



CASE FILE

Background

Our people are heroes, but as the shock waves of the global pandemic began to subside, the Igbo people of eastern Nigeria, renowned for their exploits in business, found themselves reeling. Their businesses had suffered great losses with many trying to carve a new path in the new normal.

Brief

After a decline in **meaning** and **salience**, the agency was tasked to create a **differentiated** thematic campaign that would help win back the 25 - 34 year old South Eastern Nigerian beer consumer, to build meaning for the brand and maintain its position as the ultimate beer for the Igbo Man on a path to legacy.

JOB TO BE DONE

Get core consumers to re-appraise and choose Hero as the superior beer that provides the best reward for their effort.

Strategic Thinking & Insights

In order to create a differentiated campaign, the agency had to create a campaign that could only be owned by Hero Lager Beer.

An idea or a claim that hinged on an insight that was true for the consumers and just as true for the brand in such a way that no other brand could copy it without instantly being called out for it by the same consumers.

This idea also had to establish the same strong emotional connection with the young adult consumers as has already been established with older drinkers.



The consumers wanted to feel more affluent and the brand needed them to be proud of their association with Hero.

The Idea

The Nwanne Di Uto (The Real Taste of Our People) campaign was birthed to celebrate the hero within every Igbo man, our consumer, and remind him of why he strives and why he deserves his reward.

The background of the image is a light gray pattern of various traditional Zulu artifacts. These include several Zulu hats (ukhameko) with their characteristic feathered tops, beaded necklaces (isidwaba) with intricate geometric patterns, and beaded wristbands (umgubo). There are also depictions of traditional Zulu drums (umqheke) and a stylized figure of a person in traditional dress. The pattern is dense and covers the entire background.

NWANNE DI UTO - BROTHERHOOD IS SWEET

THE REAL TASTE OF OUR PEOPLE

Pre-Launch

In Igbo, 'Nwanne' literally means 'mother's son' or simply 'brother', and it is customarily what Igbo call one another when they see one another anywhere in the world.

Therefore, to launch the Nwanne Di Uto campaign, we began with pre-launch engagement content across social media about what brotherhood means to the consumers, as well as why the spirit of brotherhood is such an integral part of the culture.

Pre-Launch

Hero Brand Ambassadors, **Illbliss** and **Rudeboy**, hosted a live chat where they spoke more on brotherhood, the excellence of the Igbo people and then Nwanne Connect; a concert to host the largest gathering of Igbo brothers ever. On April 22nd, Nwanne Connect was held in Onitsha, Anambra State; one of the largest and busiest Igbo cities. The event was a complete celebration of the great Igbo people and their culture. Besides the epic performances by some of the biggest Igbo entertainers, it also featured traditional dance troupes, famous cultural masquerades, Igbo arts and crafts exhibitions, and Igbo cuisine. A teaser of the Nwanne Di Uto campaign TVC was shown at the event for the first time.





















The Launch

The campaign message was visually interpreted in a 1-minute television commercial that was distributed across TV and digital platforms.

The TVC told a story of how the Igbos, as well known for travel as they are for business, would do anything to keep their connection to home strong. The film featured four of 6 Hero Brand Ambassadors, respected artists and proud Igbo men, as well as traditional Igbo elements.

Nkem Owoh



White Money



III Bliss

Ebuka





Igbo Symbols



Sunrise



People



Home



Strength



Celebration

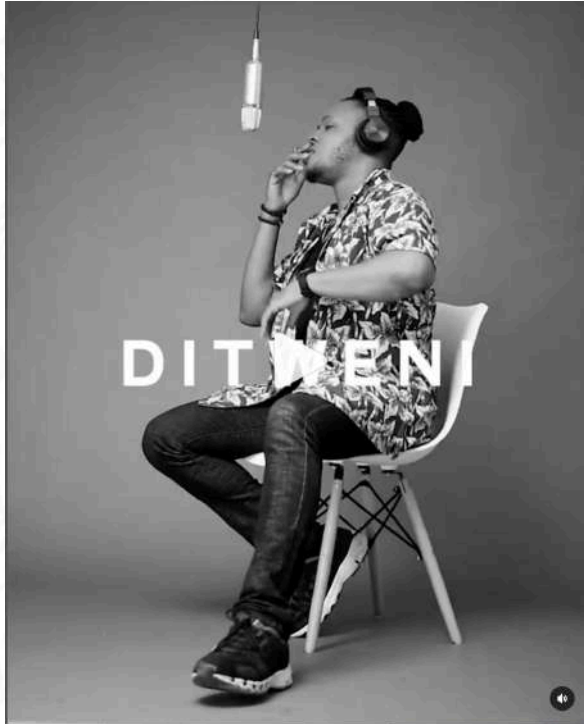
The ancient Nsibidi writings of the Igbo people which Hero began to use in 2018 was used to great effect to highlight the beauty and ingenuity of the people. There were also culturally relevant paintings and sculptures, and the actors were all draped in Igbo finery.

Sonic Sound

When it came time to create an auditory experience for this campaign, it was only right to enshrine the message in the sweet sounds of home.

