



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.

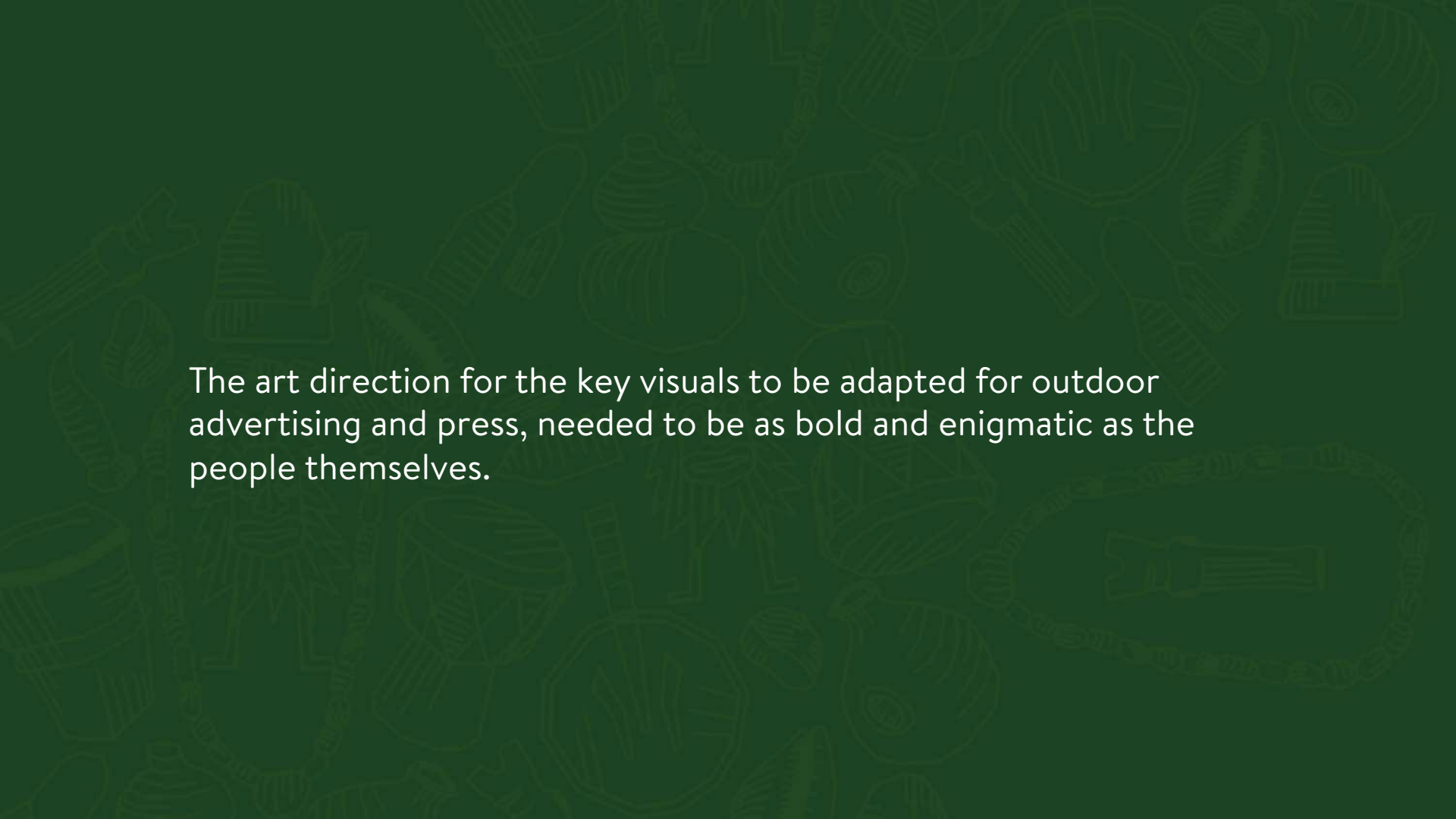
OOH Brief

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.

