



150  YRS
Heineken[®]
**CELEBRATION
 IN AFRICA**

The Campaign

In 2023, Heineken, the world's most international beer brand celebrated its 150th anniversary globally.

Heineken engaged BHM to oversee its Pan African communications efforts in commemoration of the event. The YEAR long engagement included PR and comms activities across Heineken's operating companies in Nigeria, South Africa, Ethiopia, Rwanda, Namibia, Ivory Coast, Mozambique and Democratic Republic of Congo.

The campaign climaxed with Heineken's sponsorship of the Hey Neighbor Festival in South Africa, which had over 60,000 music and entertainment fans in attendance.



bhm's Strategic PR Approach

Consumer Engagement:

Worked with Heineken's OpCos in Africa to excite the target audience about key elements of H150 like the Festival by amplifying rewards, exciting musical experiences and testimonials.

Influencer Ecosystem:

Worked with the OpCos to manage a cultural-fit community of influencers to create content that drives prominence, relevance and amplify elements of H150 like the Festival.

International Media Pull:

Storytelling that gives meaning to 'Good Times by Heineken' in Africa for key international media across the continent and globally.



bhm's Key Responsibilities



Strategic Communications

- Development of strategic comms plan for Heineken's 150th anniversary celebrations in Africa.
- Guidance on management of potential issues across markets and potential crises scenarios.
- International media relations to yield strategic coverage on Heineken's celebration in Africa.

Campaign Management Across Heineken OpCos

- Management of Heineken OpCos' execution.
- Guidance on strategic activities to yield strong international media coverage.
- Creation of playbooks to guide OpCos on consumer and influencer engagement and overall campaign management.

