



# SHARE THE DRAMA



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### Strategy

We identified and amplified the voices of fans (micro storytellers) and superfans (master storytellers) sharing interesting stories of UCL heroes and villains, by offering them influential media platforms before, during and after every game night. This way, fans were able to express their excitement and share dramatic UCL moments, thereby creating indirect endorsement for Heineken and inspiring participation amongst other football fans.

## 16 ACTIVATIONS

3

Abuja

9

Lagos

4

PH



>2000  
Media Mentions



>1000  
Influencer Posts  
on Social Media



>3500  
Shared Images

Earned Media worth

>N30 million



50 million  
Social Media Impressions



65

Print Mentions  
0 Negative



2000  
Photo Output



10  
Newsletters



11  
Radio news



6765  
Social Media posts

### RESULTS:

Playing largely on Nigerians' love for football, the activities on the campaign resulted in 69,795,483 impressions and reached approximately 62,948,876 people.

