



Scripted vs. Unscripted:

Managing Communications for Reality TV Shows

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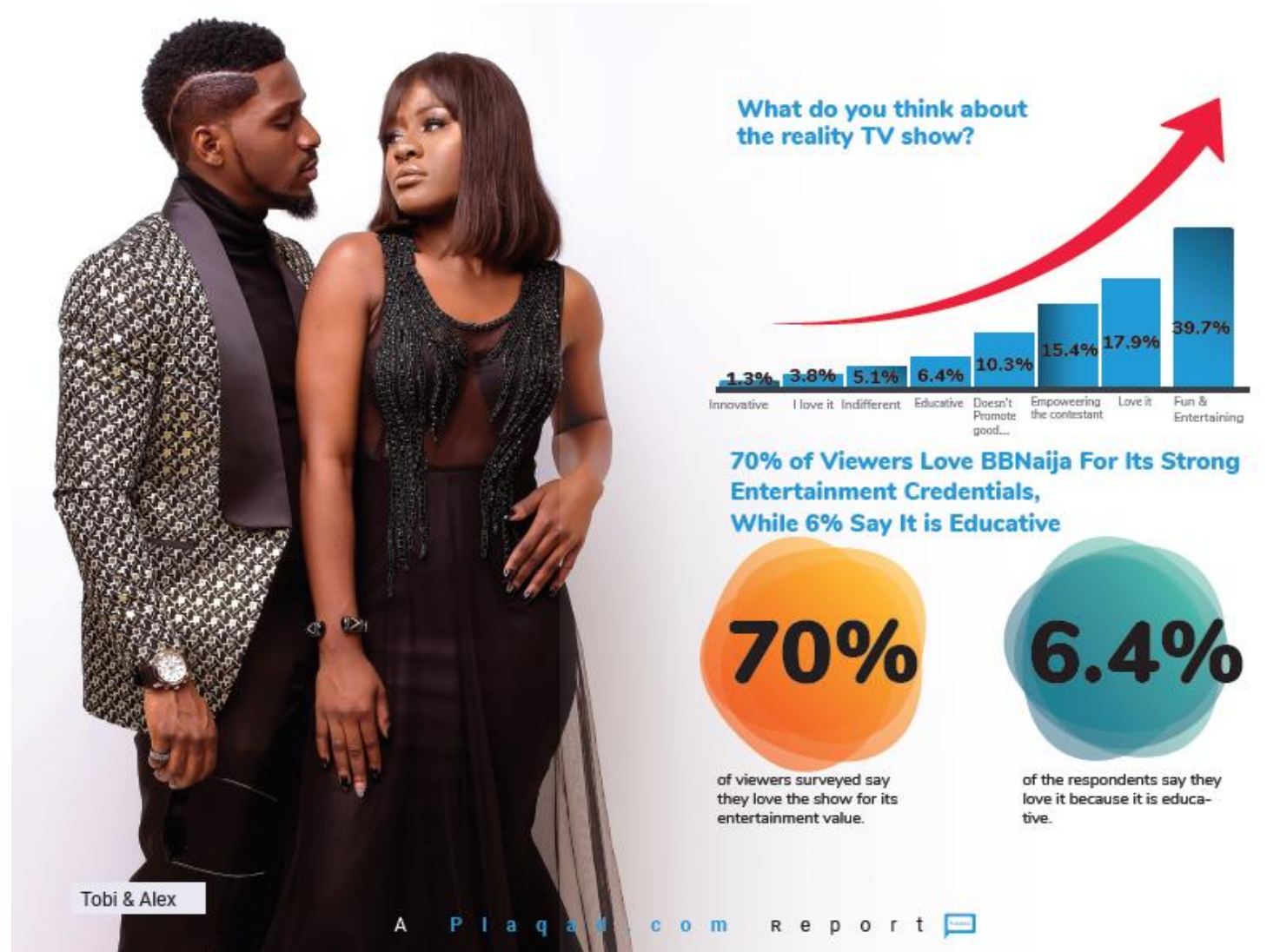
About Reality TV Shows

- Reality TV shows have become increasingly popular as an entertainment genre
- Avenue for **Escapism**
- Produce the next **big pop culture sensation**
- However, it's been Subject to significant criticism
- In Nigeria, the genre has become a phenomenon with the success of the likes of **BIG BROTHER NAIJA, The Voice Nigeria, PROJECT FAME WEST AFRICA** etc.