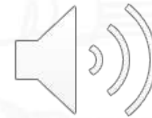
The Ogene Music is the traditional music of choice for celebration. A highly percussive music elevated with the rhythmic notes of the Oja flute, the Ogene sound is as synonymous with the Igbos as business prowess. We created a unique and unmistakable sonic asset using Ogene as the base while marrying it with more modern influences of Nigerian afrobeat, in order to appeal to all adult males regardless of socio-economic class.

Sonic Sound



An Igbo music producer called DITWENI was commissioned. The sonic asset also featured the use of characteristically-Igbo chants right from the start to immediately throw the listener into a celebratory mood while key brand words like 'Hero' 'O'mpa' and 'Odogwu' meaning Strong Man were used.

The sonic asset was used for the first time in the Hero Lager 'Nwanne Di Uto' TVC launched in May 2022.



Praise Chant (Radio)

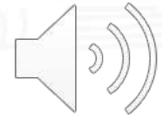
To properly capture home, we set out to create an auditory experience on radio. Unlike the usual jingles or drama radio commercials of the past, we called upon an aspect of Igbo culture as old as time; the Igbo praise chant, a cultural art form that is used to exalt pillars of the society such as Kings, Chiefs and other notable figures.

Praise Chant



The praise chant was expertly executed by a local Hype-Man/Brand Influencer called Igwe Credo. The song sang of the greatness of Hero and helped better underscore through traditional poetry how Hero Lager is truly the taste of the people.

Parts of the chant were infused into the TVC and the entire chant was released as the official radio commercial for the campaign.



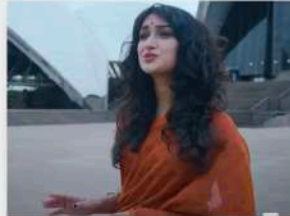
Conclusion

We wanted consumers to think of reward, celebration and triumph when they heard these brand sounds and go on to associate them with Hero Lager only.

Highlighted Campaigns

Creative advertisements from around the world highlighted by the AOTW team.

72698 Items



Magic
Magic Bauliana

Agency: Mediacom Ltd



Hero Lager
Nwanne Di Uto

Agency: 7even Interactive



Working Not
We Love R



Fridababy
Real Reviews

Agency: World Famous



Veet
Oodyssey

Agency: BETC



4degrees
Baby Bonu

Agency: TBWA



Ads of the World <contact@adsoftheworld.com>
to me ▾

Ads of the World

Hello !

Your campaign has been published and highlighted on the front page of Ads of the World. 🎉

For your reference your campaign can be found here:

[Nwanne Di Uto](#)

If you need to, you can make edits to your campaign, but kindly be aware that the campaign needs to be re-submitted and the admins will have to re-publish after reviewing your changes.

Thank you for your work! Have a great Sunday!

Ads of the World Team



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Nwanne Di Uto campaign, clarion call for Igbo unity

Published 2 weeks ago | 211 | 4 minutes read



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NEWSLETTER

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Hero Lager Nwanne Di Uto campaign which was launched recently in a brilliant style promotes unity amongst the Igbos because without peace and love there would be no thriving community or business. The campaign is tagged 'Nwanne Di Uto', which means – 'Brotherhood is Sweet'.

Nwanne Di Uto brought together Igbos from various walks of life in one location where they all embraced one another in unity and love. The Igbo brothers were reminded of their rich identity as Igbos and musicians from Igbo extraction such as P-Square, IlBliss, Zoro, Nkem Owoh, and White Money, among others, performed and thrilled the large crowd of Igbos.

