

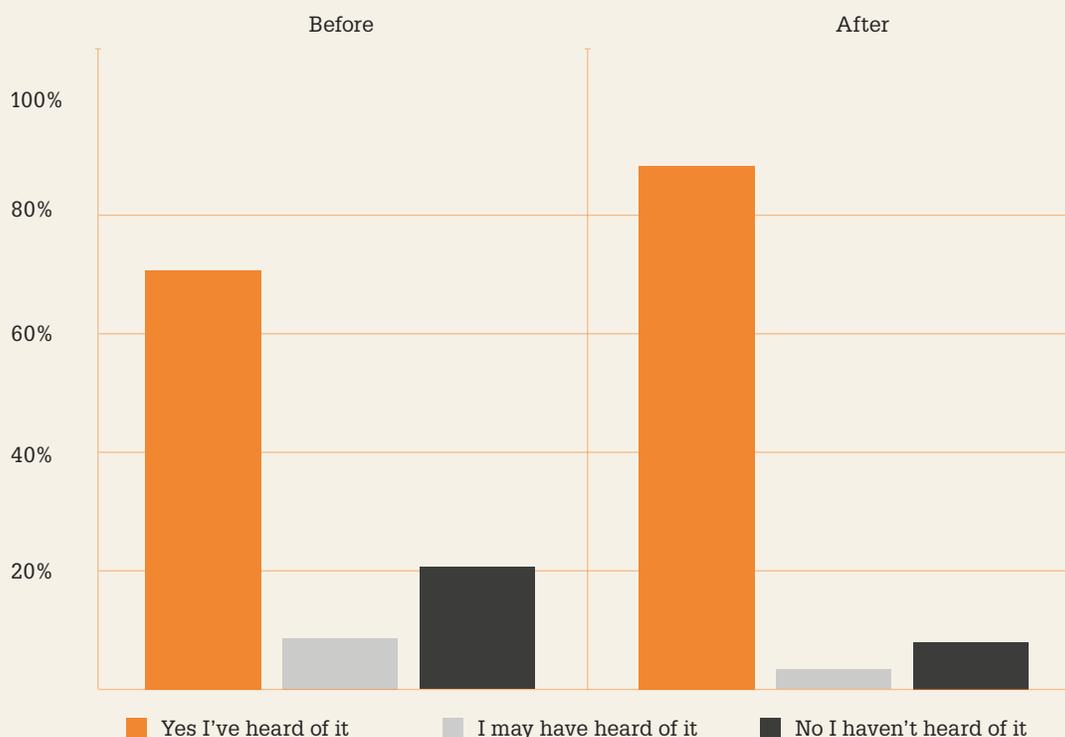
The Proof Is in the Polling: Nigerians Respond to the Pilot Media Approach

Vote Not Fight - Voter Education Campaign

Pilot Media Initiatives amplified the 2018 Vote Not Fight voter education campaign in Nigeria. We asked Osun citizens what they thought.

Have you heard of Vote Not Fight?

With Pilot Media's efforts, Nigerians became more informed. The 24-day campaign **increased awareness in target young adults (18-34) of the VNF campaign by 25%.** And **61% more voters** collected their PVCs than did in 2014.



based on a sample size of 450 Osun citizens

▶▶ Pilot Media Initiatives worked in partnership with NDI, USAID, and UKAID.

