



ILOBOLA NGE BHUBESI

CATEGORY : CAMPAIGN OF THE YEAR
AGENCY : DNA BRAND ARCHITECTS
CLIENT : AB INBEV
CAMPAIGN TITLE : ILOBOLA NGE BHUBESI
TIME PERIOD : ONE MONTH OCTOBER – NOVEMBER
2018



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OPENING STATEMENT

In South Africa, "Lobola" is a widely practiced traditional custom that sees the family of a prospective groom come together for negotiations for the bride's hand in marriage. When relaunching beer brand Lion Lager in 2018 we chose to celebrate it and bring pride back to the custom with the ground-breaking digital film iLobola Nge Bhubesi as a part of the Lion is back R10.00 campaign. The campaign took the country by storm becoming the brand's most successful campaign ever, resulting in an exponential growth of the brand's online community, greater brand awareness through earned media platforms and a sales increase of 30%!



STATEMENT OF PROBLEM/OPPORTUNITY

Lion Lager is one of the most iconic South African beers within AB inBev having once held the lion's share of the market back in the 80s and 90s before being shelved in the 2000s due to strong competition in the market.

When relaunching the brand, we recognised that South Africa is the most unequal country in the world and when it comes to brand communication, alcohol brands often marginalise and exclude the "have nots" in their communication.

Lion Lager had the opportunity to change this through the ground-breaking digital series "iLobola Nge Bhubesi" centred around 'iLobola', the South African tradition whereby the man pays the family of his fiancé for her hand in marriage. Through the power of storytelling we were able to relate authentically with audiences across social media platforms and PR platforms.



RESEARCH

When relaunching Lion Lager we wanted to appeal to younger audience of predominately black men aged between 25 - 45 years old who are active on social media. Through an internal study conducted by the AB inBev insights team we discovered the following:

- Our consumers can be described as blue-collar workers. It's a predominantly black male market who live in urban to peri urban areas.
- They struggle with the pressures of reality vs. who the world tells them they should be.
- They are part of society that is largely "left behind" and often feel invisible at times.
- They may not be in the world of green bottles (the aspirational set of the market) but that does not necessarily mean doom and gloom for them. There is a level of pride in the lives they lead.
- Our research also showed that this audience focuses on culture and custom. This informed media targets and social media channels selection.



INSIGHTS

- Money should never equate to how people feel about themselves and what they can achieve.
- Family and traditional values gives our audience a sense of belonging, dignity and pride.



PLANNING

Objectives

1. Relaunch the brand through an innovative content piece that will expose the brand to new audiences
2. Garner earned media coverage to the value of R2 million on tier 1 media platforms.
3. Build an active Lion Lager Community on social media and reach 1 million people on Facebook, Twitter and Youtube.
4. Contribute meaningfully to business results by increasing units sold by 10 000 during the campaign period.

Audience

LSM 6 and under, primarily black male blue-collar workers aged 25 – 45 years old.

Communication Channels

Social Media: Facebook supported by twitter and Youtube

Traditional Media: Print, Broadcast and Online

Merchandise: Pride T-shirts



Message Vehicles

Media: Press Releases issued and interviews

Reviews: On film media

Digital Media: Brand owned channels and Influencers

Competition: On Daily Sun for consumers.

