



MTV Shuga Down South

Improving sexual and reproductive health of South African youth

360° CAMPAIGN



TV Series
(English, Zulu)



Radio



Online



Billboard



Print



Discussions

KEY THEMES



HIV/AIDS



Family Planning



Gender Issues



45+ MILLION YOUTH
ENGAGED DIGITALLY

SOCIAL MEDIA FOLLOWERS

- 139,327** Facebook
- 31,800** Instagram
- 21,400** Twitter



ALL 12 EPISODES

aired on South Africa TV channels including:

MTV Base
South Africa
SABC
eTV
BET

...reaching

720 MILLION VIEWERS



Reggie's Story
"FREE FALLING"

Distributed to **29 HIGH SCHOOLS**
Printed **10,000 COPIES**

PRIVATE SECTOR CONTRIBUTIONS



Through June 2018, the USG investment into MTV Shuga Down South leveraged **nearly 500% in additional cash and in-kind contributions** from private sector partners Viacom and MTV Base.

AS OF JUNE 2018

