

STANBIC NATIONAL SCHOOLS CHAMPIONSHIP-MOST EFFECTIVE CATEGORY

From suffering from low awareness, low uptake and increasingly low traction, we were able to enrol the highest number of schools than previous seasons where enrolment took 2 months with the highest number of participants being 168 schools to 240 schools within a period of 2 weeks.

On top of this we were able to reach an estimated TV audience of 3,938, 400 with a weekly viewership of 1,000,000.

The #StanbicUGChampionship generated a reach of 1.9 million, with 1460 engagements and advertising value worth **\$277,370 (UGX 1,030,974,304)**