



# TOP NIGERIAN BREWERIES PR PERFORMANCE AUDIT REPORT.

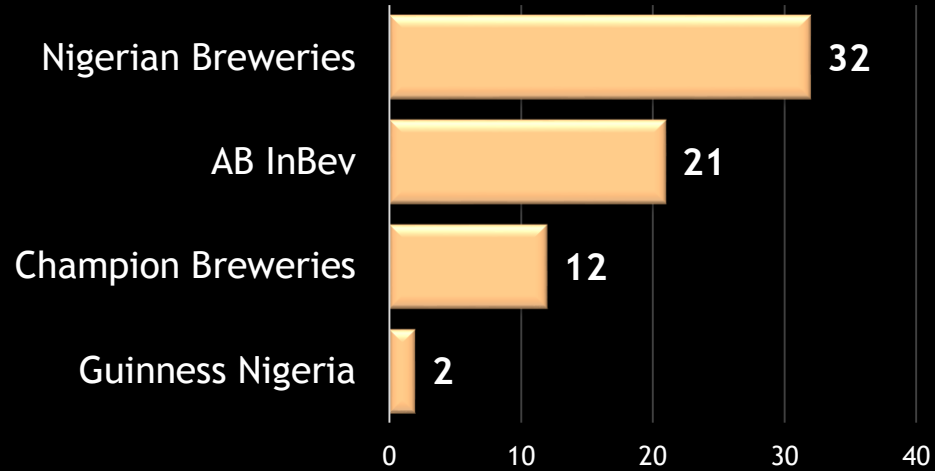
FEBRUARY 2021.

Prepared by: P+ Measurement Services

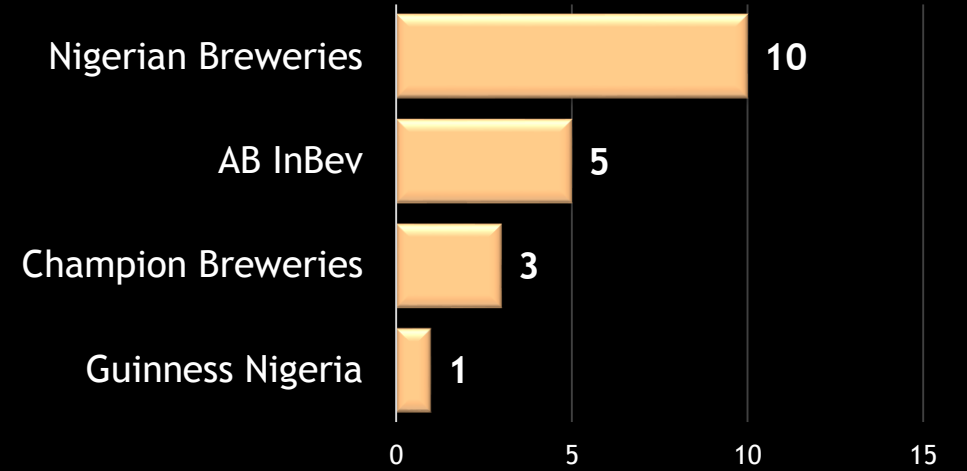
# COMPETITIVE MEDIA SHARE TABLE

BREWERY COMPANIES	PRINT MEDIA	ONLINE MEDIA	TOTAL EXPOSURE	INDUSTRY SHARE
Nigerian Breweries	59	124	183	38%
Guinness Nigeria	37	93	130	27%
Champion Breweries	20	76	96	20%
AB InBev	17	51	68	14%
<b>TOTAL</b>	<b>133</b>	<b>344</b>	<b>477</b>	

### CSR/CSI MEDIA ENGAGEMENT



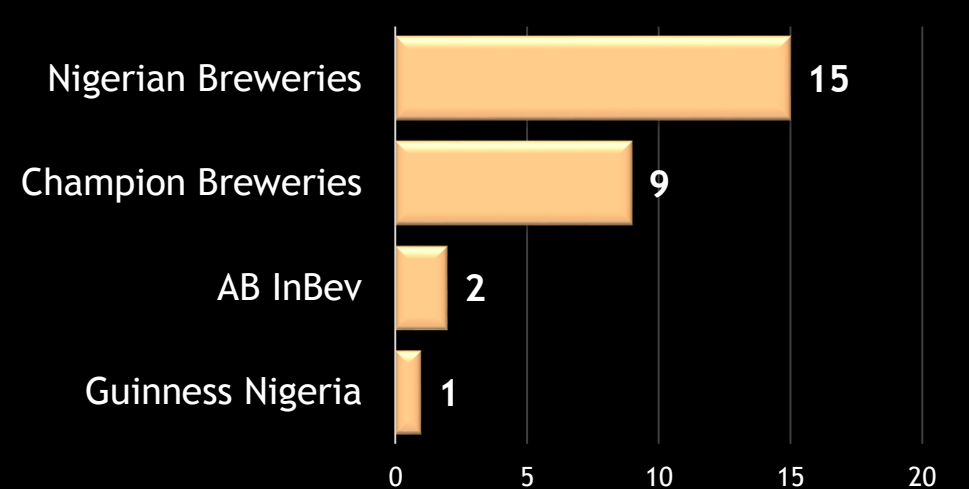
### PARTNERSHIP/SPONSORSHIP MEDIA ENGAGEMENT



