

STELLA LAGER BEER



Small chops +
Small Talks =
Great Beer

STRATEGY

We create conversations around

- Facts of life,
- The first beer of the evening ,
- Other engaging "small talks".

This was achieved by stimulating target audience interest through engaging narratives while shying away from football and politics.



20

STORY PUBLICATIONS
ON DIFFERENT PRINT MEDIA PLATFORMS

500

PHOTO OUTPUT



1 NEWSLETTER &
10 PRINT MENTIONS

2



RADIO NEWS



63 SOCIAL MEDIA POSTS

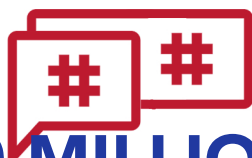


EARNED
MEDIA
WORTH
> N15 MILLION



>10 MILLION
IMPRESSIONS

WERE SUSTAINED ON SOCIAL MEDIA



75
ONLINE
MENTIONS



RESULTS



This yielded involuntary third-party advocacy by consumers yielding 2,606,668 impressions and reaching approximately 1,656,300 people.