Idey4u Inside Out

Staff marketing challenge | 27-29 November 2026 | MEST Africa, Osu, Accra

Who can pitch: Old Mutual staff teams only · External community jury

Would this make you try Idey4u?

Why this matters

The goal is to turn interest in Idey4u into a meaningful first action. Identify what stops a specific audience from trying it, such as an unclear benefit, a trust concern or confusion about where to start.

Where to start

Build one campaign around that barrier. Show a sample asset, such as a short video storyboard, social post or WhatsApp message, and walk through what happens after a customer sees it.

What to test

Set out your channel mix, budget and 30-day test. Define the first action you want people to take and explain how you would measure conversion from the campaign to that action.

What to include in your application

Evidence: What audience insight or barrier to Idey4u adoption are you addressing?

Solution: Describe the campaign idea, sample creative and conversion journey.

Audience: Define the target audience and the behaviour you want the 30-day test to change.

Final pitch checklist

Audience insight; Campaign and sample creative; Budget and conversion journey; 30-day test plan

How your pitch is assessed

Audience insight 25% · Creativity 25% · Credibility 20% · Adoption potential 20% · Budget feasibility 10%

Apply to pitch

Select this brief on the Collab Weekend page and complete the pitch application.