



THE GAME CHANGER

A Story of Resilience, Brotherhood, and Progress



THE BRIEF IN A SENTENCE



Launch a **truly differentiated campaign** that positions Life as the brand **that inspires the resilient Igbo spirit** to strive for change and fulfill that shared desire for progress **through a culturally relevant idea** that evokes Igbo pride.



THE EAST'S PULSE!

SETTING THE CONTEXT

Lovers of their beer, Grinders at heart.

This is where the fire of entrepreneurship never goes out. Where every setback is a setup for a comeback, and where brotherhood isn't just a bond — it's a way of life. The East is the true heartland of hustle, entrepreneurship, and rising together."

Where recognition is a benchmark to be seen as worthy

WELCOME TO EASTERN, NIGERIA





CONSUMER INSIGHT

A DESIRE FOR RECOGNITION

Igbo people are driven, proud, and fiercely resilient — but they have
long strived for recognition and their rightful place in Nigeria.

They carry the fire to rise, but **despite generations of building**, leading, and contributing to Nigeria's
growth, true recognition still feels out of reach. **They're not waiting for change** —
They're building it fearlessly.



Tension

THE ODDS ARE STACKED AGAINST US

Despite choosing to focus on driving the change, uplifting our people, and climbing greater heights together to shape a brighter future, **the stereotypes keep getting in the way.** We've built, led, and contributed — yet **a legacy of being underrecognized** still haunts us. **The Igbos do not seek validation, they seek visibility.** To be seen, celebrated, and respected as a tribe of resilience, progress, pride, and brotherhood



THE OPPORTUNITY

**POSITION LIFE LAGER AS THE CATALYST
THAT FUELS RESILIENCE, RECOGNITION,
AND UNITES IGBO PRIDE**

— A BADGE OF CULTURAL PRIDE, RESILIENCE, PROGRESS, FOR A PEOPLE RISING TOGETHER.



The Creative Setter

HOW?

**HOW DO WE CREATE AN IMPACT THAT MOVES US FROM JUST HAVING AN OWNABLE
RECOGNIZABLE VOICE TO BECOMING A CULTURAL PHENOMENON, THAT IMPACTS THE
IGBO PEOPLE**

A PEOPLE WHO...

DEEPLY INVESTED IN
NIGERIA'S FUTURE YET **NO**
IGBO PRESIDENT

BUILT MULTI GENERATIONAL
WEALTH AND TRADING
SYSTEM YET **NO**
RECOGNITION

STILL CARRYING THE TRAUMA OF THE
AFTERMATH OF THE BIAFRA WAR, HAVE
REBUILT COMMUNITIES WITH PRIDE YET
NO JUSTIFICATION &
RECONCILIATION

DEVELOPED THRIVING CITIES AND ENTERPRISES YET
POOR INFRASTRUCTURE &
FEDERAL NEGLECT IN THE EAST.

DEEPLY ROOTED IN
VALUES & CULTURE
YET
STEREOTYPED &
MISUNDERSTOOD



THE BIG IDEA

“OBIAGU”



THE HEART OF A LION, OUR SPIRIT OF PROGRESS



A symbol of **fearlessness, pride, and unstoppable progress**.
It speaks to the soul of the Igbo people who are **bold in ambition, resilient in struggle, and united in purpose**.

Obiagu is not just who we are... it's who we rise to become.



With The

HEART OF A LION



We are not waiting for change
We become the change
Born of hustle. Forged in pride.
Bound by brotherhood.

Obiagu is our roar
A call to rise, to lead, to be crowned.
With every bottle of Life,
We toast to resilience, honor our roots,
And build the future together.
And our time is now.

CREATIVE APPROACH

Life Lager will become the magnet pulling a resilient people toward visibility, recognition, and collective rise. Through Obiagu, it doesn't just echo who we are, it leads who we're becoming. We'll make that pride unmissable and highlight our rise together and be recognized.

BRINGING THE IDEA TO LIFE



HERO FILM- UNBREAKABLE: THE OBIAGU SPIRIT

TVC: A bold Obiagu film series that redefines Igbo resilience — told through the eyes of the master. Real-life apprenticeship stories that go beyond hustle to spotlight identity, recognition, and a collective rise



NDI AGU APPRENTICESHIP SUPPORT SCHEME

We empower rising lions with business grants, shop setups, and crash-course training & turning apprentices into confident entrepreneurs, ready to roar.



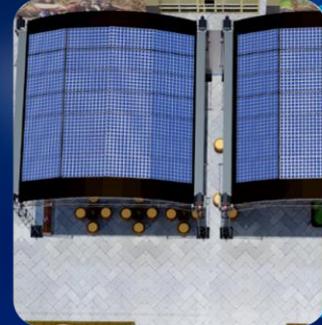
TITLED LIMITED EDITION LABELS

Our new limited-edition label designs will celebrate this by featuring significant Igbo chieftaincy titles, allowing consumers to feel honored and seen. Each bottle will carry a title, fueling pride, sparking cultural connection, and helping drive volume for the brand.



OBIAGU CERTIFIED CELEBRATING THE GRIT

This initiative celebrates the grit, resilience, and rise of real people. We honour them with custom billboards in their hometowns and refurbish their shops as a symbol of pride, recognition, and upliftment. Because true greatness starts at home and it's time the streets knew their name.