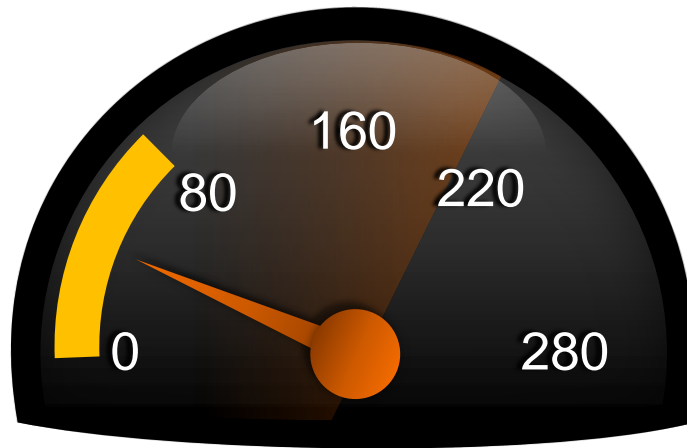
BB Naija as a Case Study

- There have been three successful seasons following its **return in 2017**
- Produced quite a number of talent and **CELEBS** in the entertainment INDUSTRY
- **VERY UNSCRIPTED** - WHAT YOU SEE IS WHAT YOU GET
- Blogs and social media platforms experience a spike in traffic as IT provides “easy”, daily content
- Big ticket production – means of employment for crew and of course the winner (s)
- **HEAVILY POLARIZED SHOW** - Attracts attention across socio-economic, religious & political sectors



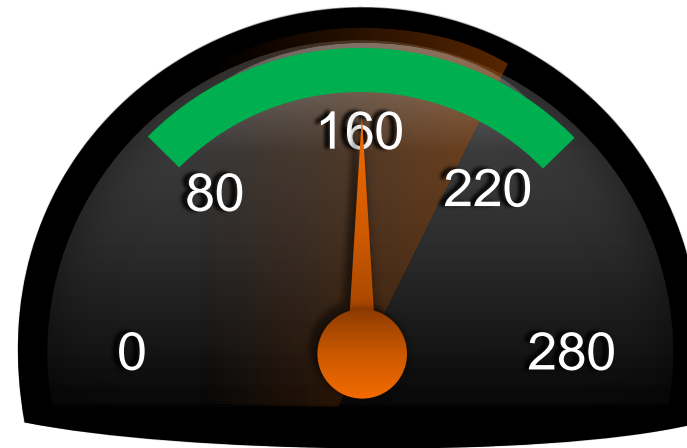
Managing Comms for Reality TV Shows

- ❑ DEFINE YOUR GOALS & OBJECTIVES
- ❑ SET THE TONE – BUILD & MANAGE THE NARRATIVE
- ❑ THINK OF ALL THE POSSIBLE SCENARIOS – AND PLAN FOR THEM!
- ❑ PROACTIVELY ENGAGE SOCIAL MEDIA COMMUNITIES
- ❑ CREATE A WIN-WIN SCENARIO



