

Case study



Institut Pasteur de Dakar and Mastercard Foundation join forces to expand workforce for vaccine manufacturing in Africa



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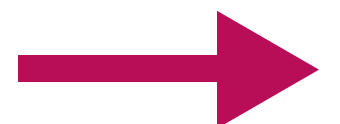
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Context



Upon the announcement of their partnership with **Institut Pasteur de Dakar** to expand the workforce for vaccine manufacturing in Africa, the Mastercard Foundation tasked us to share the news with African journalists.



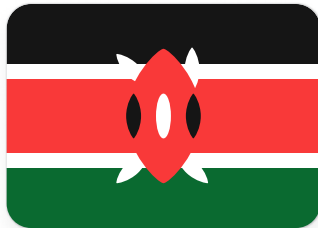
During the reporting period, Mastercard Foundation received coverage in following countries:



Malawi



South Africa



Kenya



Nigeria



Uganda



Togo



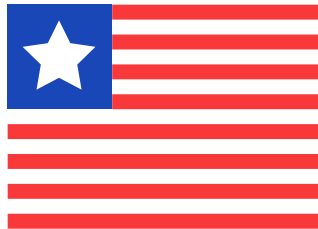
Senegal



DR Congo



Côte d'Ivoire



Liberia



Benin



Burkina Faso



Cameroon



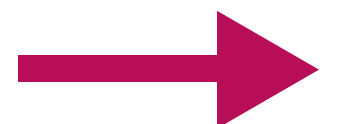
Congo



The coverage also extended to
Pan-African news websites

+200

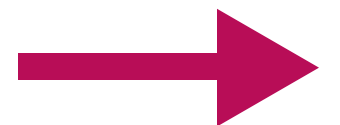
Noteworthy Pick-ups



Advertising Equivalent Value (AVE)

\$465 184.28

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.



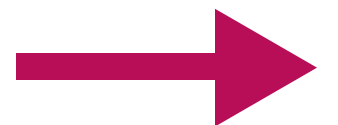
About us



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



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