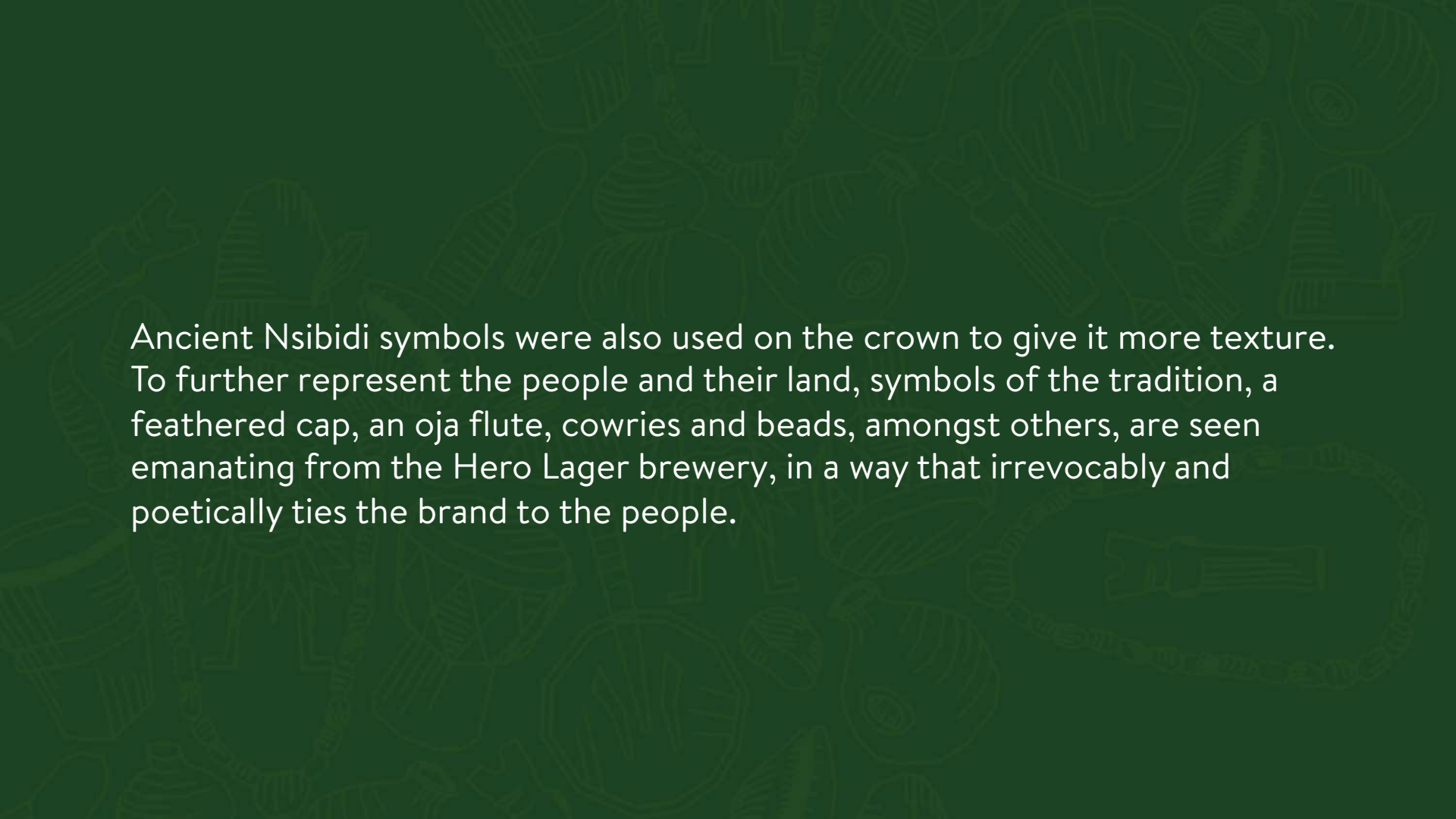
Execution (OOH)



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.



