

Case study

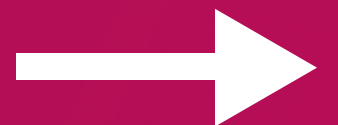


# Chapa's Digital Payments Revolution in Ethiopia



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# Context



Telegram

Following their partnership with **Telegram** to revolutionize digital payments in Ethiopia, **Chapa** tasked us to distribute a press release to a pan African audience.





During the reporting period, Chapa received coverage in following countries:



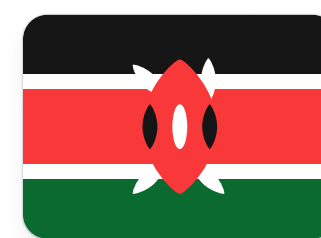
Ethiopia



Cameroon



Ghana



Kenya



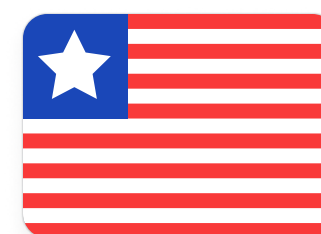
Nigeria



Uganda



Côte d'Ivoire



Liberia



Malawi



Mauritius



South Africa





The coverage also extended to  
Pan-African news websites

+80

Noteworthy Pick-ups

 **TheGuardian**

**TECH IN AFRICA**

 **TechEconomy**  
Tech • Business • Economy

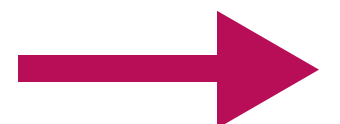
**TV TradingView**

 **HIVE TECH**  
unleashing africa's tech buzz

**africa.com**

**ventures**   
NOTHING VENTURED, NOTHING GAINED

  
**TECHMORAN**  
Entrepreneurship in Africa

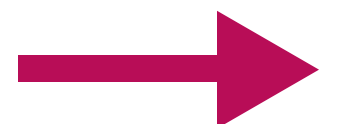




## Advertising Equivalent Value (AVE)

**\$ 245,673.93**

The AVE is a metric used to estimate the monetary worth of media coverage gained from a public relations campaign. It compares the earned media space to the cost of paid advertising space to give an advertising equivalent value.

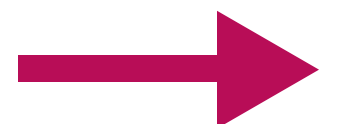




## Client's feedback

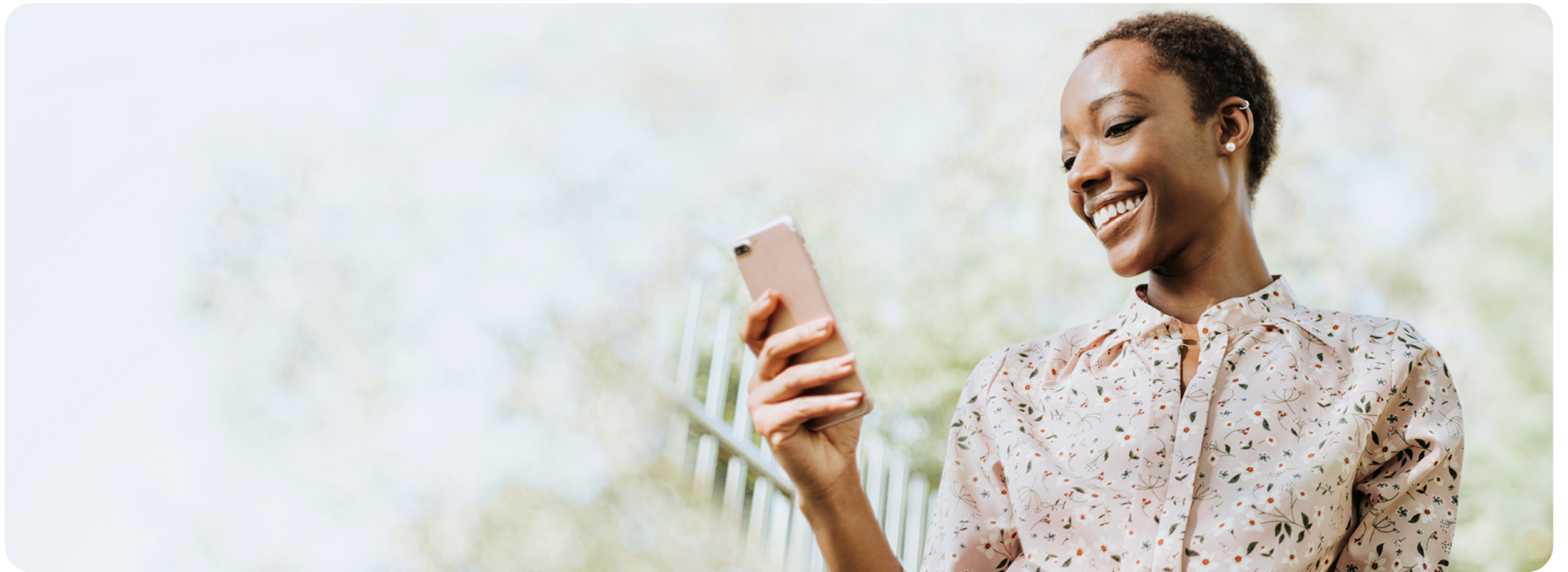
"Thank you for the publication. I have reviewed the distribution, and we are extremely pleased with the results. It's wonderful to see that our work is gaining traction and attracting attention from other media outlets. We appreciate the exposure and recognition."

**Nael Hailemariam,**  
Co-founder & CEO, Chapa





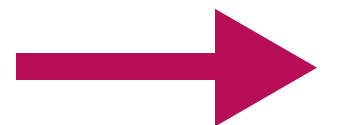
# About us



African Media Agency (AMA) is the trusted pan-African communications agency that helps you connect with African audiences.

## **Our services include:**

- Press Release Distribution
- Digital Press Conferences
- PR Strategies
- Media Relations



**Do you want your story to  
be visible on Google and  
Tier 1 media in Africa ?**

**Get in touch with us**  
[contact@africanmediaagency.com](mailto:contact@africanmediaagency.com)