conclusion

The 50th-anniversary campaign successfully positioned Odujinrin & Adefulu as a legacy brand with foresight. Through strategic storytelling and focused media execution, RTM ensured the milestone was not only celebrated but remembered.

CASE STUDY 7: HEALTH TRACKA



CLIENT'S BIO

As a health innovation company, HealthTracka is committed to transforming healthcare access for Nigerians with seamless digital technology. As the catalyst for BWHC 2025, HealthTracka is dedicated to women's health issues, policy advancements, and ultra-modern healthcare innovations.

The Brief

Prior to HealthTracka's contract with our media experts, the healthcare company faced critical needs arising from expanding its services into new markets. This move required a comprehensive messaging technique that aligned the company's goals with public perceptions.

Additionally, since patients' needs evolve based on their health status, concise and empathetic communication became essential for building and maintaining trust. Therefore, our professionals were hired to take a proactive digital step towards making HealthTracka a more visible and responsive healthcare company.

Our Strategic Approach

- Provided early access to project insights and exclusive interviews with top media outlets, both TV, print, and digital.
- Maintained regular communication with journalists, ensuring alignment with editorial timelines and framing.
- Amplified the launch of the state of women's health report.
- Generated widespread awareness of the initiative's mission through media coverage
- Positioned key stakeholders and thought leaders as champions of women's health.

**1,094 Instagram
Interactions**

Post-event Reporting

**30,772 Instagram
Views**

Pre-event Awareness

Pitch Competition Coverage

Publications in top-tier
media outlets

Conclusion

The innovative partnership between HealthTracka and Robert Taylor Media transformed the healthcare brand's public image and stakeholder trust. This collaboration has successfully demonstrated the ability of digital communications to deliver quality healthcare and maintain lasting community relationships.

bellanaija

healthtracka

Cysts

890

16

Liked by ameenat_titi and others

bellanaija Women's health in Nigeria takes center stage at the upcoming Banking on Women's Health Conference (BWHC), happening in Lagos on May 3rd, 2025.

The event will feature the launch of the State of Women's Health in Nigeria Report and the presentation of the Innovation Award.

Reels

healthtracka

406

6

64

leadingladiesafrica

Follow

Don't miss out ...

Post insights

10 April at 19:03

890

16

111

77

Overview

Views

30,772

Interactions

1,094

Profile activity

73

Views

30,772

Views

Post insights

Stories

6.0%

Profile

2.4%

Explore

1.7%

Reels tab

0.1%

Accounts reached

22,545

Interactions

1,094

Interactions

94.6%

Followers

5.4%

Non-followers

Likes

890

Shares

111

Saves

77

Reels

healthtracka

The silent battles we fight every day

194

4

16

olorisupergalmedia

Follow

Mark your calendars for May 3rd 2025! The ...

EVENTS

2025 Banking on Women's Health Summit Closes with Game-Changing Commitments and Landmark Report Release

Published 2 weeks ago on May 8, 2025

By BellaNaija.com

f

WOMAN

NEWS OPINION LIFESTYLE SPORT WOMAN

At Confab, experts prioritise banking on women's health

Written By : Ngozi Egenuka

Published On : 10 May 2025



**THANK
YOU!**