

PR CASE STUDY:

How Visibility Solutions Media (VSM) Transforms Brands Through Strategic Visibility

Overview

Founded in 2018, **Visibility Solutions Media (VSM)** is a Nigerian media and communications agency committed to helping individuals and organizations achieve visibility, credibility, and influence. Through strategic media relations, content creation, press coverage, and storytelling, VSM has consistently delivered measurable PR results for creators, entrepreneurs, and thought leaders. Below are compelling case studies highlighting the agency's impact.

1. GT Da Guitarman – Reintroducing a Legend

Challenge:

After a break from the spotlight, GT Da Guitarman sought to re-enter the music scene and reconnect with his audience.

VSM Solution:

- Issued a strategic press release to announce his comeback.
- Created a compelling audiovisual narrative showcasing his growth.
- Secured media interviews and news features.
- Developed a targeted content strategy to support his rebrand.

Result:

- Media coverage within one month.
 - Renewed public interest and bookings.
 - Boost in music streams and fan engagement.
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2. Laju Iren – Spotlighting 'Danfo and the Rose'

Challenge:

Laju Iren needed media buzz and increased viewership for her faith-based romantic film *Danfo and the Rose*.

VSM Solution:

- Deployed press releases to Christian and entertainment media outlets.
- Created and executed a custom content strategy.
- Managed press coverage at the premiere.

Result:

- Strong online buzz and a growing YouTube audience.
 - Expanded reach for Laju Iren Films and increased fanbase.
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3. Dr. Foluso Amusa – Building Brand Authority & Launching a Trailblazing Award

Challenge:

Dr. Foluso Amusa wanted to enhance his personal brand visibility and launch the innovative **GRC FinCrime Prevention Awards**.

VSM Solution:

- Designed a strategic media framework for both the individual and the awards.
- Produced impactful audiovisual content and storytelling assets.
- Secured media mentions, interviews, and TV coverage.

Result:

- Strengthened online presence in the governance and compliance space.
 - Positioned the GRC Awards as a credible platform.
 - Attracted attention from industry stakeholders and institutions.
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4. Samuel Ogunyoye – Elevating Cheser Media & 'Anathema' Premiere

Challenge:

Samuel Ogunyoye, founder of Cheser Media, needed increased visibility for his brand and film premiere, *Anathema*.

VSM Solution:

- Developed a comprehensive visibility strategy for his personal and corporate brand.
- Created content highlighting his creative journey.
- Provided extensive media coverage for the film premiere.
- Facilitated interviews and storytelling opportunities in entertainment media.

Result:

- Amplified online presence and credibility.
 - Widespread coverage of the *Anathema* premiere.
 - Recognized as a rising voice in the Nigerian film industry.
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Bonus Results Snapshot – What Sets VSM Apart

Across all campaigns, VSM has delivered:

- Over **100** media placements across major and niche platforms.
 - Elevated personal brands and supported growth in film, music, tech, and advocacy sectors.
 - Custom strategies, compelling visuals, and strong media relationships.
 - Visibility that led to measurable results: increased recognition, fanbase growth, and brand authority.
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Let's Make You Visible Too

Are you a founder, creative, or thought leader looking to grow your media presence, earn credibility, and command attention? Let VSM help you tell your story and shape the narrative.

 **Contact Visibility Solutions Media today – and let's make you visible.**