

NAME OF THE BRIEF		Life Campaign Brief			
Brand	Life	Date issued	January 2025	Target Demand Space(s)	Genuine Connections (Lively Connecting)
Brief in a sentence		Re-introduce Life Lager Beer and drive re-appraisal as an authentic Igbo brand by showcasing the resilience and progressiveness of the south-eastern people through a culturally relevant idea to deepen brand affinity and evoke cultural pride			
Key Dates		Briefing: January 2025 Launch: April 2025			
What is the creative ambition?		<p>9 – Cultural Phenomenon: Creativity that transcends marketing by creating a cultural Trend.</p> <p>Life Relaunch is the biggest renovation project in the Nigerian Breweries portfolio in 2025 and will carry along with its significant media investment in line with ATL fundamentals as well as business targets. As such, the creative ambition is to execute a brave, big and bold idea that pushes the boundaries of marketing and creates a movement that sparks conversation in the core southeast Nigeria.</p> <p>Our Ambition is to create award winning work, stretching the brand beyond where it has ever been before in the hearts and minds of consumers. This is a key inflection point for Life Lager and our opportunity to set a new accelerated growth trajectory for the brand. Creative success will be gauged by a brand power growth, Market share growth and a nomination for the Lorries award in 2026</p>			

What are the jobs to be done for this brand and which one are we addressing with this brief?

JTBD FOR THIS BRIEF

JTBD

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.

JOB TO BE DONE ARE THE STRATEGIC FOCUS ON CONSUMER BEHAVIOUR CHANGE

CURRENT

Brand Performance

Consumer Behaviour

Consumer Beliefs

A Job to Be Done is a statement of strategic intent that should read like:

Get **HOW MANY** of **WHO** to do **WHAT**. Instead of **WHAT**.

overcoming which **BELIEF BARRIER**

FUTURE

Brand Performance

Consumer Behaviour

Consumer Beliefs

What is the target audience for this JTBD?

TARGET FOR THIS BRIEF
<p>AUDIENCE DEFINITIONS</p> <p>VOLUME TARGET DESCRIPTION & SIZE: Beer drinkers (Light to Heavy) who consume beer at least once a month.</p> <p>PRIME PROSPECTS DESCRIPTION: Brothers in Progress - Proud & unapologetically Igbo people. They are connected to their tribesmen and prioritize communal progress.</p>

Which MWBs is this brief leveraging?

[Delete the transparencies to reveal which MWBs have been selected as relevant to the JTBD]
Add in an explanation of why these MWBs have been selected



SECTION 1: WHERE ARE WE NOW?

Current business performance

MAT 2024 Life Brand Power: 10.0%

What do consumers/shoppers **do** today?

Consumers/shoppers choose key competition Hero over Life at the 'moment of truth'.

What do consumers/shoppers **think/feel** today?

I know Life Lager, but I don't feel connected to the brand, it's a distant relative. In Contrast, I'm proud to drink Hero – O'Mpa

SECTION 2: WHERE DO WE WANT TO BE?

Desired business performance

Grow Brand Power in 2025 to 10.5% and in 2026 to 11.1%

What we need consumers/shoppers to **do** in the future?

Choose Life Lager over key competition during their 'drinking occasions'

What we need consumers/shoppers to **think/feel** in the future?

Life Lager understands us, our struggles, and our desire. The brand reflects our shared values as Igbo people. It is **Our Own!**

SECTION 3: HOW WILL WE GET THERE?

What is the relevant consumer/ shopper need? To change what consumers think/feel today? (Insight)

With a history of being underserved, the Igbo people deserve recognition and their rightful place in the Nigeria's cultures. In a society where success is the benchmark for recognition, we must progress and uplift each other to be seen as worthy despite the odds stacked against us.

How will the brand answer the consumer need? (Benefits)

Life lager inspires its consumers to rise above adversity to move forward and when our people share a bottle of life, they signal the strength of the brotherhood that powers our strides of progress.

How can we justify this? (Reason to believe)

Born in Onitsha in 1983, Life is rooted in the resilient and progressive essence of the Igbo People. With an iconic identity of the 'Agu', a symbol of fearlessness to face every challenge life throws their way

Brand Idea

IGWE BU IKE (Together we rise)

Core Creative Idea

OBIAGU

SECTION 4: KPIs (add numerical targets and qualitative statements)

Desired Business performance

1. Grow **Brand Power** from 10.0% MAT 2024 to 10.5% MAT 2025
2. Grow Category **Market Share** from 11.8% FY 2024 to 12.3% by FY 2025

Desired Brand Power performance

- Meaningfulness: 105 MAT 2024 to 113 MAT 2025 (+8pts)
- Differentiation: 111 MAT 2024 to 118 MAT 2025 (+7pts)
- Saliency: 135 MAT 2024 to 142 MAT 2025 (+7pts)

SECTION 5: OTHER INFORMATION

Budget

N400 Million

What country/region does this brief cover?

South-East Nigeria (East Zone)

Mandatories and additional information attached

- New Life BIAB
- Brand Identity Pyramid