

STAR BOBSLEIGH & SKELETON SPONSORSHIP

STAR

+ BOBSLEIGH & SKELETON

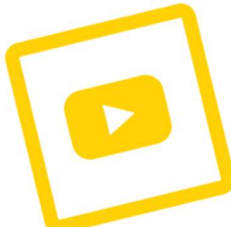
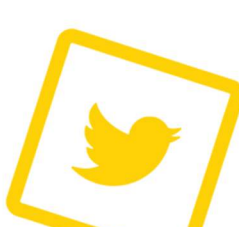
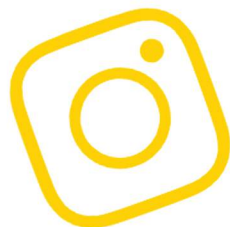
>3 Million people reached

STRATEGY

We used a series of coordinated events, photo-ops and profiling to demonstrate how Star Lager Beer supports and encourages the best of Nigerian sports talents to shine on.



>3 MILLION IMPRESSIONS ONLINE



> 1.9 MILLION IMPRESSIONS WERE SUSTAINED ON SOCIAL MEDIA

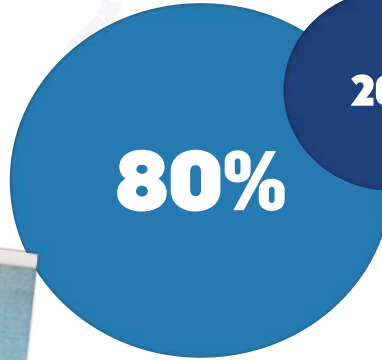
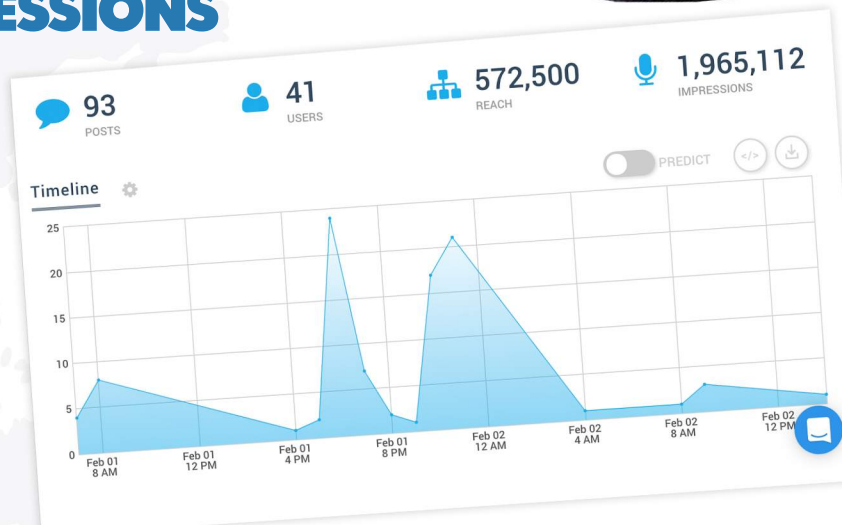


93 SOCIAL MEDIA POSTS



1,965,112 SOCIAL MEDIA IMPRESSIONS

>3 MILLION PEOPLE REACHED ACROSS ALL ONLINE PLATFORMS



PAID MEDIA EARNED MEDIA

RESULTS

With several brands like Visa looking to leverage on the team qualifying for the winter Olympics, Star Lager Beer's campaign through PR saw involuntary third-party advocacy from the media leading to over 3 million people reached across all media touchpoints.