

HEINEKEN UCL 2022 AFRICA TROPHY TOUR - CASE STUDY



THE BRIEF?

A narrative shaping campaign that highlights the importance of the African continent to Heineken and UEFA spotlighting the successful continent-wide UCL Trophy tour.

OUR APPROACH?

Strategic storytelling and advocacy were used to highlight the successful Pan-African trophy tour, and show the world how for Heineken, UEFA and the millions of African fans who joyously cheer their favourite teams on, football is more than a game.

OUR DEPLOYED TOOLS?

- Content development and curation
- Media relations
- Strategic storytelling across key third party platforms
- Pan-African media distribution

THE RESULTS?

OUTPUT:

Reach

147.8M

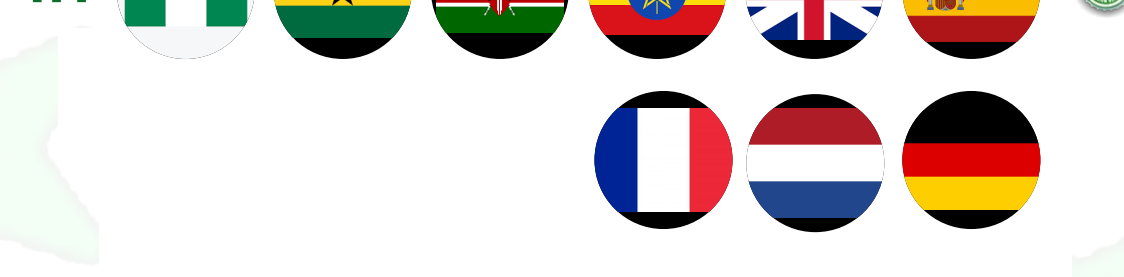
Engagement

3.32M

70%

70% earned media coverage across over 255 top tier media platforms.

like Bloomberg, CNBC and BUSINESS INSIDER



Over 300 earned social media posts by key media platforms like

like CNBC, TheCable, Nairametrics across Facebook and Twitter.



UEFA Champions League Trophy Tour



Biggest Trophy Tour Yet In Africa In 2022

- Inspirational football match with the national U-23 football team in Addis Ababa
- Heineken branded aircraft
- Legendary friendly match featuring Davido, Darey, Mj, Okocha, Taribo West and Amokachi
- Music performances by Davido and Peruzzi

Featuring: Clarence Seedorf
First and only player to have won the Champions League with three clubs

THE WORLD'S LARGEST FREE TRADE AREA

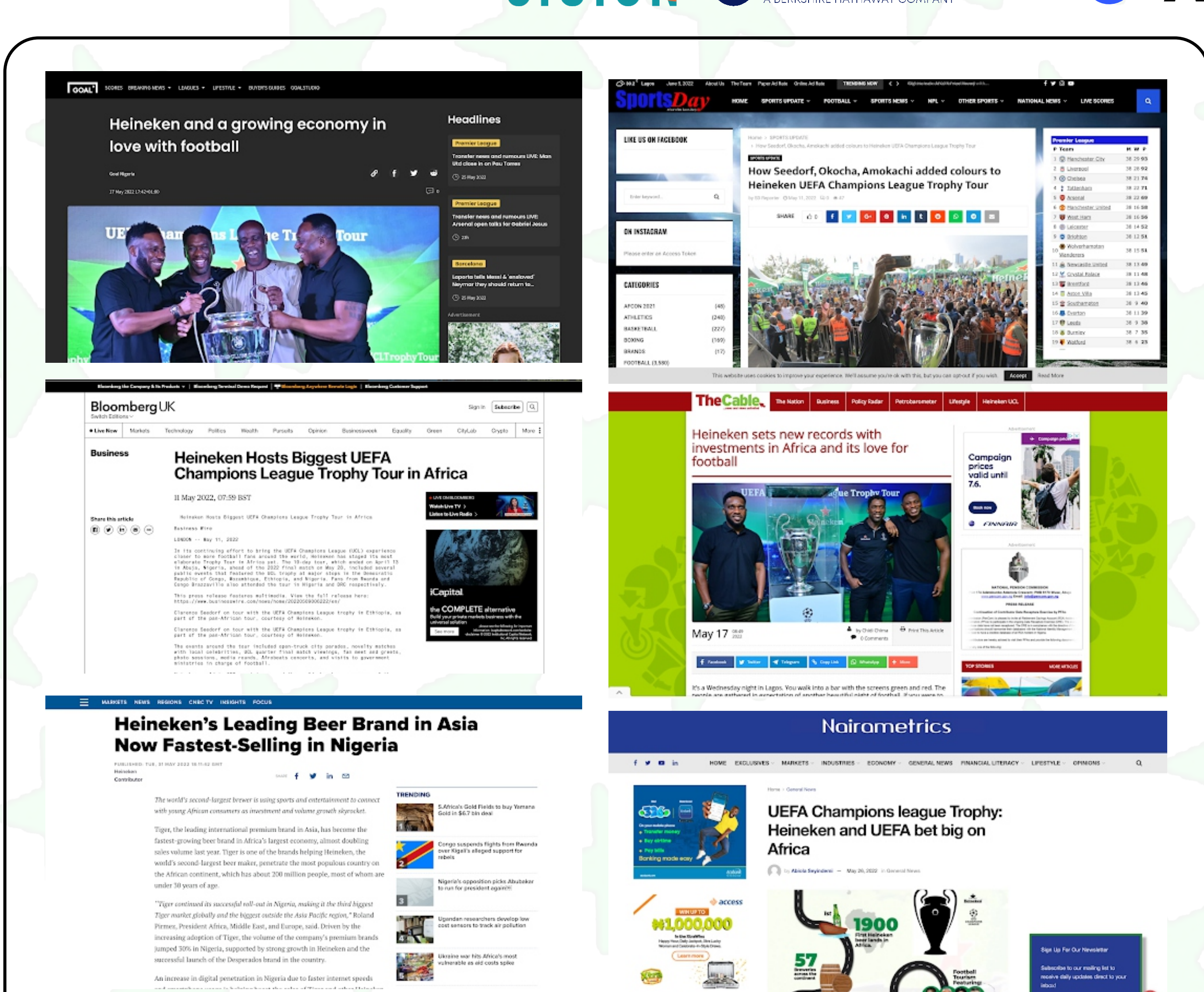
1.2 BILLION PERSON MARKET

OVER 25 AFRICAN UCL WINNERS SINCE THE COMPETITION'S INCEPTION IN 1955

FOOTBALL: MOST POPULAR SPORT IN THE CONTINENT
Estimated 300 million African football fans, more than 100 African professional footballers

Spread of Coverage

- Tier One Business Media: Bloomberg, CNBC, BUSINESS INSIDER
- Tier One News Media: TheGuardian, TheCable, KenyanTimes, Nairametrics, Times
- Tier One Sports Media: SportsDay, GOAL, yahoo!
- Tier One Newswire Services: CISION, businesswire, AFP, AP



Outtake:

Football lovers engaged with content around Heineken's Trophy Tour and football viewing experiences.

Outcome:

- Over 98% positive media coverage.
- Unaided awareness and engagement.
- Positive mentions for the brand widely achieved.
- Endorsements by football pundits and partnered platforms.
- Broader knowledge of Heineken's investments in Africans' love for football. (consumers & media).



BHM UK is a communications company, working bilaterally to help organisations in the UK and Africa communicate for impact.