

PURPOSE



Ariya Repete is a talent hunt for indigenous Yoruba music. Organized by foremost beer brand, Goldberg, the 2019 edition was aimed at reclaiming Goldberg's dominance of the beer industry especially in the western part of Nigeria through a brand relaunch and new look.

PR ACTIVITIES



BHM, through the use of Nigerians' love for music and exciting conversations around the its different expressions, utilized the presence of industry heavyweights like world famous juju artist and Grammy nominee, King Sunny Ade, K1 De Ultimate, celebrity ambassadors like Olamide and Odunlade Adekola in the competition and other multi-angle storytelling opportunities to generate over 70% target consumer participation in Ariya Repete.









OVER 20 MILLION PEOPLE REACHED











MENTIONS

PAID MEDIA - 54.1%

ONLINE MENTIONS

Ariya Repete returns, as regional auditions kick-off in Lagos



t the drums, roll the vocals and sound geria's prominent indigenous talent hunt om the hills of Abeokuta and Ondo to igos, Ariya Repete 2019 edition is set to Yoruba hip-hop.



leve good music, then you do not want to miss the selection parties for Ariya Repete 2019 which will be coming to Lagos or so, 1481 of June 2019. The latope is set as Galada Gandens in Ages and De Dams Park in Akovençie will be hosfing the Lagos for parties of Ariya Repete 2019, as musich benefuls will be loskafig to share for solar for a face and the manifer finals. And it



PRINT MENTIONS



Ariya Repete: 15 contestants emerge from Akure Semi-final in Ibadan today

The quarter first investigation of the popular music taken that these powersels by Gddberg Laper, how the stable of Namo One State cash, hes produced 35 one stars its the same final stage and stable of the state of the state first state and state state of the state of the state first state state of the state of the state is the same final stage and state of the state is the same final stage and state of the state is the same first state of the state of the state is the same first state of the state of the state is the state state of the state of date and states complete state of the state of date and states complete state of the state of date and states complete state of the state of

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RESULTS

With just 20% paid media, 80% earned media and over 70% target consumer participation generated, Goldberg's new take on keeping values and traditions alive as a way to shape the future was well conveyed leading to a rise in consumption and sales.