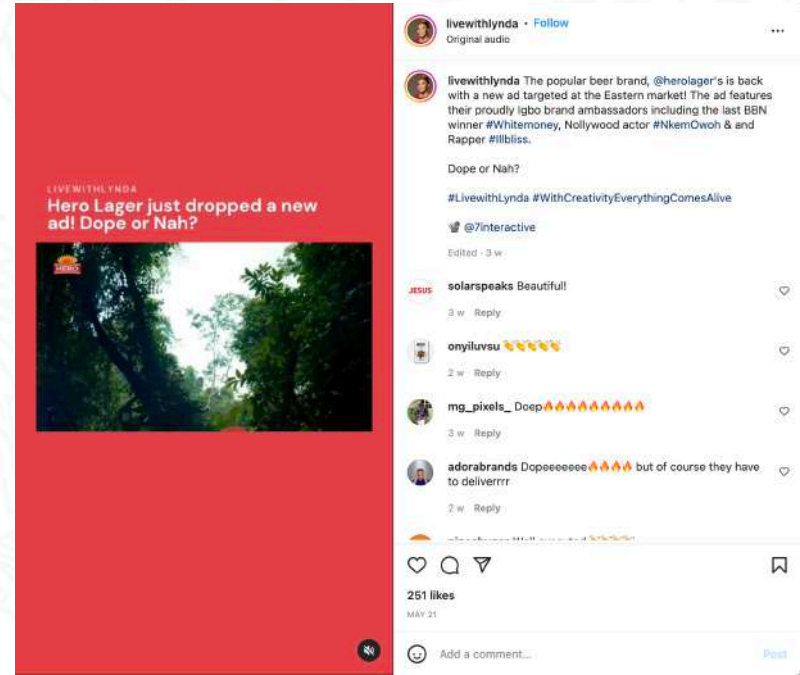
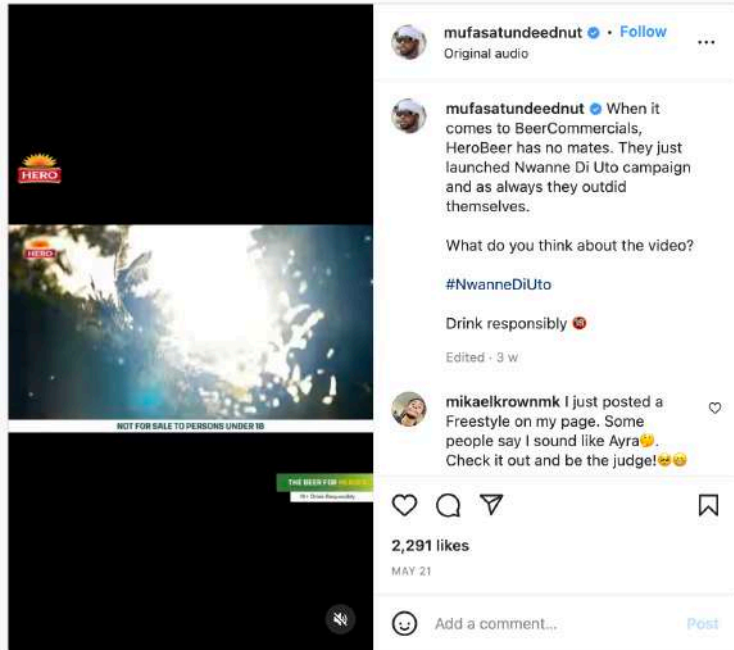
Nwanne Connect, a fore runner to Nwanne Di Uto, is the celebration of the Igbo legacy of brotherhood. Hero Lager brand is known for celebrating the Igbo culture, promoting brotherhood, kinship, hard work and culture. Nwanne Connect is riding on the heels of a successful Ahagiefula! meaning 'May Your Name Never Be Forgotten' campaign, organized last year by Hero Lager.

Nwanne Di Uto brought together Igbos within and outside Nigeria. It served as a highly needed soothing balm to Igbo land. Nwanne Di Uto seeks to remind every Igbo man, the peace-loving people from the East of the benefit of living together in peace and love and more importantly as brothers.

Igbos symbolise heroes everywhere they go. It is said that wherever you travel and you cannot find an Igbo man living there, then no one can survive in that environment, leave while you can.

Igbos add value to any community they live in and it is also said that after the host indigene of every community in Nigeria the second largest tribe is the Igbos because Igbos are the most peaceful and embracing visitors. Igbos need to bring back some of the peace home.

Instagram Pages





#NwanneDiUto



Top

Latest

People

Photos

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#NwanneDiUto is trending

**Hero Lager** @HeroLager

Heroes, never lose touch with who we're as a people.

Nwanne Di Uto

This is the real taste of our people.

Nwanne Connect ooh.

#NwanneDiUto #NwanneConnect
#HeroLager

23.7K views

63

101

735



06:54



Tweet

Whitemoney might be you
Our Hero...

#WhitemoneyXHero

**Gideon E. Ighodalo** @Gideon... · 5h

Replying to @HeroLager

Best Beer are from the East 🤔❤️

**fab4** @munifaboxlade · 6h

Replying to @HeroLager

My official naija beer 🍺🇳🇮🇬❤️❤️

**Dharmy Adams of Lagos** @dhar... · 4h

Replying to @HeroLager

This Ad ¹⁰⁰**Chacha81755999** @Cha... · 12h

Replying to @HeroLager

Nice AD



Twitter

Top

Latest

People

Photos

Videos

**ENNIE** @Enitan_sam · 7m

When it comes to great brand campaigns, I stan HERO LAGER.