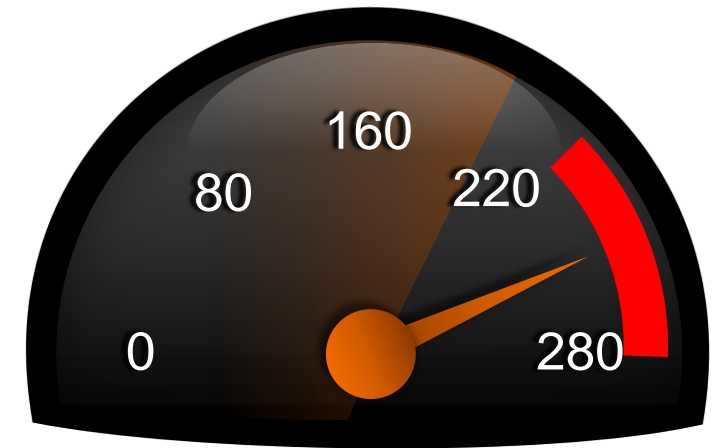
Pre

- Build up
- Throw back
- Tease
- Create storyboard



Launch/During

- Press conference
- Reveal Housemates
- Drive conversation
- Issues management



Post

- Sustenance
- Build Up all over again

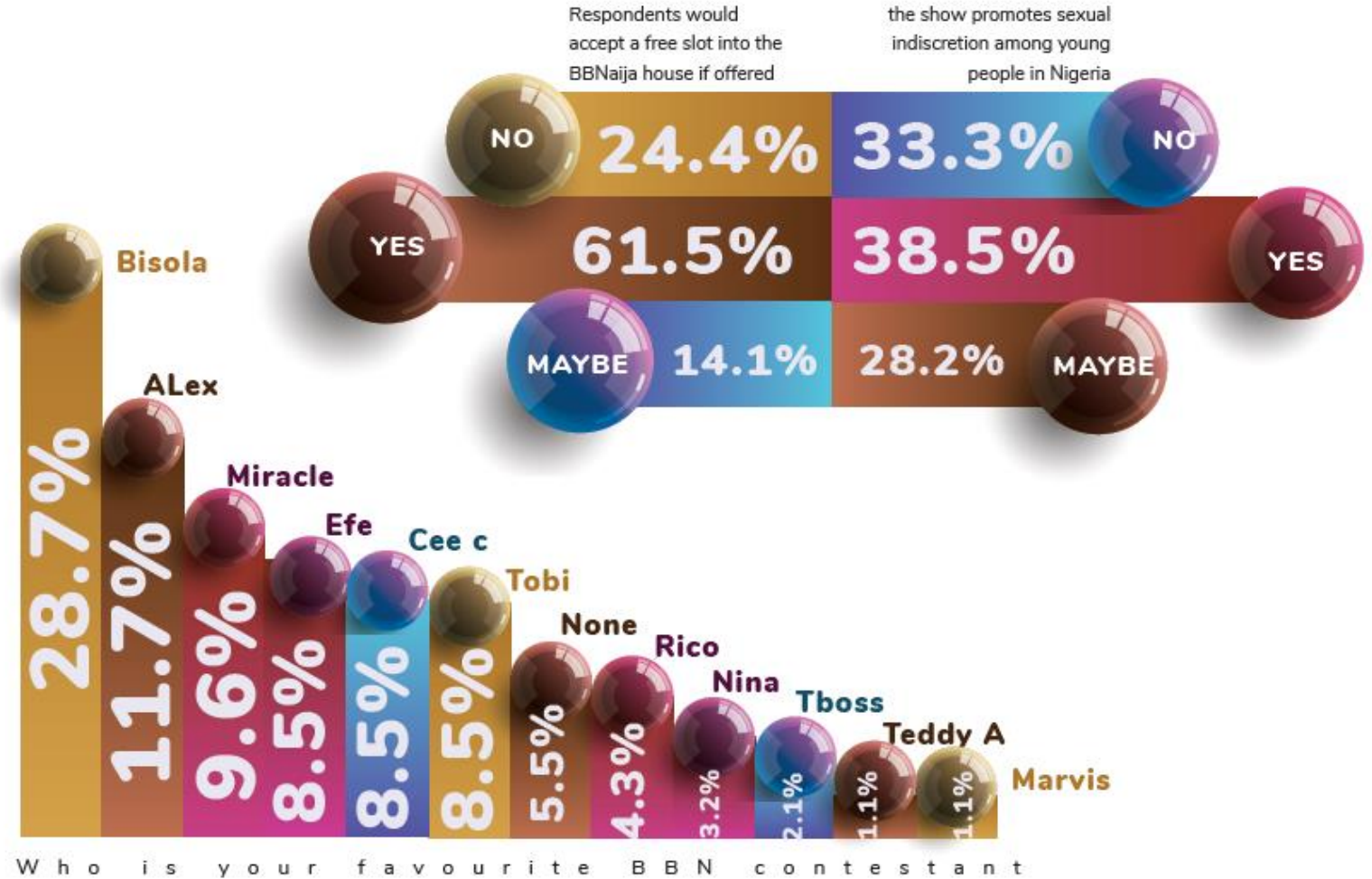


Impact of BBN

- Empowerment
- Creates overnight stars
- Socio-economic impact



Most Loved Housemate in BBN History



What success looks like

The Ebuka Story

8th

Position

Ebuka participated in the first edition of BBNaija, then called Big Brother Nigeria, in 2006.

On-Air Personality

Men's Corner

He also anchors the "Men's Corner" show on Ebony Life As an On-Air Personality, he has no limits and no "comfort zone" – he's just as comfortable talking to presidential candidates as he is discussing sports, celebrity lifestyle, fashion and everything in between.

2.5 million

Followers

Ebuka has a combined following of about 2.5 million, the highest by any ex-BBNaija housemate



TV star

"Friend or Foe".

Ebuka, immediately after his participation in Big Brother Nigeria, started out working on a rather unknown TV show on NTA called "Friend or Foe".

Brand ambassador and influencer

Today he is a brand ambassador and influencer for Pork Money, Samsung, Budweiser, H2O, and Mannor Gates to name but a few. Across his Twitter and Instagram pages alone

As one observer noted in a Punch Newspaper post; "He [Ebuka] has completely shattered the TV presenter mold; viewers look forward to the weekly Sunday Eviction shows to see who was getting kicked out, but also to see what Ebuka wore."

He turned Sunday nights into his very own personal fashion show. His outfits trended online as much as the contestants did. In a business where stylists have to beg, plead, sweet talk and cajole designers into lending their clothes for use in productions, Ebuka turned the table upside down."

