



“33” World Friendship Day 2019

Purpose

Created by the BHM team, in celebration of World Friendship Day, the campaign was put together to further drive, beer brand, 33 Export's narrative of fostering and celebrating bonds.



PR Activities

Through the use of music star, Kcee's search for a long-lost friend, BHM was able to drive unsolicited consumer participation in not just the search for Kcee's friend but also friends of other consumers who eventually reconnected at a special dinner organised by the brand in their honor.



OVER 7 MILLION

POTENTIAL CUSTOMERS
REACHED



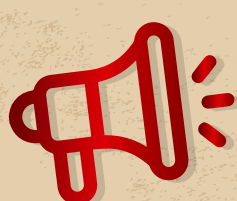
3,356

SOCIAL MEDIA POSTS



193,000

SOCIAL MEDIA ENGAGEMENT



30 NOTABLE MEDIA
MENTIONS



Results

The multiple endorsements by media, influencers and partnered platforms led to a broader knowledge of 33 Export's position on fostering and celebrating bonds.