#Nwanne Connect, #NwanneDiUto everything make sense

**Chima Nwankwo** @Chimsky1 · 1h

Replying to @HeroLager

Serious ethnic branding

**KINGSLEYMOGHALUFORPRE...** · 5h

Replying to @HeroLager

So sweet 🥰🥰🥰🥰

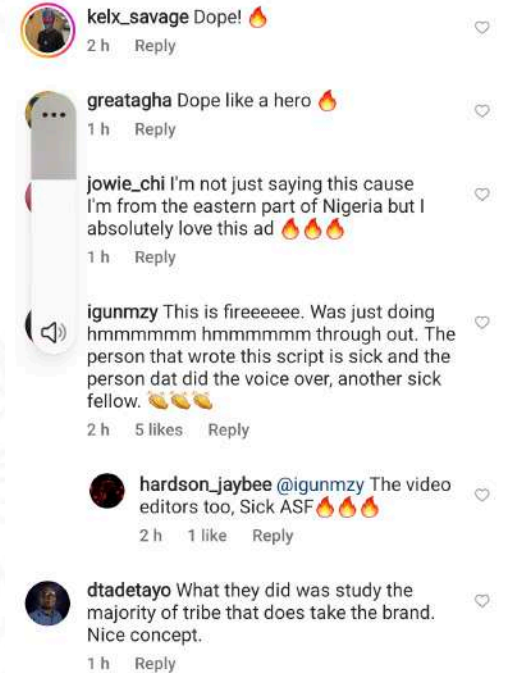
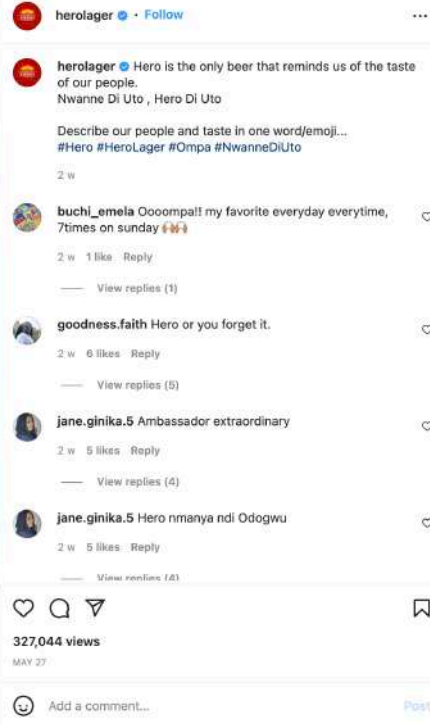
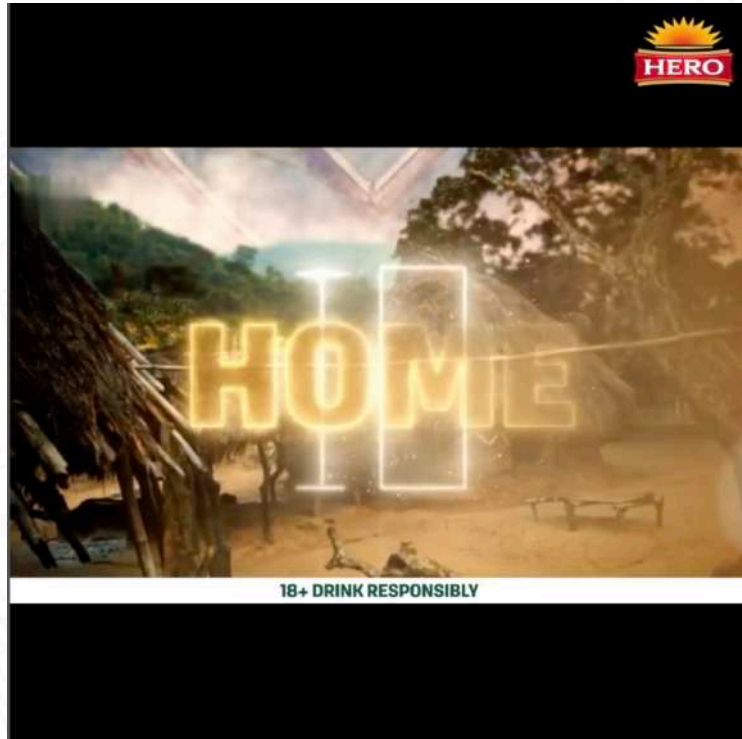
**Gandalf and the Rings of Wak...** · 3h

Replying to @HeroLager

Really cool ad, I wonder which agency worked on this project 🤔



Instagram



123 >



3 h Like Reply



I'am Kenny Precy

Hero larger beer adverts connects with the body and soul, so full of originalities and emotions...I have plenty of the advert in my phone, whenever I watch it, I feel uplifted and inspired!
[#HEROCONNECT](#) THANK YOU!

13 m Like Reply



Krizmatinz Mevinz

Waw i love this adventure

2 h Like Reply



Grateful Heart

[#NwanneDiUto](#)

1 d Like Reply 1



Josephhuches Edoziuno

I need the connection, make Una connect me oooooo before this suffering kill me and my mom

1 d Like Reply

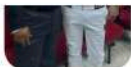


Agbowo Uche Emmanuel

I will start taking hero from today. Let's promote igbo for igbos

4 h Like Reply

124 >



4 h Like Reply



Tochukwu Nwadike

This is beautiful.
The hero in the Rising Sun.

43 m Like Reply



Eli Chapo

Simply the best

1 h Like Reply



De-real Yimzy

See how your beer got me like



3 h Like Reply



El Ikechukwu Jr.

This is good ..

2 h Like Reply

Facebook

564 >



I need the connection, make Una connect me oooooo before this suffering kill me and my mom

2 d Like Reply



Anthony Nnabuife

Dope Advert.....

16 h Like Reply 1



Nathaniel C. Brown

The video is one in a million, you guys really try. Hero all the way.



5 h Like Reply



Obikanze lyke

Truly the rising sun our own hero

2 h Like Reply

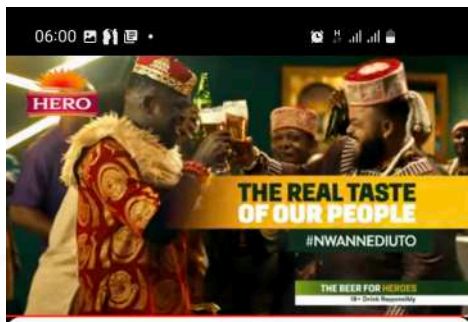


Uchenna Junior John

The sun must surely rise!!