Influencer Management Across Heineken OpCos

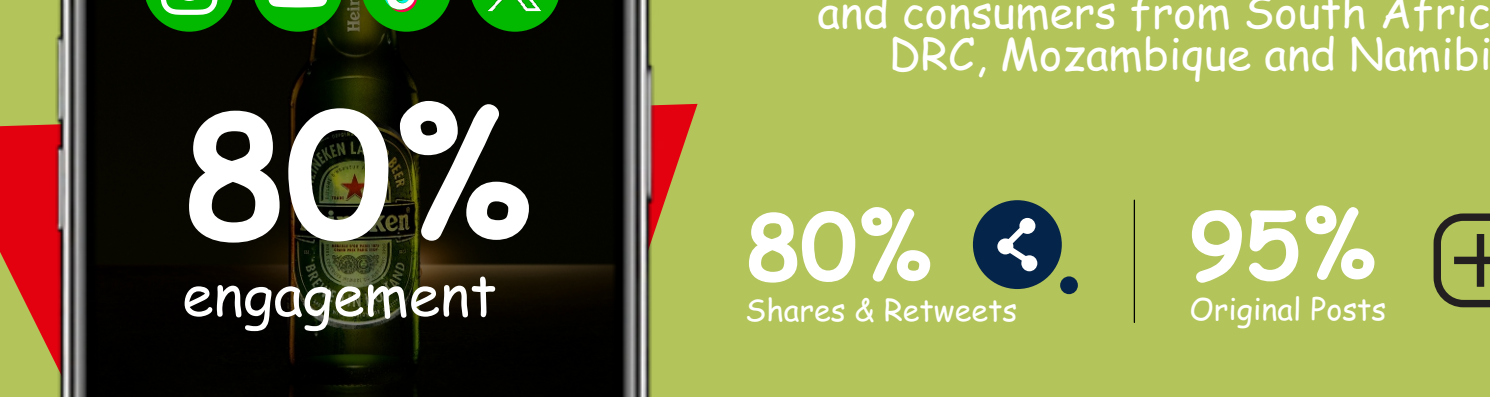
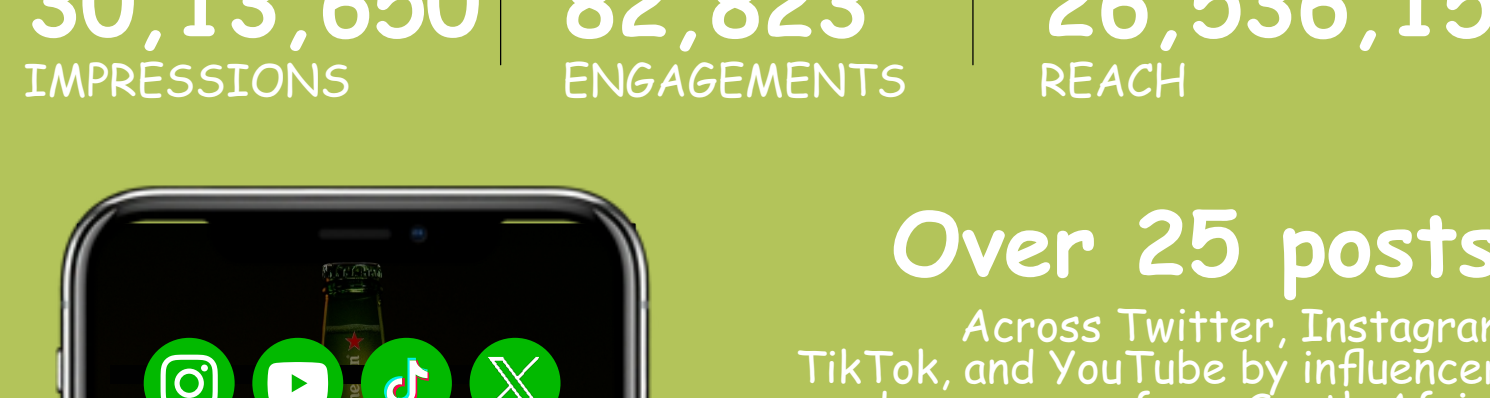
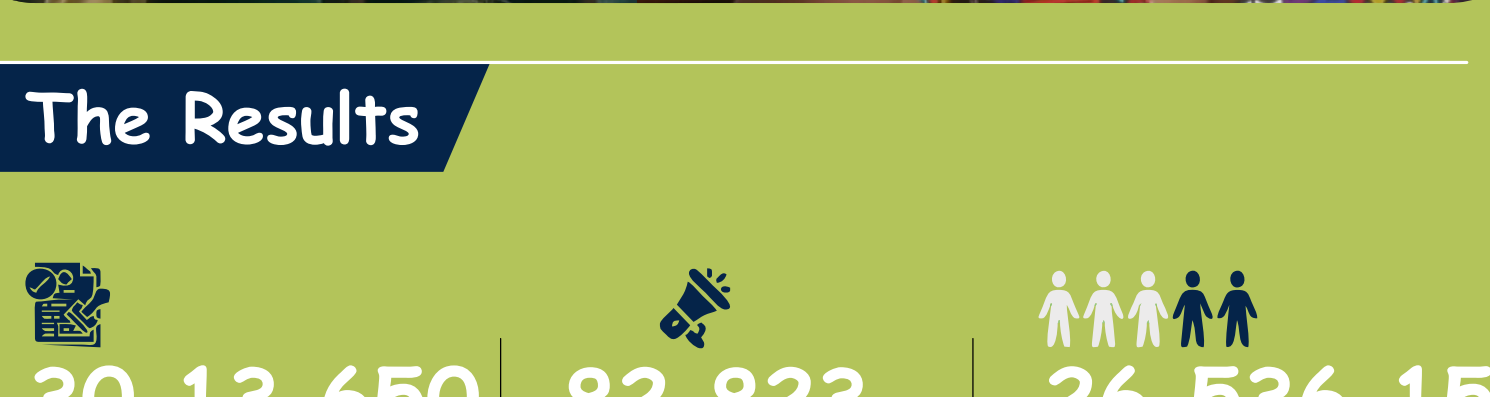
- Bilingual (French and English) briefing and onboarding of influencers.
- Production of pilot videos as part of the influencer guide.
- Coordinating 19 influencers across Africa to collaborate on the ideation, production and publication of posts to amplify the project.