Management of Resources

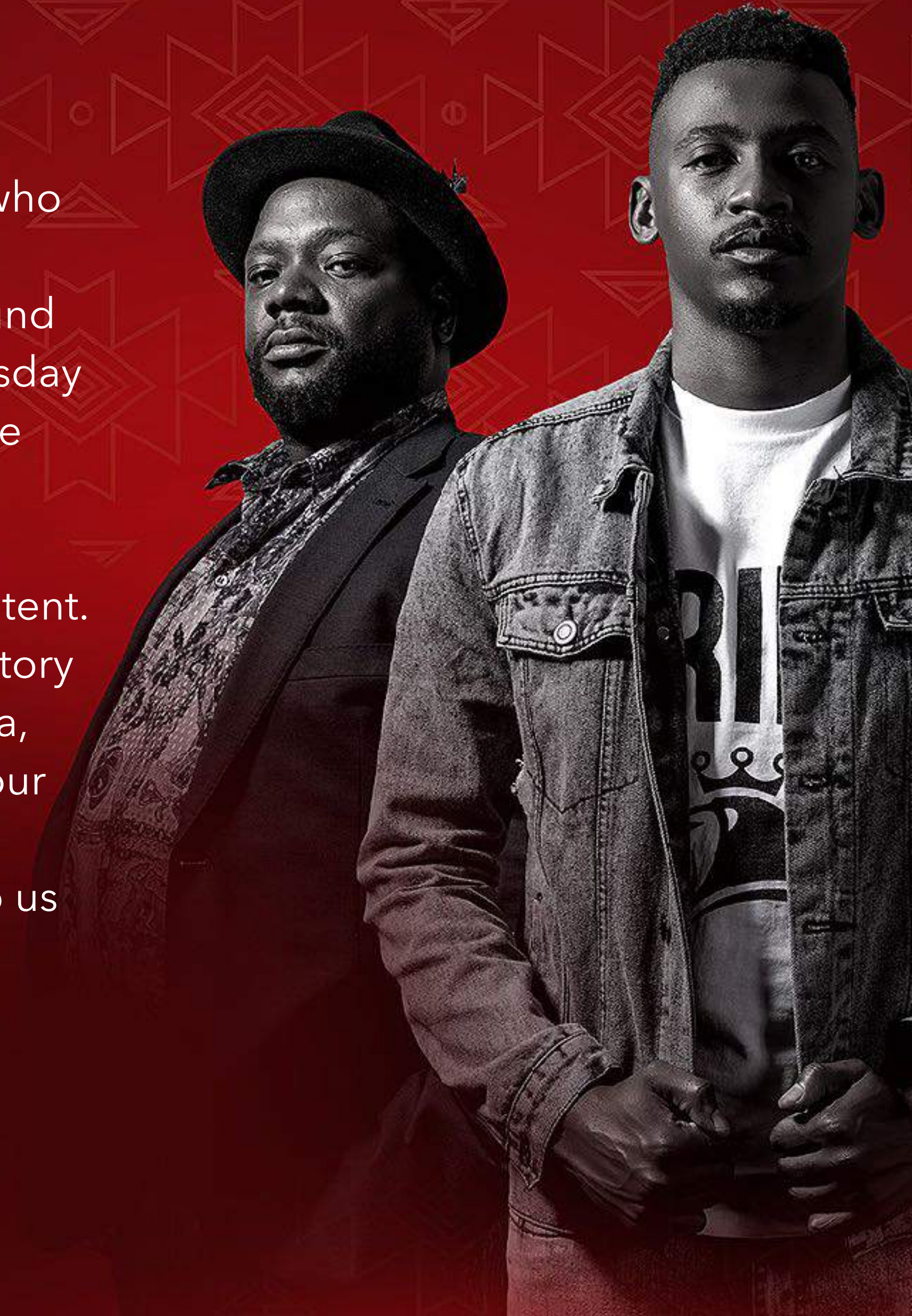
The project was resourced with a Creative Director and copywriter who developed and refined the concept to ensure that we achieved the vision creatively. The project was managed by 2 account managers who were responsible for managing the budget, briefing stakeholders, managing deadlines, media relations and responding to challenges.



EXECUTION

Roll Out

- **Content Shoot** - We partnered with black female owned production company OSU who developed the treatment & shot the series over 2 days in Soweto.
- **Digital Roll Out** - Lion Lager had no social media presence so we built from the ground up. 5 episodes were shared on the across multiple platforms every Monday and Thursday over the course of 4 weeks. This also included memes and Gifs from series which were shared on Facebook, Twitter & YouTube to drive engagement.
- **Influencers** - Lead character Bafana Mthembu was the campaign anchor influencer supported by micro influencers who helped to get the masses engaging with the content.
- **Media Relations** - Having rolled out the content on digital was key that we land the story on Tier 1 media platforms. Our strategy was to curate reviews on entertainment media, features for the films breakout talent which landed us on broadcast & print media in our consumers native tongue and online
- **Collaboration**: We partnered with the country's biggest newspaper Daily Sun to help us drive engagement on social media platforms and gain critical mass.



CHALLENGES

Pitching: When the idea for iLobola was conceptualised we knew we were working with a brand that had the least budget within ABinBev and the likelihood of getting it approved by the brand team was slim. However, through a detailed plan on media rollout, we managed to convince our client that the campaign would reach its objectives.

Management of Budget: Having secured the budget of R1.3 million we realised in campaign that the money was not enough to produce the quality of a production we wanted. We wanted A listers to play the lead characters but we managed this by having an open casting to talented upcoming actors. We also minimised costs by changing the script, securing cheaper suppliers and negotiating value adds with our production team and partner agencies.

Media relations: With no A listers it was a challenge to convince media that we had a “media worthy” cast however this managed to work in our favour when journalists saw the series before airing.



EVALUATION



OBJECTIVE 1

Relaunch the brand through an innovative Digital series that would expose the brand to new audiences.

RESULTS

In addition to delivering 5 episodes, we produced:

- Trailer
- 5 episodes
- 10-minute short film
- Memes & Gifs
- Behind the scenes content

OBJECTIVE MET!

