



Lagos mystery #ManInTheBox steps out, unveils MTN new business campaign Nigerian youth are really not lazy! So we've been hearing and seeing all the buzz around the young man working tirelessly in a box right beside Oriental Hotel, Lekki. Lasisi Elenu, Falzthebahdguy, Former BBNaija housemate Leo da Silva, Igwe 2pac and others have all been seen to discuss and visit the box ... and yesterday? The man stepped out and it turns out that MTN has been behind the campaign this whole time. The campaign is said to have been put in place to relaunch MTN Nigeria's Enterprise Business Solutions, MTN Business. Reputable sources in MTN have said that the telco's aim with the #ManInTheBox campaign is to help businesses set off on a sustainable growth path, and enable governments to make positive impact on people's lives, whether through connectivity, communication, collaboration or cloud solutions. This will be done by allowing business owners access to them via [email protected], listening and consulting to gain a clear understanding of what keeps the business owners up at night, their circumstances, pain-points, ambitions and priorities. It was also revealed that In addition to several other benefits, companies that get in touch will enjoy some visibility, as their products and services will be displayed on MTN LED boards free of charge. Although we hear the man was in the box for 4 days, we believe he deserves accolades because we wouldn't try it, even if there's assurance. Would you?

Link to Post: <https://www.lindaikejisblog.com/2018/5/lagos-mystery-maninthebox-steps-out-unveils-mtn-new-business-campaign.html>