The Hey Neighbour Festival Experience

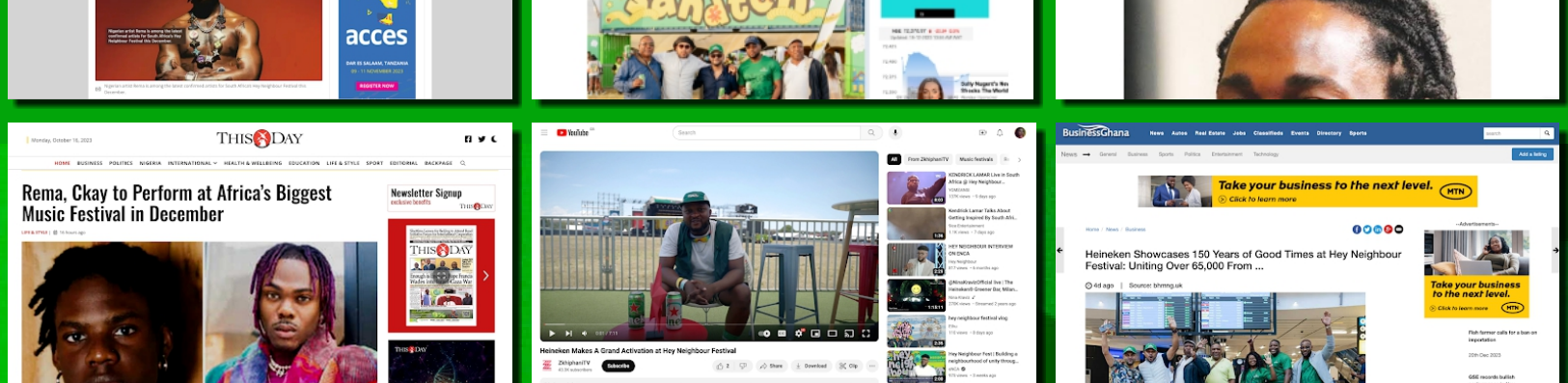
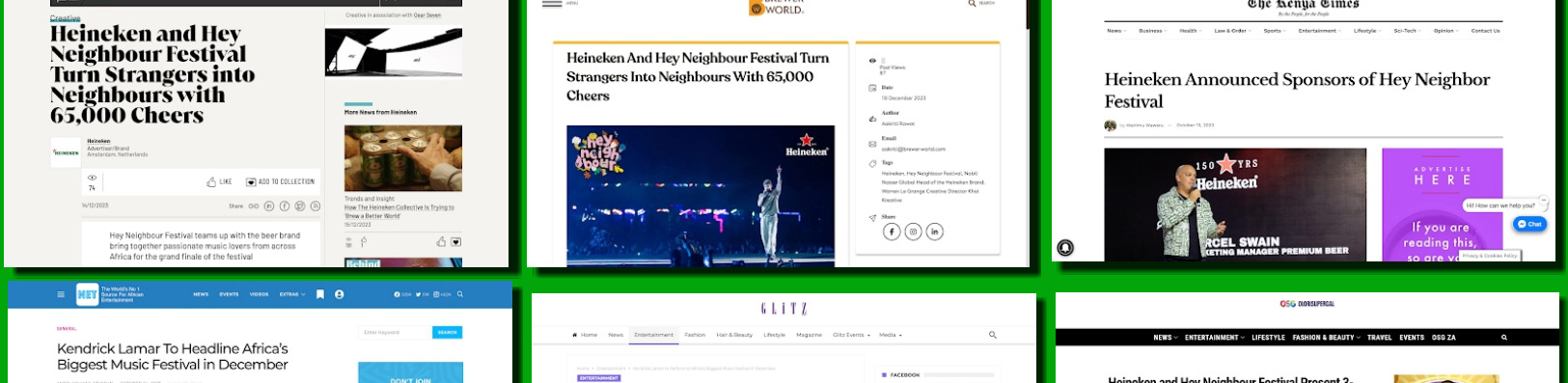
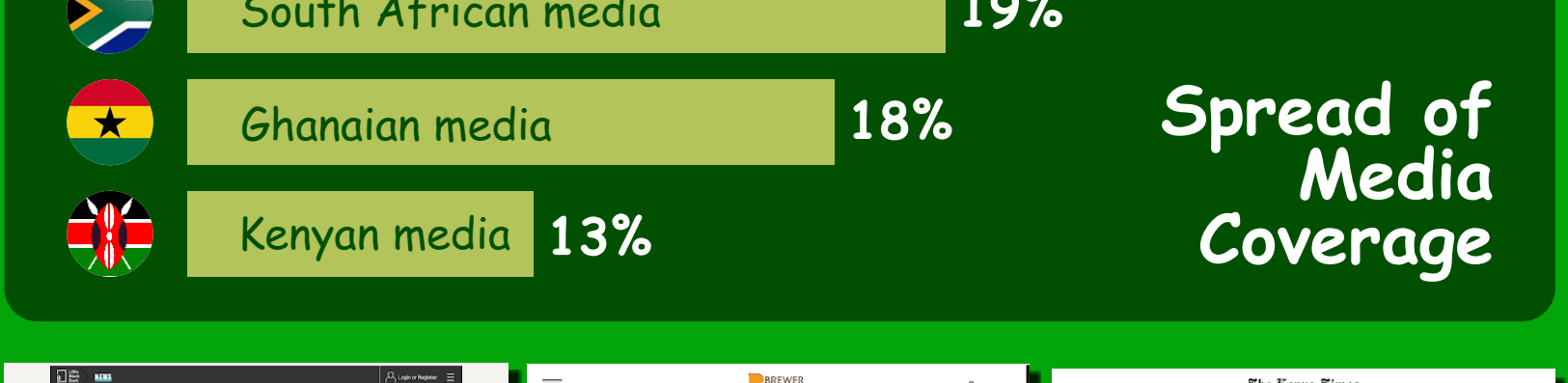
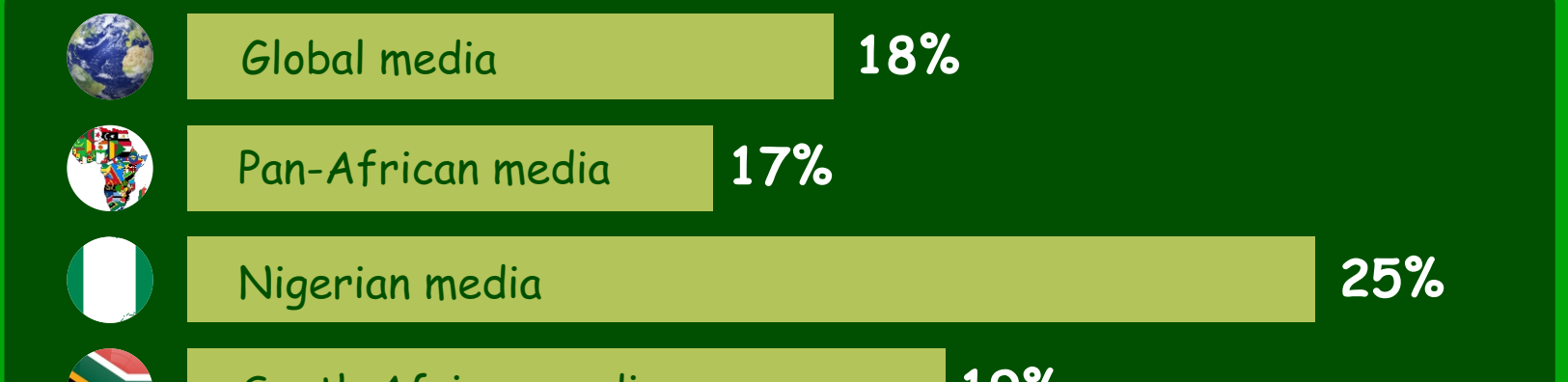
- Ideation of opportunities for publicity and creative storytelling from the Hey Neighbour Festival.
- Guidance and management of influencer storytelling.
- Curation of consumers' experiences at the Hey Neighbour Festival.
- Invitation and management of media to yield experience-based coverage.