7 h Like Reply

Youtube



Comments

Stephanie Ume • 8 days ago
Igbo amaka 🍷

Translate to English

👍 2 🗨️ 📄

Eze Agha • 6 days ago
I love the use of nsibidi

👍 🗨️ 📄

Nwadioramma TV • 8 days ago
Chai. Nke a amaka oooo

Translate to English

👍 1 🗨️ 📄

Activesky35 • 6 days ago
A fantabulous commercial ❤️🍷

👍 🗨️ 📄

Comments

Top Newest

Remember to keep comments respectful and to follow our [Community Guidelines](#)

0 Add a comment...

Kelson Dominic • 8 days ago
who else is rating this video a 5 star with me ❤️

👍 6 🗨️ 📄

Isabellita • 7 days ago
This ad is so on point. Excellent!
Hero Whitemoney, glad to see to you too!

👍 1 🗨️ 📄

Activesky35 • 6 days ago
A fantabulous commercial ❤️🍷

👍 🗨️ 📄

Comments

Activesky35 • 6 days ago
A fantabulous commercial ❤️🍷

👍 1 🗨️ 📄

Dickson Eze • 7 days ago
Awesome!!!

👍 1 🗨️ 📄

Obinna Edward • 1 day ago
gbagaaaaaaaaaaaaaaaaaaaaaaaaaaaaam!!! If
you know, you know. The land of the Rising Sun...

👍 🗨️ 📄

Stephanie Ume • 8 days ago
Igbo amaka 🍷

Translate to English

👍 2 🗨️ 📄

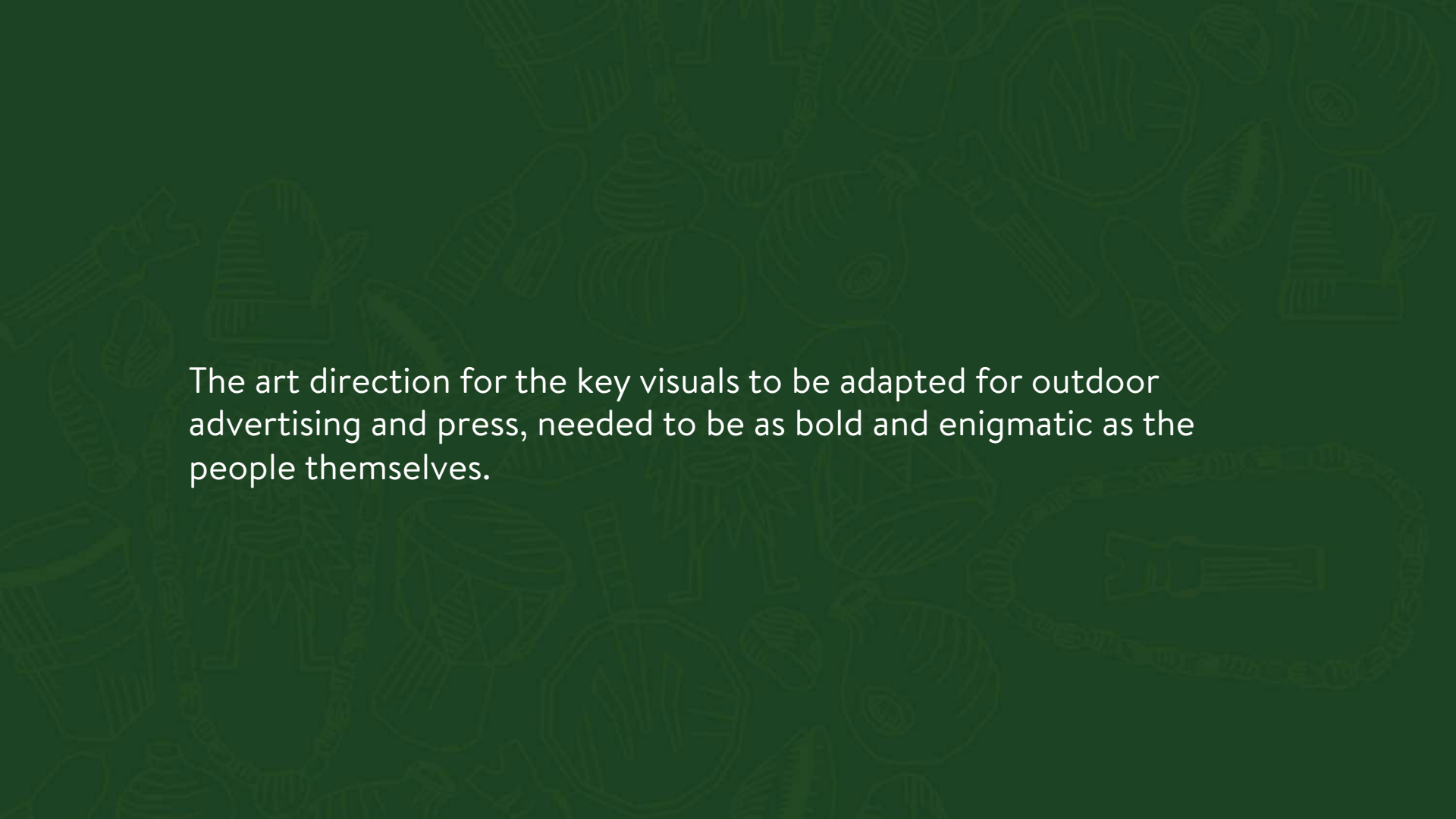
OOH Brief

Design a memorable and impactful Out of Home material that will get core consumers to re-appraise and choose Hero as the superior beer that provides the best reward for their effort.