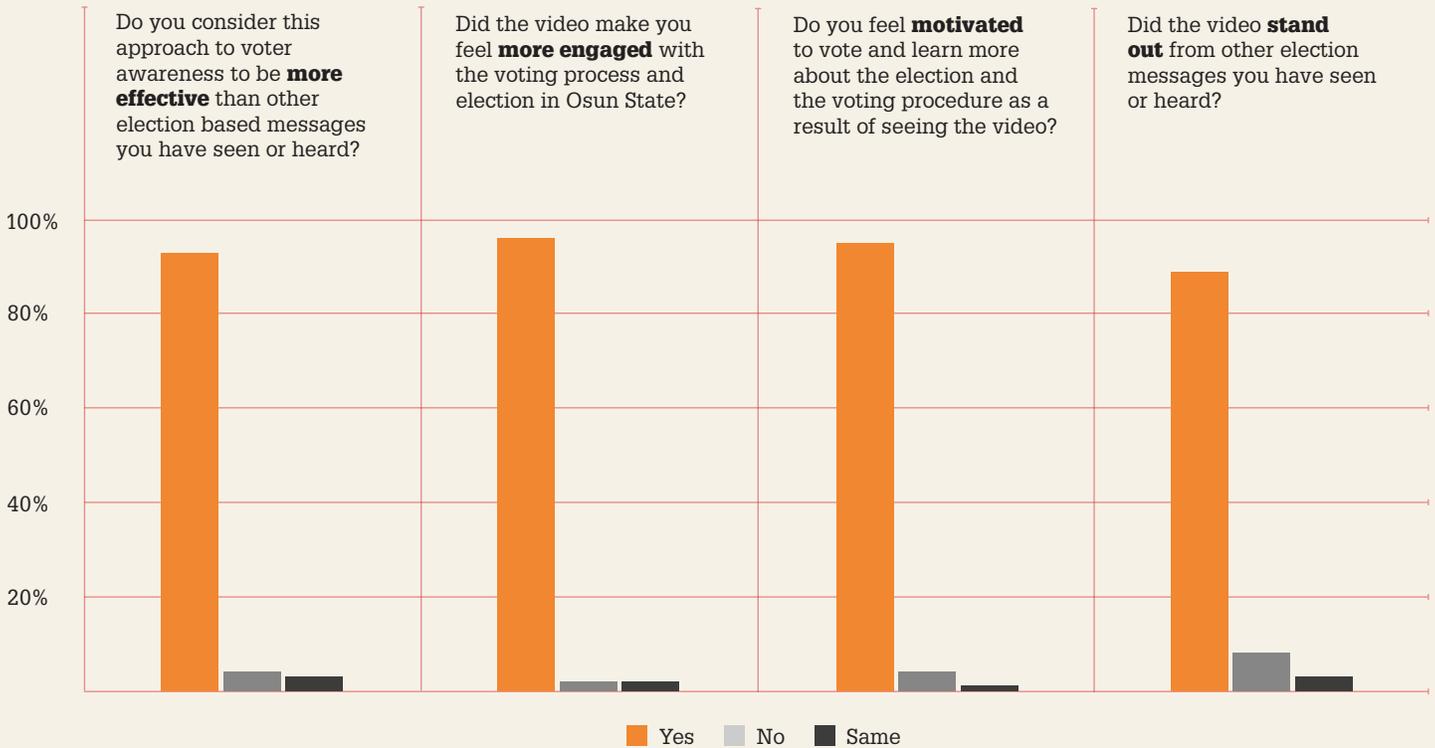


Original illustration by Christian Northeast for The New Yorker



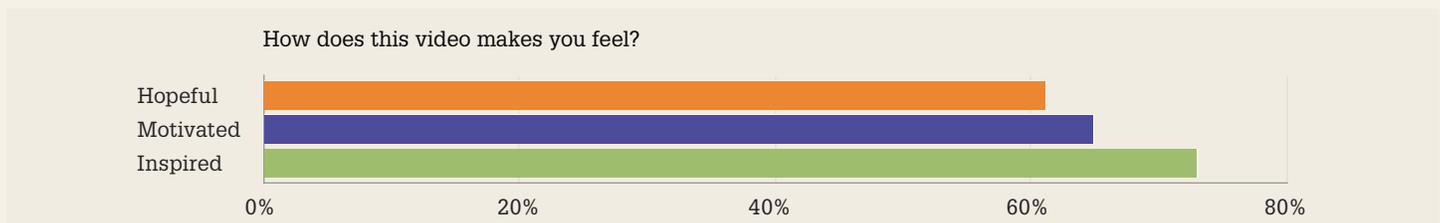
Is the Pilot Media approach effective?

Nine out of ten Osun citizens considered the Pilot Media approach “more effective” than others, prompting them to be “more engaged” and “more motivated.” **For nine out of ten Osun citizens, the Pilot Media approach simply “stood out.”**



And Osun responds

Osun knows how it now feels about its upcoming election...



...and about Pilot Media Initiatives.

