

BHM PR CASE STUDY

STAR FOOTBALL LEAGUE



PREPARED BY

bhm
BLACK HOUSE MEDIA

THE PROJECT

- Star is the proud Supporter of millions of shinning fans
- Star football league is a football activation platform created in partnership with the Nigerian and International football clubs to give fans an ultimate football experience while promoting the 'Star brand' as well as celebrating the Nigerian passion for football.
- For the past 2 years, Star has recognized the passion associated with football and the pride that ignite winning moments
- In 2016, Star sees the need to expand its frontiers to increase brand affinity, connect with million of shinning football fans and promote national pride that will resonate around the country and beyond

OBJECTIVE

- Create, curate and distribute stories across key platforms that help bring to life the "LET THE GAME BEGIN STORY"
- Highlight Star as the only brand that seeks to bring together "the best of Beer with the best of Football" through its iconic partnerships

THE BRIEF

Provide a detailed strategy and plan for exploiting the Star Football League
Heavy traditional and digital leverage of the rights, Properties and developed assets for the star football league.

Invitation and management of media and Key influencers, Celebrities for the unveil events.

Secure credible and beneficial media partners for the star football league and its properties.

THE IDEA

Through the partnership announcements, we wanted to create believability around the proven facts that:

1. Star is football: Star, the brand is a lover, and supporter of football.
2. Star is Nigerian: Star, the brand is a proudly Nigerian product. Being the premier locally brewed beer brand.

It is a fact that Nigerians love football. This is the favorite sport of the people.

It is a fact that Nigerians love Star. It is a favorite brand of the people.

If the premise was right, then Nigerians who love football, should love Star and Nigerians who love Star should love football making them believers and advocates of the brand.



- Great content
- Sales
- Fans
- Advocates

- Activations
- Contests
- Conversations
- Events
- Media
- Influencers

- Plans
- Content calendar
- Strategic approach
- Research
- Communication
- Creative materials
- Trends

STRATEGY BREAKDOWN

Existing Facts/ Premise for Strategy:

- STAR as a brand, is a known supporter of football = STAR is a national brand, synonymous with Nigeria.
- We know Nigerians love star. We know Nigerians love football.

A major driver for the strategy, would be PEOPLE & PLATFORMS the brand will PARTNER with.

- People are driven, and excited or attracted by/with PRIZES & Rewards
- The games or activities around the giving and receiving of prizes will be used as interesting CONTENT.
- The prizes and rewards will engender consumers to the brand, turning them into SUPERFANS. Good content will also create Super fans.

Eventually creating Super Fans who will continually consume STAR is the Ultimate GOAL.

STORYTELLING STRATEGY

Adopt influencer PR as a method to gain buy in; create, curate and distribute bespoke content across various platforms

Employ owned and identified third party platforms to help build advocates and influencers through scalable and believable content

Create and distribute engaging content (branded and unbranded) on owned and third party platforms with the intention to go viral

How We Did It

ANNOUNCEMENT

Both announcement events held at Eko Hotel and Suites to announce Star's partnership with the NPFL on the 23rd of August, 2016 and with five European clubs; PSG, Real Madrid, Arsenal, Juventus and Manchester City on the 31st of August, 2016.

They were both unusual press events with embedded platform experience.

The events were attended by consumers, Media, select fans, celebrities, Influencers partners, regulators and key stakeholders.

BEFORE THE ANNOUNCEMENT

- Invitation of Key stakeholders, Media and Influencers
- Preparation of Media Kit
- Photo briefing
- Drafting of talk points for panel discussion
- Recruitment of campaign influencers
- Media Partnerships
- Multimedia content creation and curation

INVITATION

Invites were sent to sport journalists, sport bloggers, editors, influencers, celebrities, coaches and key stakeholders from sports and entertainment.

Mechanics

- Pre-Invitation Emails
- E-invites
- Physical delivery of Invites
- Reminder Emails and SMS

DURING THE ANNOUNCEMENTS

Accreditation at the venue in conjunction with



Real time social media activities –
Live event feeds and updates on social



Photo ops and photo news



Trends by influencers on
#StarFootballLeague



News releases, blog posts and spins from the announcement



Media Interviews



AFTER THE ANNOUNCEMENTS

- Newsletters
- Delayed TV broadcasts
- Print cover mentions
- Inspired features and articles
- Blog Posts
- Radio News
- Engagement via owned and third party platforms

CAMPAIGN MEDIA OUTPUT

Total Number Of Print Mentions – 70 (Over 2,000,000 people reached across Nigeria)

Total Number Of Online Mentions – 200 (Over 5,000,000 impressions)

Total Number of Radio Mentions – 20

Total Number Of Social Media Impressions – 30,780,194

2 bespoke newsletters were sent out to 80,000 recipients.

CAMPAIGN OUTCOME

Over 1000 guests attended both events.

Both announcements generated impressive interactive conversations and direct feedback across Star Lager Beer and BHM Social Media platforms.

The gravity of both partnerships placed Star at the forefront of the biggest sport in Nigeria and in the hearts of its followers.

5,179,982 people reached on social media as 525 unique users posted 505 unique posts on instagram and twitter.

There was a 12 hour twitter trend- From 7pm, Tuesday, August 23 to about 7am, Wednesday, August 24, 2016.

Twitter trends at different positions from 6pm, Wednesday, August 31 to about 9am, Thursday, September 1, 2016.



THANK YOU!