



Ariya Repete 2019

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



3,356
SOCIAL MEDIA POSTS



193,000
SOCIAL MEDIA ENGAGEMENT

50 PAID MEDIA MENTIONS



EARNED MEDIA - 45.9%
PAID MEDIA - 54.1%

ONLINE MENTIONS



PRINT MENTIONS



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.

