

## \*\* BRAND NAME \*\* LIFE

**Opco:** Nigeria Breweries Plc

**Brand Lead:** Olaoluwa Babalola & Chima Dim

**Marketing Director:** Emmanuel Oriakhi

### Brand In A Bottle:

#### (NEW) LIFE - NIGERIA



**Core Creative Brand Idea:** OBIAGU – Our Spirit of Progress

**Demand Space:** Genuine Connections (Lively Connecting)

### Market Context & Competitive field:

Briefly (1-2 sentences) explain the origin of the brand and how the brand is positioned in the market.

Launched in 1983 in Onitsha by Life Breweries.. It was an Economy brand mostly available in its core region, Onitsha prior to acquisition by Nigerian Breweries. Post-Acquisition, the brand was reformulated, repackaged and subsequently repositioned as a regional mainstream brand in 2013 to effectively counter Hero's 2012 launch as part of SAB's push for market share in the South-East.

Life and Hero fiercely compete in the South-East, a key market with high per capita consumption. Since NB acquisition, life was on a growth trajectory reaching a peak of 3MHL in 2017 but has since experienced volume & MS pressures until a 2024 recovery in volume (+14.1%) and Market share (+0.0%) and a 3-yr BP peak of 11.3% in Q2 '24

### Job To Be Done:

Get 3.4 million Igbo consumers to choose Life over Hero as the preferred beer in when I am hanging out with friends by overcoming the belief that Life Lager doesn't reflect our Igbo culture and identity.

### Target Audience:

**Brothers in Progress** - Proud & unapologetically Igbo people. They are connected to their tribesmen and prioritize communal progress.

### Historical campaign evolution:

Share an overview of the last campaigns incl. links to the TVCs & short write up on the objective / idea

#### 2020/2021 – ONYE EZE



'Onye Eze' meaning 'Live Up to your name' is a campaign that serves as both a recognition of one's achievements and a reminder to uphold one's reputation with dignity and excellence. The campaign objective was focused on building the brand imagery as one that 'Inspires Progress' by embedding Life as a brand that celebrates the Igbo man's progress and successes.

#### 2022 to 2024 – TURU UGO LOTA



'Turu Ugo Lota' meaning 'Bring Home the Glory,' is a campaign that celebrates the Igbo people, their hustle and their accomplishments. Turu Ugo Lota is a call that weighs upon every Igbo person, to go forth into the world, attain success and come back home to celebrate this journey.

TVC 1: <https://www.youtube.com/watch?v=A4XmbMXvGBs>

TVC 2: [https://www.youtube.com/watch?v=8\\_sDd1jNiyc](https://www.youtube.com/watch?v=8_sDd1jNiyc)

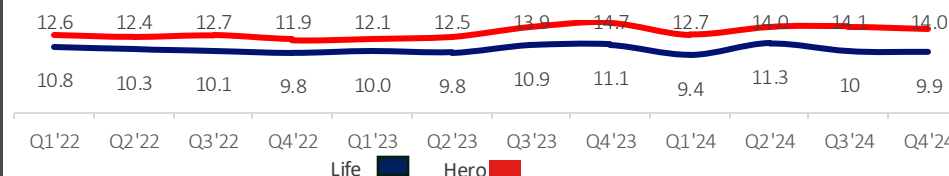
### Main competitor campaign activities:



**TVC Link** - <https://youtu.be/K7rvOD3gB-8?si=olMcY51qXw1c3uio>

Hero's 'Sun Rises for You' campaign uses the brand's iconic imagery of the rising sun to symbolize optimism and hope, inspiring the Igbo people to achieve their aspirations.

### BGS Score Development- Visualize BGS development over time vs. main competitor incl. key insights



Hero's brand power has steadily grown over three years, making it Nigeria's strongest brand due to its meaningfulness. While Life leads in regions outside the southeast, it cannot offset Hero's dominance in the southeast.