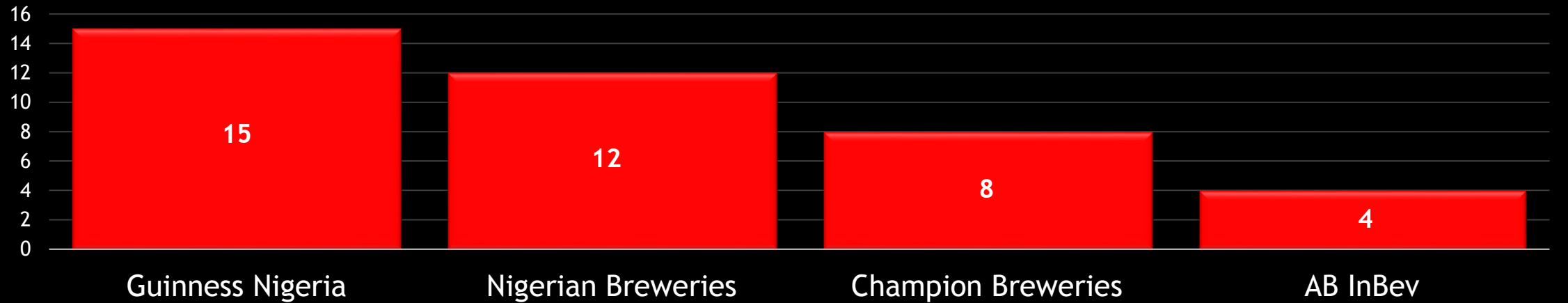
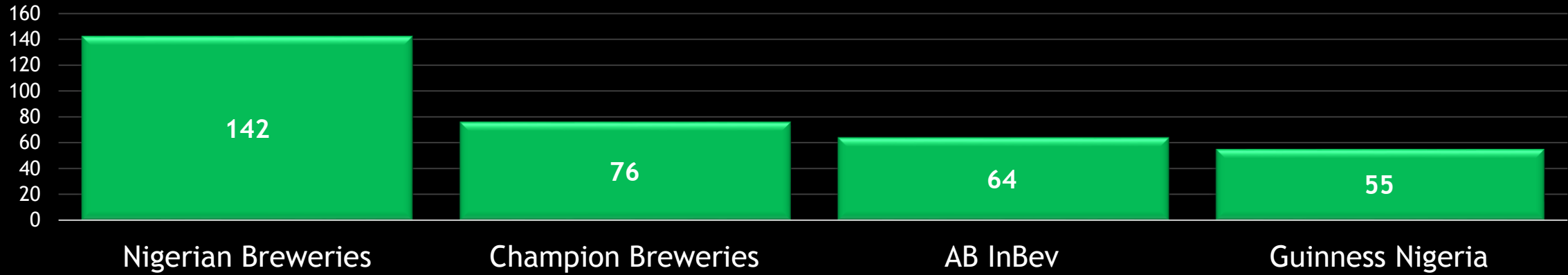
### PRODUCT LAUNCH MEDIA ENGAGEMENT



### PROMOTION MEDIA ENGAGEMENT



# TOP NIGERIAN BREWERIES LEADING BY SENTIMENT



# TOP 3 NIGERIAN BREWERIES' PR DRIVERS

## NIGERIAN BREWERIES

- Nigerian Breweries Plc Posts ₦337billion Revenue In 2020 Financial Year.
- Nigerian Breweries Tours Four Cities with Desperados.
- Nigerian Breweries announces lowest dividend in 15 years as profit shrinks.