The Challenge

Recent market research showed that, though Hero Lager is the regional favourite, the brand's iconic assets like the red crown, Rising Sun needed to be more distinctive so we chose to highlight these brand's unique assets while playing on elements of the culture of the Easterners, the Igbo people.





The art direction for the key visuals to be adapted for outdoor advertising and press, needed to be as bold and enigmatic as the people themselves.

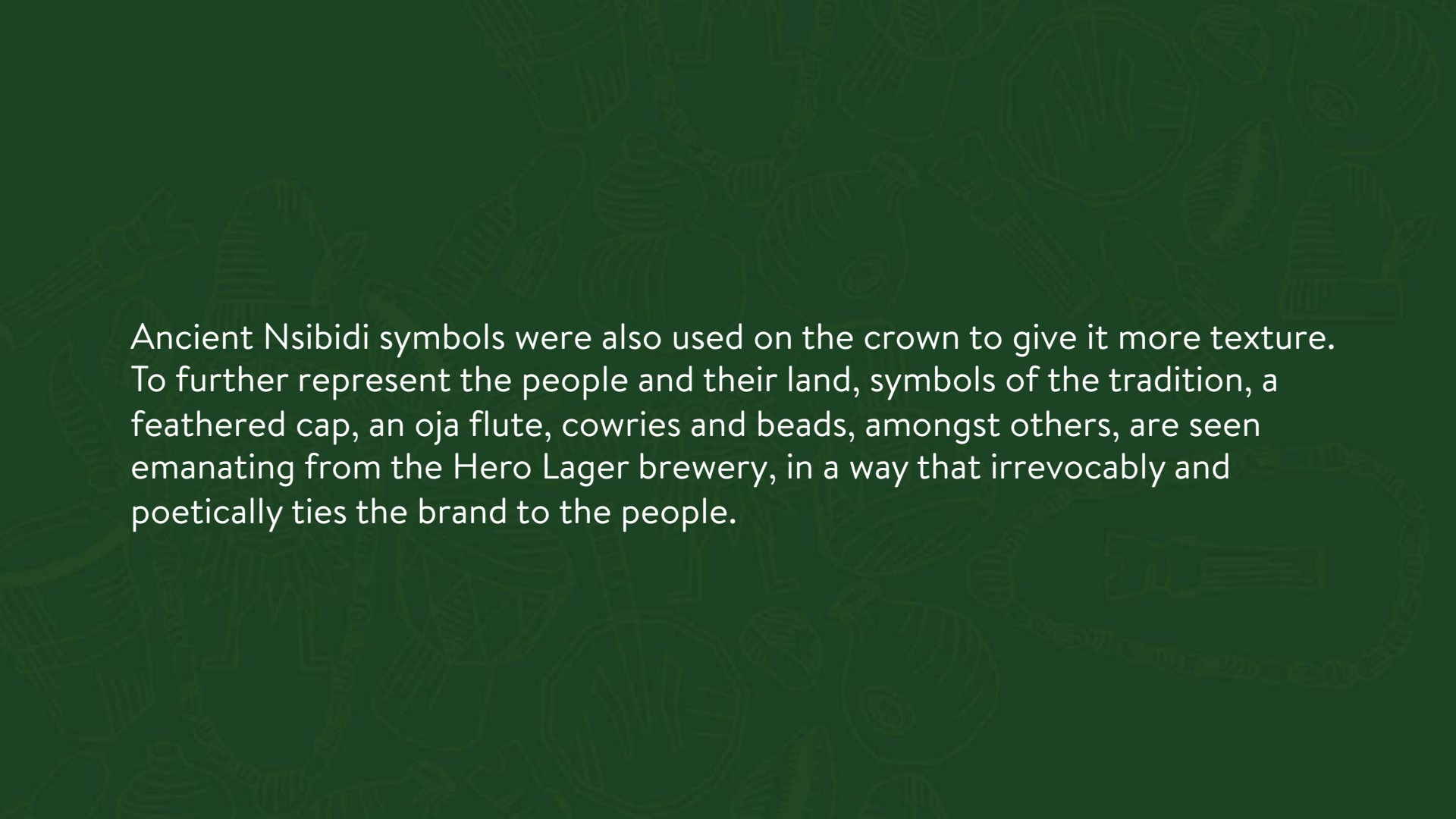
Execution (OOH)



The Red Crown Cork on Hero Lager signifies the Red Cap that titled Chiefs in Igbo land wears and this also symbolizes the title that was bestowed on the beer by the Obi (King) of Onitsha .

To art direct the OOH, the crown cork was used on the canvas while replacing the Hero Text with the Brand Ambassadors that are seen as Heroes themselves.



