



PHYNO UNVEIL

Life Beer

UNVEILING OF LIFE BEER
BRAND AMBASSADOR

STRATEGY

BHM used strong and relevant stories of the industrious and innovative nature of the Igbo people to tell compelling, engaging and interesting stories of how collaboration has enhanced progressive culture.



OVER 100
IMAGES

CAPTURED AND SHARED
ONLINE

19
PRINT MENTIONS

2
INTERVIEWS ON
ELECTRONIC MEDIA
PLATFORMS



6
PHOTO NEWS MENTIONS

10 PRINT MEDIA

PUBLICATIONS ACROSS NATIONAL DAILIES
ALSO INSPIRED FEATURE ARTICLES
ON FIVE MAJOR PRINT PLATFORMS



13 NEWS
MENTIONS
60 ONLINE
MENTIONS



MEDIA MENTIONS

87.3% EARNED
& 12.7% PAID



ONLINE MENTIONS
15 PAID, 257 EARNED MENTIONS