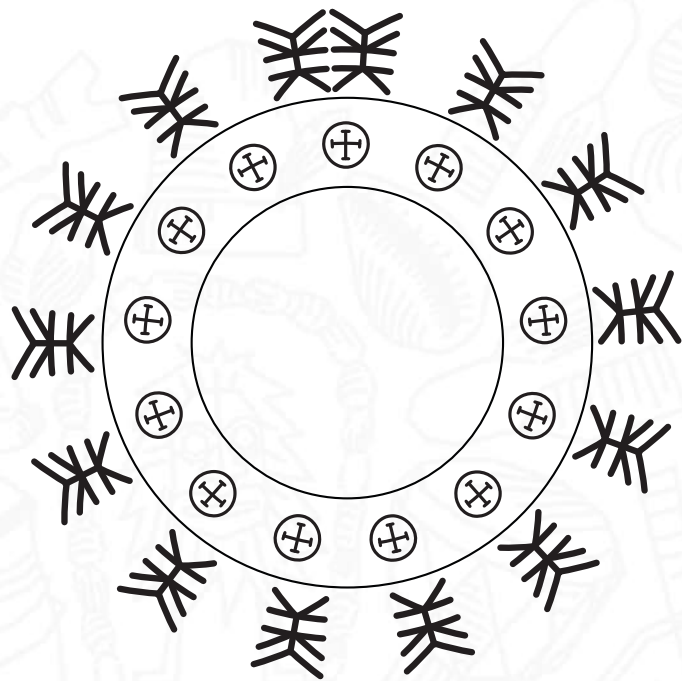
The background of the slide is a dark green color with a repeating pattern of light green, stylized Nsibidi symbols. These symbols are traditional from the Igbo people of Nigeria and include various geometric shapes, human figures, and abstract forms. The symbols are arranged in a dense, overlapping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

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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



A man with a beard and dreadlocks, wearing a red and gold crown and a brown fur cape over a patterned tunic, holds a glass of Hero beer. The background is a vibrant red and yellow sunburst design.

THE REAL TASTE OF OUR PEOPLE

#NWANNEDIUTO

THE BEER FOR **HEROES**

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The background of the advertisement is split into two main colors: red on the left and yellow on the right. On the left, a man in traditional Nigerian attire, including a red cap and a patterned jacket, holds a white flag. On the right, a bottle of Hero beer is shown. The background also features faint, stylized line drawings of various objects like a drum, a hat, and a bottle. The text 'THE REAL TASTE OF OUR PEOPLE' is prominently displayed in the center. Below it, there are two banners: a green one with the hashtag #NWANNEDIUTO and a white one with the text 'THE BEER FOR HEROES' and '18+ Drink Responsibly'.