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Trailer: <https://www.youtube.com/watch?v=0Sn2YeE8rtl>



Full Series: <https://www.youtube.com/watch?v=a1XTiUHVek4&t=164s>



Behind the Scenes: https://www.youtube.com/watch?v=_d8Z6iyIsKA



Memes



Behind the scenes images

OBJECTIVE 2

Garner earned media coverage to the value of R2 million on relevant tier 1 media platforms.

RESULTS

iLobola Nge Bhubesi was the brand's most successful PR campaign ever with coverage secured across tier 1 media platforms.

PR Value - R3 236 265,69

OBJECTIVE EXCEEDED!



ENCA: <https://www.youtube.com/watch?v=Jv-mJcuFJNM&index=109&list=PL2BJTpLEt7O5p1542IEj0rcA0eyFeSR5b>



Soweto TV - Pop Corner



SABC: https://www.youtube.com/watch?v=7bO98QN_Zb0&feature=youtu.be



Coverage in tier 1 platforms



Best Video Series on Twitter

The brand that leveraged video and created a video series to spread the word on campaigns in a unique and interesting way.

@LionLager

Lion Lager knows its audience and knows they are active on Twitter. With this information, Lion Lager created a campaign centred around a video series that spoke to its audience.

Lion Lager created a content series known as #iLobolaNgeBhubesi (Lion's Lobola) that told a lobola story, which was usually told in Zulu with English subtitles to create a bond between them and their followers.

Telling a lobola story was education as not all South Africans know about lobola negotiations. The success was cemented in Lion Lager's ability to educate, tell a story and push product at the same time.



Home > Entertainment > Lion Lager's series 'iLobola Nge Bhubesi' is finally here

Entertainment News

Lion Lager's series 'iLobola Nge Bhubesi' is finally here

By Oluthando Keteyi · Oct 22, 2018

218 views



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Digital Digital Content

Lion Lager relaunches with digital drama series

By DNA Brand Architects · November 20, 2018



Bazama isivumelwano nesigebengu

ISIHLOKO: Matwetwe (Wizard) ABALINGISI: Thapelo Tips Soemise, Masello Motana, Anastasia Augustus, Kefilwe Mello nabanyane. UPHROJUSA: Kagiso Lediga, Black Coffee no-Ehle Maphumulo IMIZUZU: 84 UMHLAZIYI: INTATHELI YESOLEZWE NGOMQIBELO



INGXENYE yeziqephu zefilimu esihloko sithi Matwetwe (Wizard) Isithombe: FACEBOOK/MATWETWE

Owama-video amahlaya koweLion

CHARLES KHUZWAYO

OZAKHELE udumo ngama-video amahlaya abewajahlula ezinkundleni zokuxhumana. uBafana 'Nkabi' Mthembu usezobonakala emdlalweni wethelevishini oxhaswe ngabakwaLion Lager.

Ungene kwezokungcebeleka ngokwenza amahlaya abewaqopha bese ewafaka ezinkundleni zokuxhumana.

Uthhe waqala ukulingisa kwiSoul City ngaphambi kokudlala indawo kaRize kwiNdloukazi.

Emculweni lo somahlaya udume ngelikaNkabi kanti ugxile emculweni obizwa nge-digital maskandi.

"Lo owami uNkabi umele ukuthi Noord Kings and Bree Icons. Lawa ngamarekhi aseGoli engiwakhonzile futhi ebengigibela kuwona. Erenki yilapho ufica khona abantu bezixoxela izindaba, kumnandi kunjeya."

Uthe leli cwecece lakhe eliyi-EP futhi elisihloko sithi 1818, uzolikhupha ekuyaka ozayo.

"Okwama-nje ngisaphusha imicwi embili, othi Ubandi-nothi Kalotwana. Le-albhamu ngayibize nge-1818, okuwu-tshwala obukhonzwe kakhulu emakhaya futhi iqukethe amahlaya. Vele nabantu uma sebedakise utshwala bavamise ukuxoxa izindaba ezihlekisayo."



UBAFANA 'Nkabi' Mthembu ozakhele udumo ngama-video amahlaya

amangwevu. Le filimu isanda kushiya ababukeli bebambe ongezani kwiCape Town International Film Market & Festival. UMashini wenza unganaki ukuthi unebala elimhlophe kodwa ubheke ikhono lakhe. Phambili bekulungisa umuntu onebala elimhlophe uma ezodlala leyo ndawo kodwa uMashini ukhombisa ukuthi unekhono, akangenanga kulo mdlalo ngokudatshukelwa. Ujoyina intsha enebala elimhlophe esizakhele udumo emunxeni wezokungcebeleka. Abathandi bamafilimu bazoyithakaseka.