## GUINNESS NIGERIA

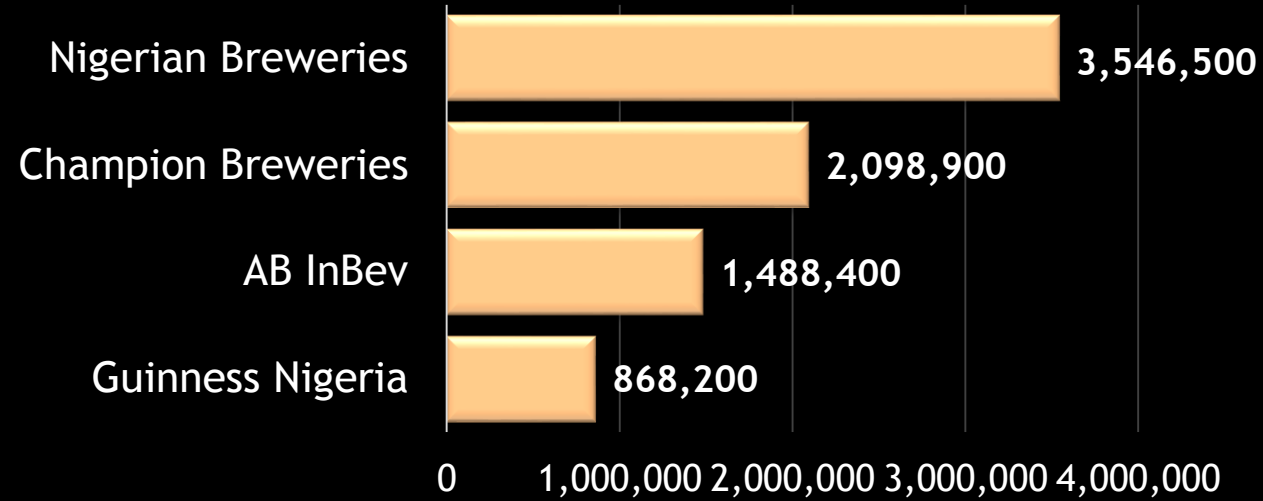
- Guinness Nigeria Grows Revenue to N72bn in Six Months.
- Nengi becomes Guinness Nigeria's brand ambassador.
- Guinness Nigeria - Chasing Growth in Spirits.

## CHAMPION BREWERIES

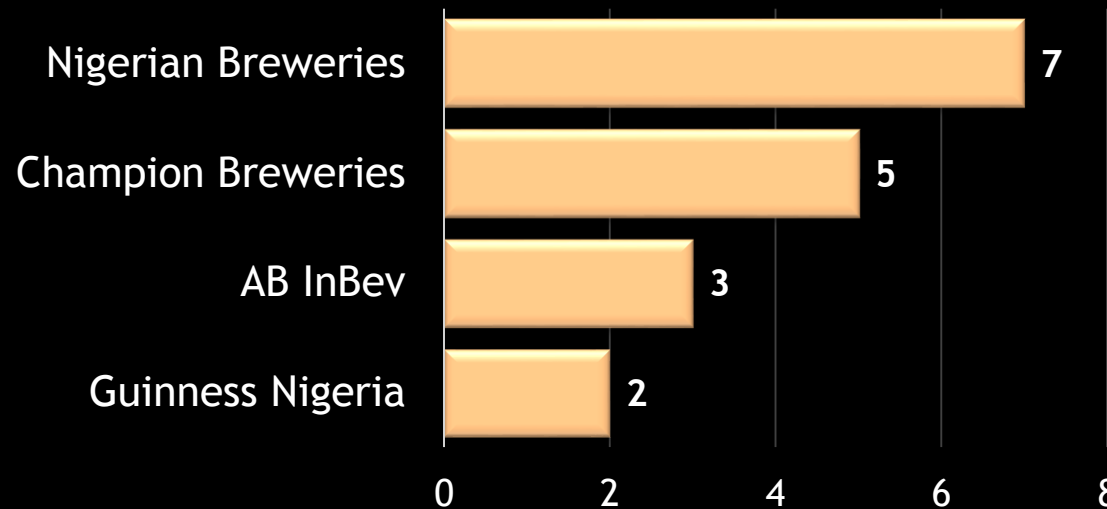
- Champion Breweries leads gainers as market returns 5.32% YtD.
- Champion Brewing Company to Release Hazy IPA Line.
- Champion Breweries shares slump by 33%, reducing YTD gains to 190%.

# PRINT MEDIA ADVERT ANALYSIS

## COMPETITIVE PRINT ADVERT SPEND



## COMPETITIVE PRINT ADVERT PLACEMENT



# TOP 3 NIGERIAN BREWERIES' PRINT ADVERT DRIVERS

## NIGERIAN BREWERIES

- Own your Journey to success.
- Enjoy! You deserve it. #Omoluabi
- Progress is our Culture.

## CHAMPION BREWERIES

- Let's kick-off the champions league!
- Cheers to the MVP of Match Day.
- Fridge ready, match ready.

## AB INBEV

- Drink Beer because you are restless.
- May your name never be forgotten #ECHEFULA.
- Sometimes you Drink and everything appears to be ok. But it's not. Don't drink and drive.

## BUSINESS LOCATION

Lagos, Nigeria

## EMAIL ADDRESS

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# CONTACT INFORMATION



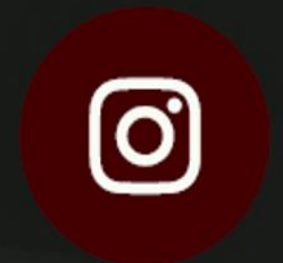
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