



## Purpose

Hi-Life Fest is an annual indigenous highlife music talent show, hosted by Life Lager Beer, to support its consumers' love for good music and maintain its position as the biggest beer brand in the country.



## PR Activities

BHM used usual and unusual storytelling techniques heavily driven by consumer-to-consumer conversations to raise awareness of the competition, drive engagement and build organic advocacy from over 20 million young Nigerians.



1,695

SOCIAL MEDIA POSTS

60

EARNED ONLINE & PRINT MENTIONS



MEDIA

44.5% EARNED  
55.5% PAID



40

PRINT MEDIA MENTIONS

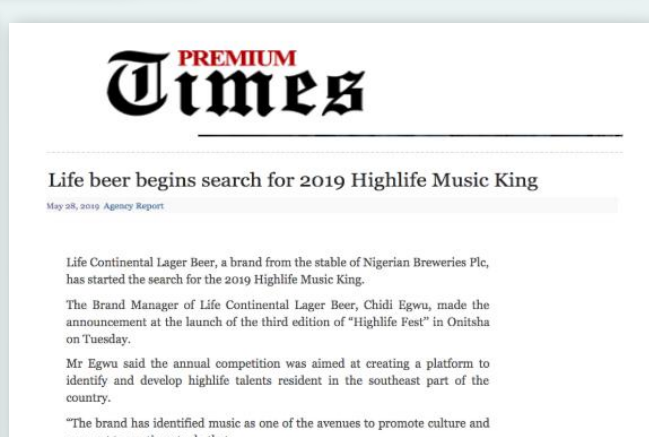
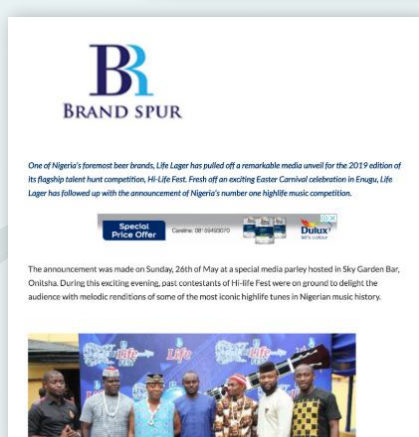


30

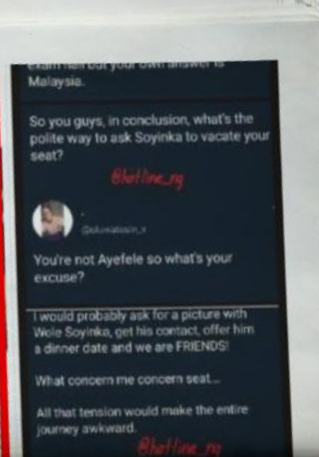
ONLINE MEDIA MENTIONS



## ONLINE MENTIONS



## PRINT MENTIONS



## RESULTS

Scores of unsolicited advocacy from its core consumers and thousands of consumers gathered at each live show led to an undisputed belief in Life Lager Beer's dominance of the beer industry in Nigeria.