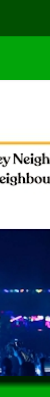
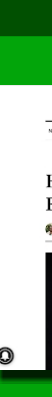
bhm Briefed & Coordinated 19 Influencers' Activities Across Africa



Influencer Output



The Results

 30,13,650 IMPRESSIONS |  82,823 ENGAGEMENTS |  26,536,155 REACH

Over 25 posts

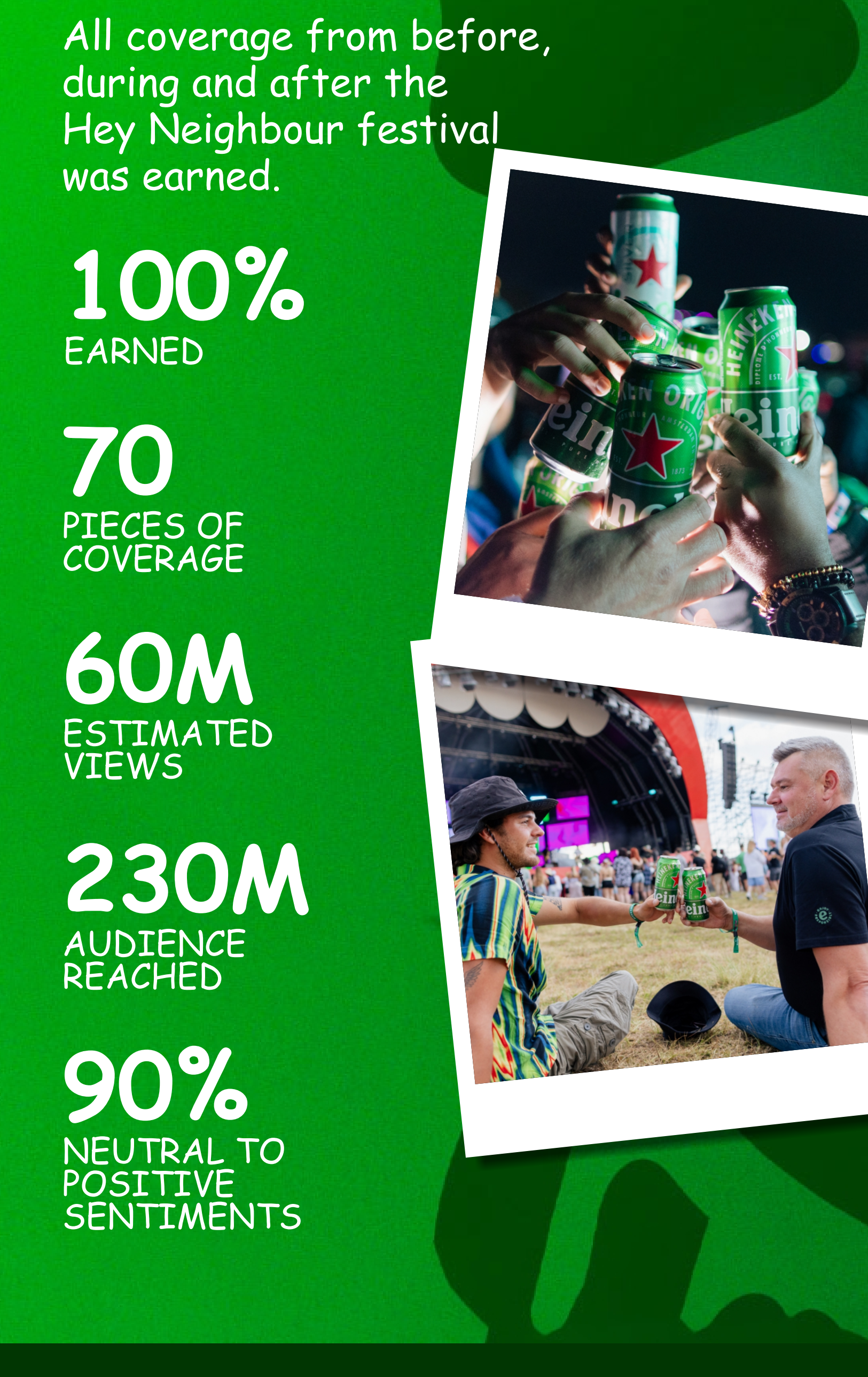
Across Twitter, Instagram, TikTok, and YouTube by influencers and consumers from South Africa, DRC, Mozambique and Namibia.

80%
engagement

80% Shares & Retweets

95% Original Posts

Media Coverage Analysis



100% EARNED

70 PIECES OF COVERAGE

60M ESTIMATED VIEWS

230M AUDIENCE REACHED

90% NEUTRAL TO POSITIVE SENTIMENTS



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