THE REAL TASTE OF OUR PEOPLE

#NWANNEDIUTO

THE BEER FOR **HEROES**

18+ Drink Responsibly





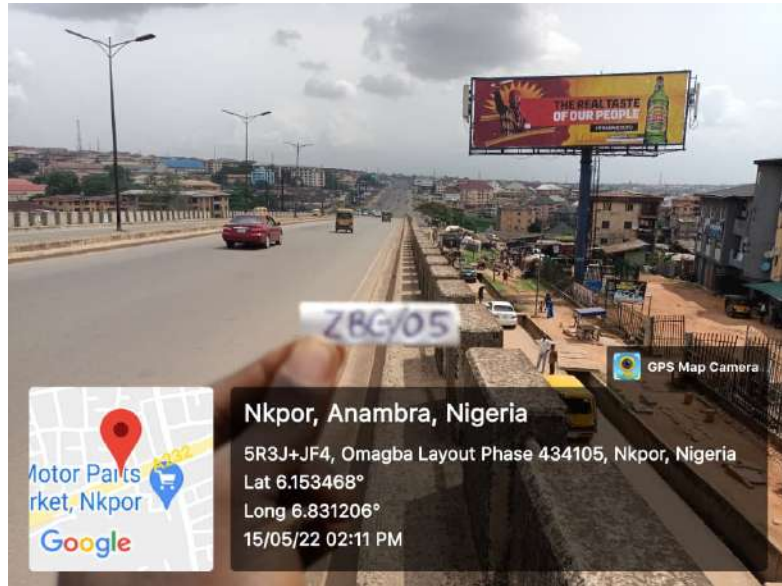
THE REAL TASTE OF OUR PEOPLE

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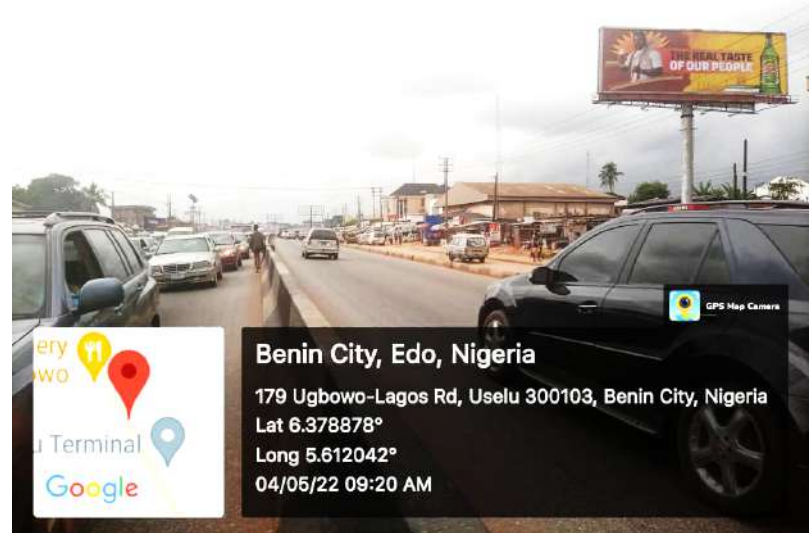
Onitsha



Enugu



Benin



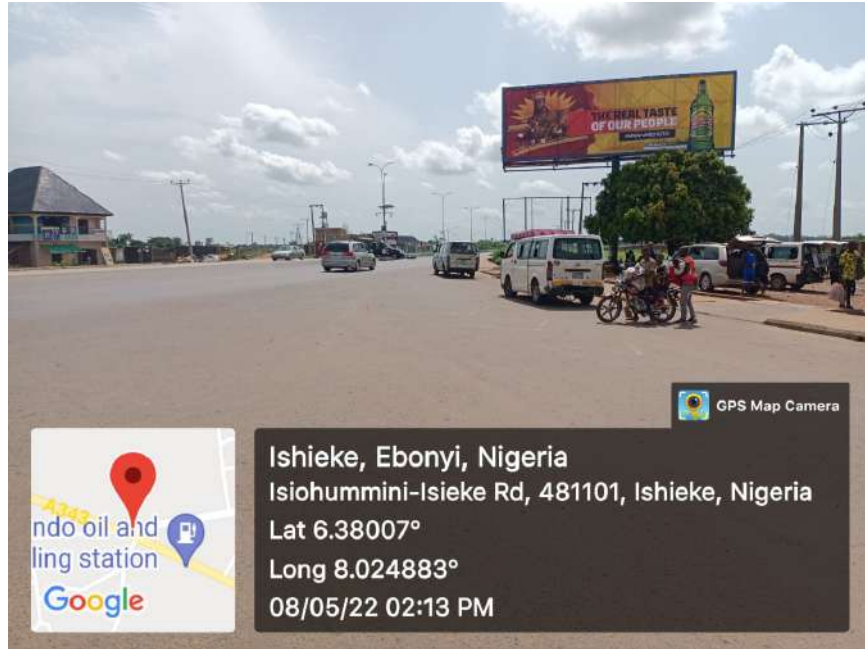
Asaba



Aba



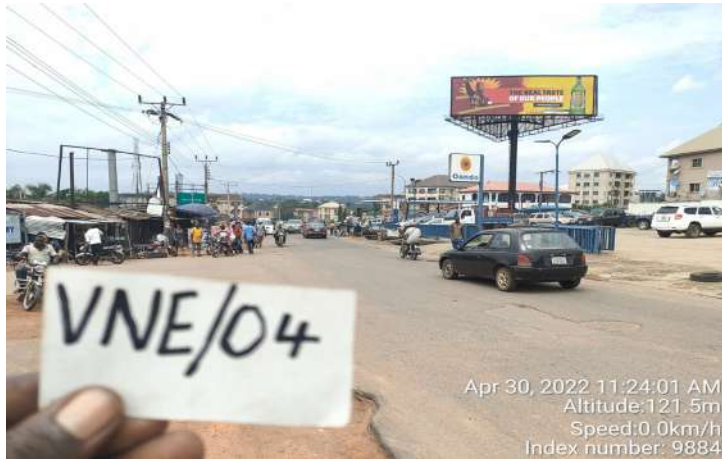
Abakaliki



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.