LOCAL BARS TO SOLAR POWERED HUBS

We're transforming everyday bars into solar-powered hubs of light, connection, and culture. In a country where electricity remains a daily struggle, this initiative brings lasting impact — turning bars into safe, vibrant spaces for community, conversation, and shared progress.



OFFICIAL ATTEMPT LARGEST GATHERING OF THE ISIAGU.

PR

TVC

DOOH

RADIO

DIGITAL

OFF TRADE

ON TRADE

Our ideas will integrate into a unified, purpose-driven programme — one that delivers impact while driving business: doing good for the community, and good for the brand



WHY OBIAGU?

What will make this campaign famous

★ It's rooted in truth

Obiagu isn't made up. It comes from the lived experiences of the Igbo people — their pride, their struggle, their unshakable drive to rise. That's what makes it real and relatable.

★ It's culturally loud

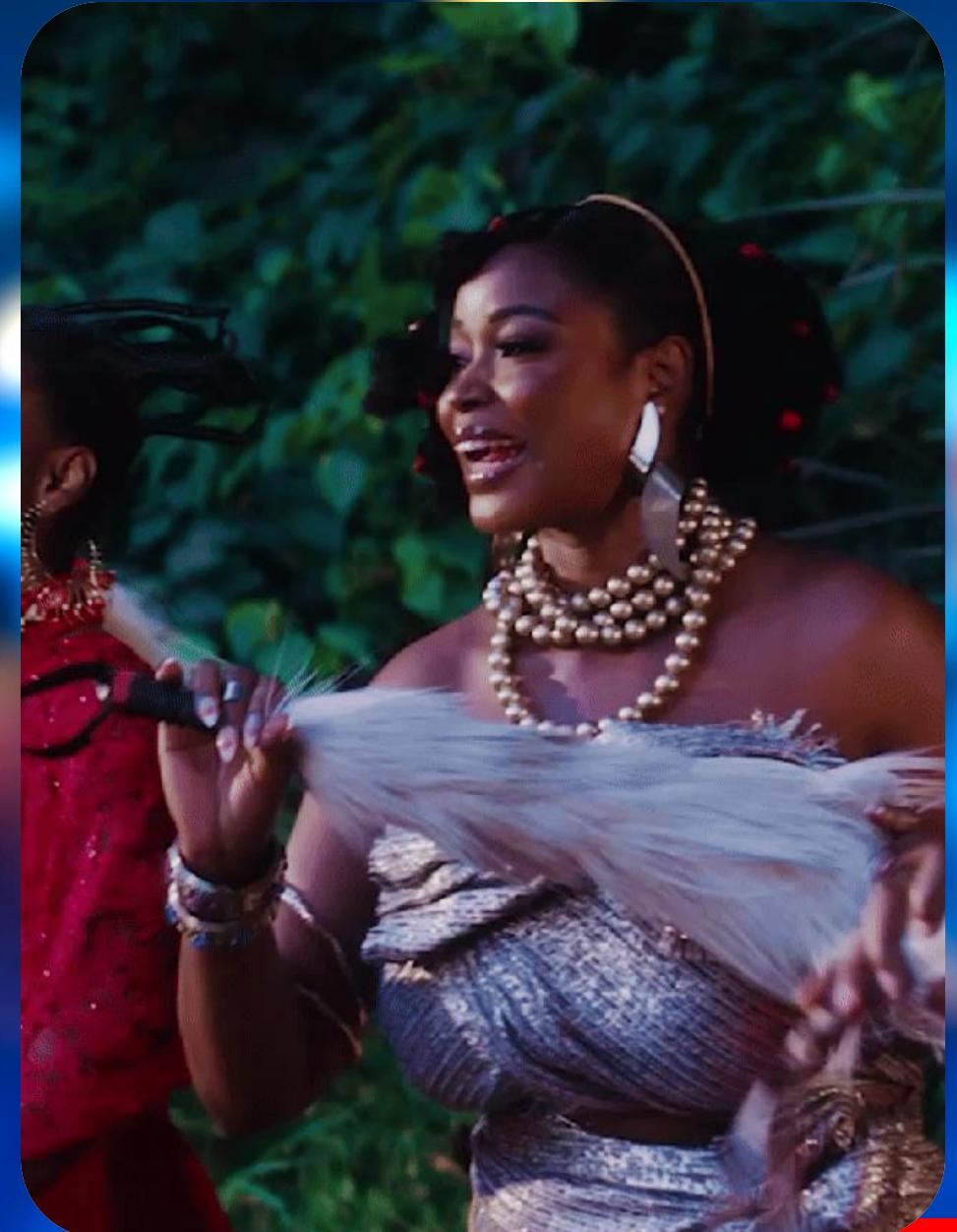
From apprenticeship business grants to Guinness Record attempts, limited-edition titled bottles to Solar Bars — it's a movement made for streets, screens, and headlines.

★ It puts power in the people

With grants for apprentices, recognition for community heroes, and creator-led storytelling, this campaign doesn't talk *at* people — it uplifts *with* them.

★ It's got talk value

Custom billboards in hometowns. The #IsiaguChallenge. Obiagu Certified. Guinness Record for the largest Isiagu gathering. This campaign is engineered for conversation.





EASTERN NIGERIA



THANK YOU
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