



Purpose

With a presence in 192 countries, Heineken, on an annual basis, executes an integrated marketing campaign leveraging its global sponsorship of the UEFA Champions League.

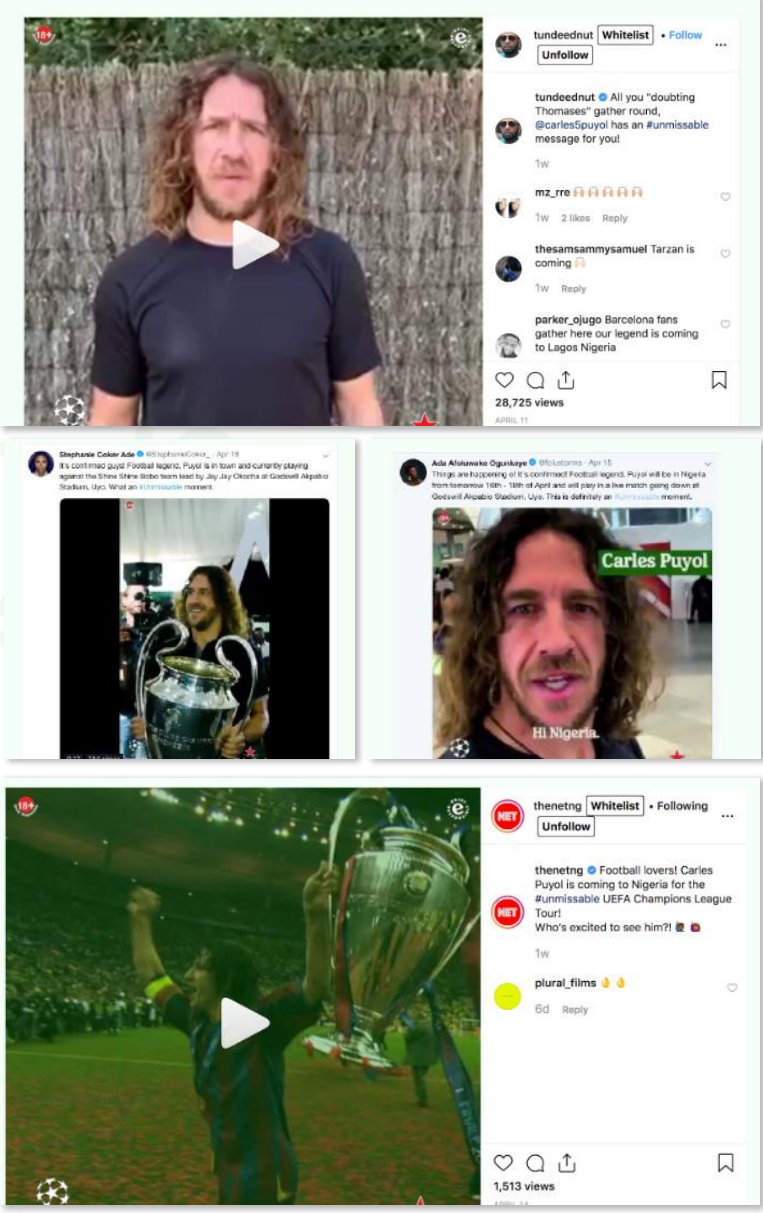
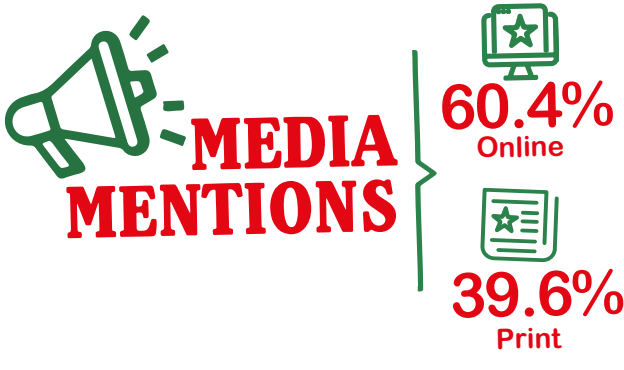
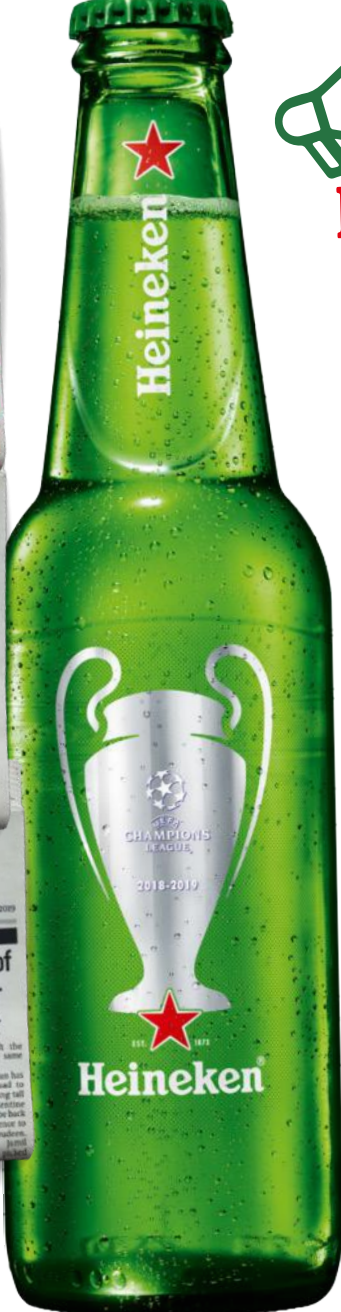


PR Activities

Leveraging Heineken's global UCL assets, BHM used a series of unmissable moments, on and off the pitch, to tell the “Heineken UCL” story and drive in the hearts of football and Heineken lovers across Nigeria, genuine F.O.M.O. hinged on a nationwide trophy tour and an unmissable match featuring global football stars like Carles Puyol, Jay-Jay Okocha, Mutiu Adepoju and others.



20 PRESS RELEASES AND BLOG POSTS ISSUED TO OVER 25 KEY MEDIA PLATFORMS



RESULTS

With varied storytelling reaching over 12 million football-loving Nigerians and a larger share of voice than any other brand throughout the season, Heineken also led in sales, beating other indigenous beer brands.



BHM is a media and public relations company involved in reputation management, consumer engagement, content development, community and assets management, research and intelligence and media relations.