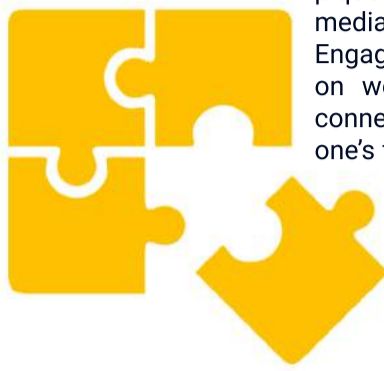


# TIGER BEER LAUNCH



**WORLD ACCLAIMED BEER BRAND**



**Strategy:** We achieved maximum results and pique the interests of the TA, BHM exploited social media as a vehicle to tap into everyone's fear. Engaging stories of people facing their fears head on were highlighted to establish a strong connection between the beer brand and facing one's fear.



**12 KEY CELEBRITY ADVOCATES**  
created motivational styled videos.



**>200,000 VIEWS.**  
of all celebrity videos



**OVER 24,000 ORGANIC REACTIONS**

Quizzes, games and listicles with over 22,000 likes and over 2000 comments

**OVER 13 MILLION PEOPLE REACHED**

**> 59 MILLION IMPRESSIONS**



**OVER 100,000 ONLINE CONTENT**  
syndicated to online platforms



## RESULTS:

Using 12 engaging celebrity stories as a pivot to tap into the feeling of fear in every Nigerian, the Tiger Launch campaign was able to reach over 13 million people yielding over 59 impressions.

**OVER 40 PRINT MENTIONS**