SK GREAT MOMENTS AT THEIR GREATEST FRI 30 NOV - THU 6 DEC SHOWS, PRICES & TIMES SUBJECT TO CHANGE. (N) NO COMPLIMENTARY TICKETS FOR NEW RELEASES FOR ONE WEEK FROM RELEASE DATE UNLESS OTHERWISE STATED

Table with movie listings including titles like Bohemian Rhapsody, Creed II, and various TV shows with their respective times and ratings.

OBJECTIVE 3

Build an active Lion Lager Community on social media and reach 1 million people on Facebook, twitter and Youtube.

RESULTS

Before the campaign broke Lion Lager didn't have an existing online Community. We build it from the ground up and once the series aired engagement exploded!

R 4,1 million Social AVE

18.2 million people had the opportunity to see our campaign

14 million Impressions across facebook and twitter.

Zero - 3801 followers & **1,1 million** views on Facebook

Zero - 950 followers & **1,2 million** views on Twitter

Zero to 12 000 - views on Youtube

#2 - Trending Topic in South Africa on twitter.

OBJECTIVE EXCEEDED!

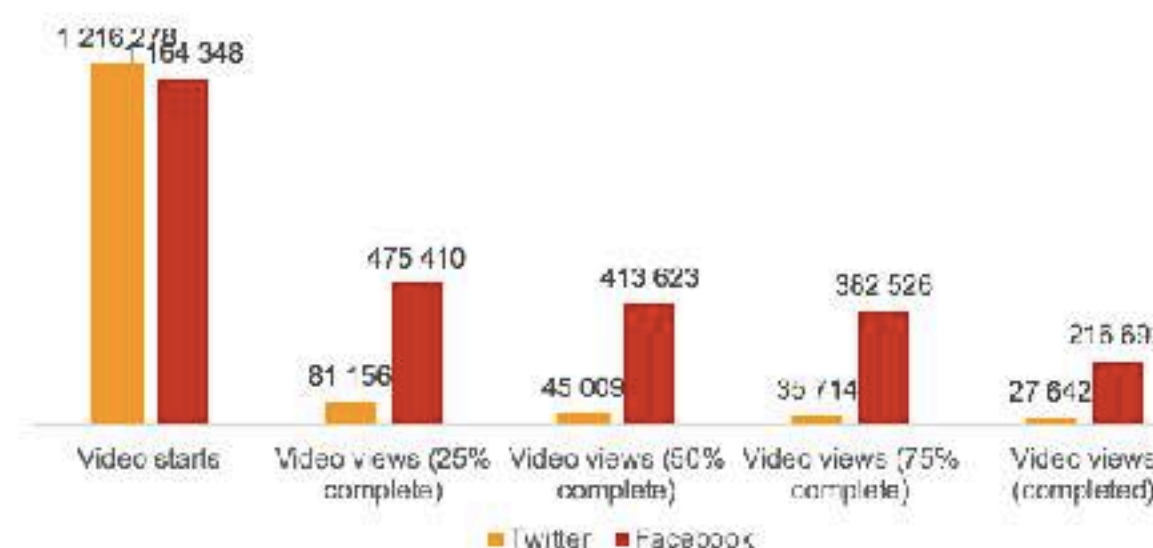


Statistics	
3.1k	Volume
1.8k	Unique authors
18.2m	OTS
R4.1m	AVE
1.7k	Engagement
1.2k	Reshares
451	Replies
28.4% ± 2%	Positive

Overall Performance

Channel	Impressions	Engagements	Comments	Likes	Shares	Video Starts	Video Completion	Media Spend
Facebook / Instagram	11 666 076	1 199 362	1 039	25 930	6 643	1 164 348	216 602	R276 674,69
Twitter	2 212 326	54 832	112	3 648	1 123	1 216 278	27 642	R156 122,26
Twitter - Micro Influencers	670 866	53 149	6	672	125			R26 389,64
	14 349 168	1 312 943	1 156	33 250	6 894	2 380 626	244 334	R461 185,61

Video View by channel



- Overall the campaign generated 4,9 million reach, with more than 14 million impressions being served. Facebook generated the highest volume of video views as well as completed video views.
- The videos were shared over 6,800 times across social media with Facebook achieving the highest volume of shares.
- The micro-influencers performance well for the campaign, with more than 500,000 impressions being generated and more than 128 shares.

OBJECTIVE 4

Contribute meaningfully to business results by increasing units sold by 10 000 during the campaign period.

RESULTS

During the periods the campaign was activation the units sold of the R10 promotion increased by 27 135 units between October and November alone, an increase of 30%!!



OBJECTIVE EXCEEDED!

THANK YOU!



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Total word count: 1200