Testimonial



STAYING OUT OF **TROUBLE**

It is pertinent that media coverage and reportage of Big Brother Naija does not lead to Intellectual Property (IP) infringement, whether negligent or intentional.

This is most important when considered that said IP infringement may result in a loss of your social media handles and channels.

In this vein, we outline the dos and don'ts of the use of our BBNaija content on all platforms (inclusive of web, social media and more).

This also covers the actions that may be taken by MultiChoice in the advent of any identified breaches.

The following is intended to guide media practitioners including bloggers and Social Media influencers in their reportage of the Big Brother Naija reality show.

It covers all forms of Social Media, including Instagram, Twitter, YouTube, Facebook, other social networking sites and other internet postings, including news websites and blogs.

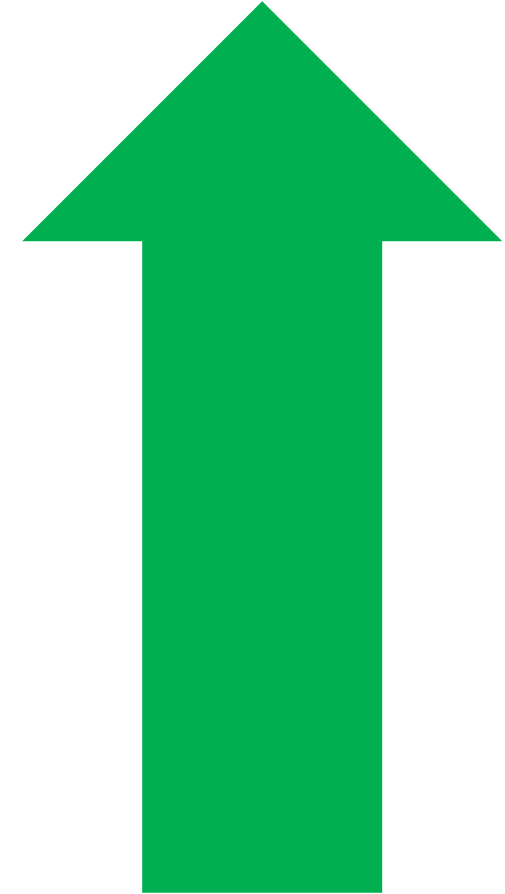
GUIDELINES FOR REPORTING BBNAIJA ON SOCIAL MEDIA:

MultiChoice Nigeria respects the desire of the media to post content it feels worthy and in line with its reputation and house style. Equally, MultiChoice Nigeria has a right to protect its image and intellectual property.

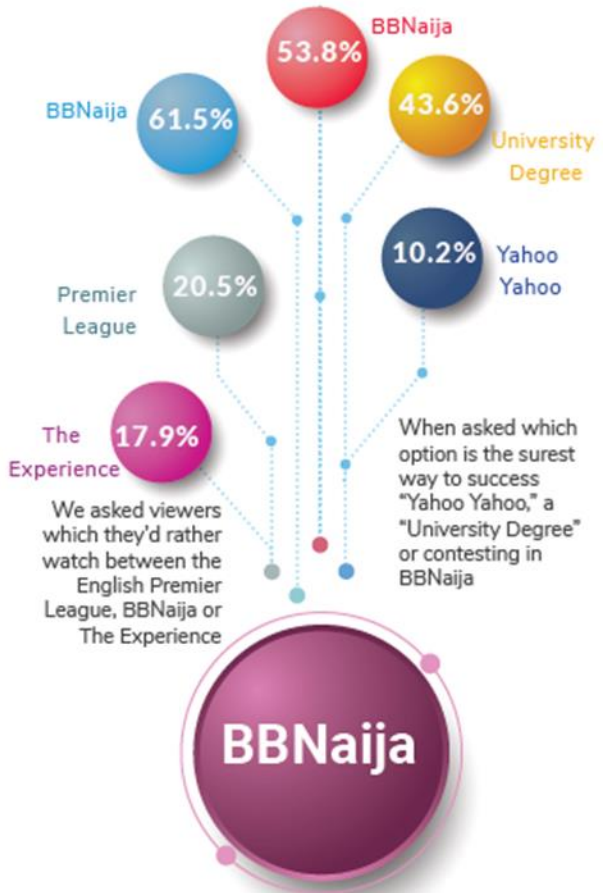


Conclusion

- Popularity of Reality TV shows is still on the rise and will continue to draw varied audiences for several reasons
- Whichever the case - unscripted, scripted, unedited and edited - fans are tuning in, BRANDS ARE CASHING OUT AND AS **PR PROFESSIONALS, WE NEED TO BE AT THE CENTRE!**



“Yahoo Yahoo” has Nothing on Big Brother





Thank you