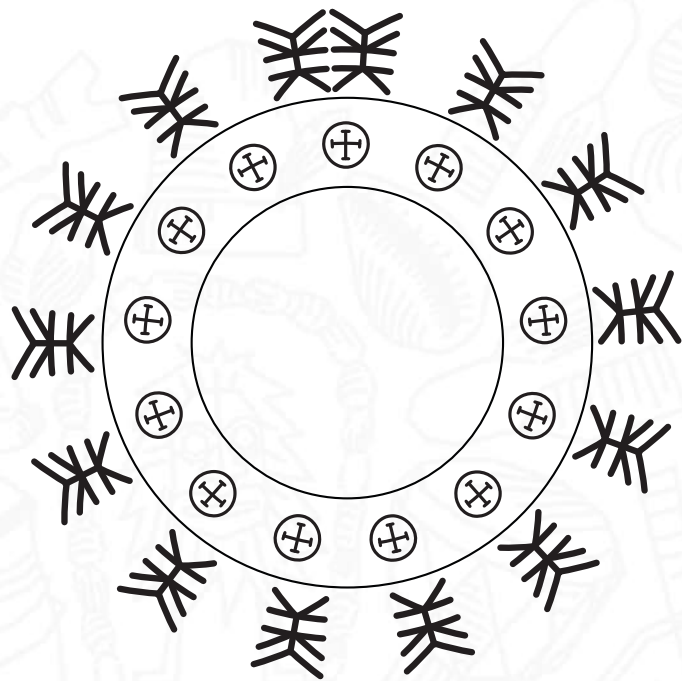
The background of the slide is a dark green color with a repeating pattern of light green, stylized Nsibidi symbols. These symbols are traditional from the Igbo people of Nigeria and include various geometric shapes, human figures, and abstract designs. The symbols are arranged in a dense, overlapping pattern across the entire background.

Ancient Nsibidi symbols were also used on the crown to give it more texture. To further represent the people and their land, symbols of the tradition, a feathered cap, an oja flute, cowries and beads, amongst others, are seen emanating from the Hero Lager brewery, in a way that irrevocably and poetically ties the brand to the people.

The background of the image is a light gray pattern of various traditional Ndebele symbols. These symbols include geometric shapes like circles, triangles, and zig-zags, as well as stylized human figures and animals. Some symbols are enclosed in circles, while others are standalone. The pattern is dense and covers the entire background.

𐌲𐌶𐌰𐌶𐌰

Nd! Ala Any!, Shiri Ike (The People, Our Land Are Strong).









A man in traditional Nigerian attire, including a red cap and a red jacket with gold embroidery, holds a glass of beer in his right hand and a white object in his left. The background is a vibrant red and yellow sunburst pattern.

THE REAL TASTE OF OUR PEOPLE

#NWANNEDIUTO

THE BEER FOR **HEROES**

18+ Drink Responsibly





The background of the advertisement is a vibrant red and yellow gradient. On the left, a man with a beard and a red crown with gold details is shown. He is wearing a brown fur cape over a patterned garment and is holding a glass of beer. Behind him is a yellow sunburst graphic. To the right of the man, the text 'THE REAL TASTE OF OUR PEOPLE' is written in large, bold, green and white letters. Below this text, there are two dark green rectangular boxes. The first box contains the hashtag '#NWANNEDIUTO' in white. The second box contains the text 'THE BEER FOR HEROES' in white, with 'HEROES' in yellow, and '18+ Drink Responsibly' in white below it. On the far right, there is a green bottle of Hero Premium Lager. The bottle has a red cap and a label that reads 'HERO', 'SUPERIOR SATISFYING TASTE', 'SUPERIOR QUALITY PREMIUM LAGER', and '5.2% ABV'. The background also features faint white line drawings of various objects, including a drum, a hat, and a bottle.

THE REAL TASTE OF OUR PEOPLE

#NWANNEDIUTO

THE BEER FOR **HEROES**

18+ Drink Responsibly





The background of the advertisement is split into a red left half and a yellow right half. On the red side, a man in traditional Nigerian attire, including a red cap and a patterned jacket, holds a white flag aloft. On the yellow side, there are faint line drawings of various objects like a drum, a hat, and a bottle. The central text is prominently displayed in a bold, sans-serif font.

THE REAL TASTE OF OUR PEOPLE

#NWANNEDIUTO

THE BEER FOR **HEROES**

18+ Drink Responsibly





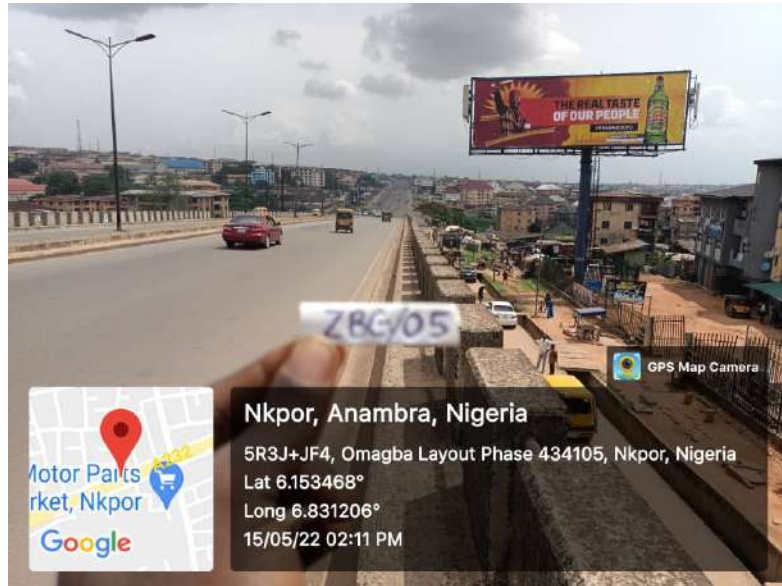
THE REAL TASTE OF OUR PEOPLE

THE BEER FOR **HEROES**

18+ Drink Responsibly



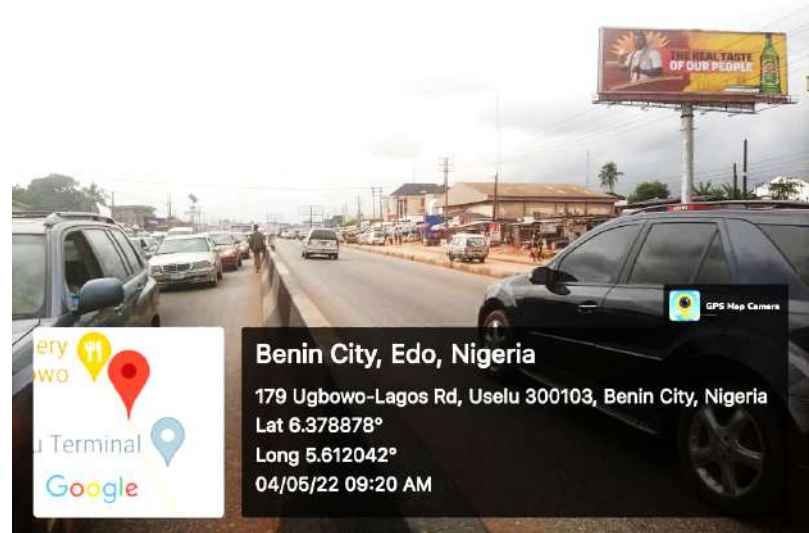
Onitsha



Enugu



Benin



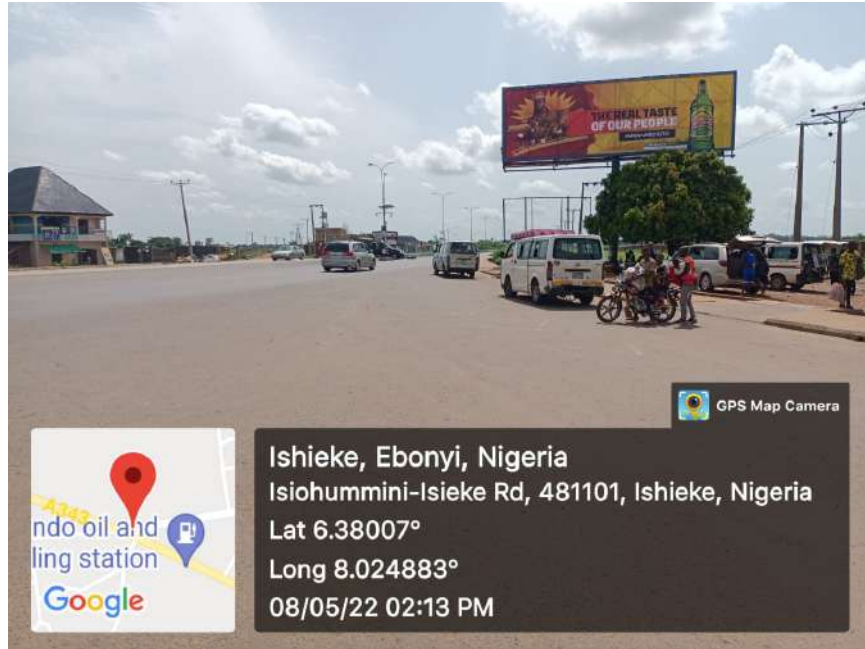
Asaba



Aba



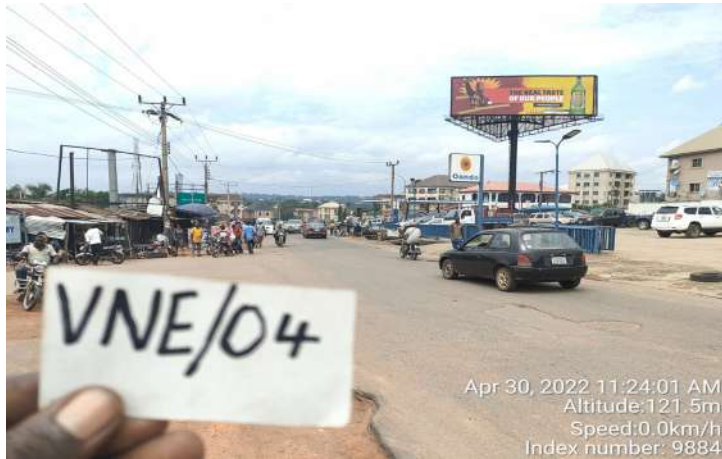
Abakaliki



Abuja



Nnewi



Port-Harcourt



Uyo



Warri + More



Conclusion

The artwork debuted on billboards within Eastern Nigeria and in locations heavily populated by the Igbos in other parts of the country in May 2022.