

## Press Release

### **Trophy to Alleviate Consumers Unemployment Challenge with Trophy Stand By Me Initiative**

Trophy has launched an initiative tagged **“Trophy Stand By Me”** to tackle the challenge of unemployment amongst many upcoming creatives in Nigeria.

The press conference to announce the launch of the cause held at the Southern Sun Hotel in Ikoyi, Lagos and had in attendance top officials of the International Breweries Plc, Trophy Brand Ambassadors, Folarin Falana (Falz) and Femi Adebayo as well as journalists and bloggers from the print and online media.

Speaking at the event which marked the commencement of activities, Marketing Director, International Breweries Plc, Mrs. Tolulope Adededeji described the initiative as a gesture of support to the millions of budding creatives looking to find their feet in a tough and unpredictable Nigerian market.

“We are acutely aware of the challenge of unemployment that continues to plague millions of young people in Nigeria, and creatives in particular, therefore, we considered it important and are delighted to be launching the **“Trophy Stand By Me”** initiative in fulfilment of our desire to lend a hand of support to the numerous creative talents that abound in the country,” she said.

While fielding questions from journalists, Adededeji revealed that the primary targets of the campaign are creatives who are into photography, dancing, acting, music, comedy and the general arts, stating that interested persons will be required to interpret **“Na Who Stand By Me, Be My Honourable”** theme of the initiative through their art in a 60 seconds video featuring Trophy Lager.

She also explained that participants are to post on their personal pages using the hashtag #TrophyStandByMe and state their art category with the hashtag #Comedy #Acting #Photography #dancing or #GeneralArts depending on what they do.

According to Adededeji, “At some point in our lives, we have all needed to lean on other people for support whether we were looking to secure a job or start a business or get into a programme. The people who stand by us and display unwavering commitment on our journey to achieving our goals are the inspiration behind the Trophy Stand By Me project.”

Shedding more light on the entry process, Marketing Manager, Trophy, Bamise Oyegbami stated that participants must be following all Trophy’s social media pages and entries are to be posted on all relevant brand social pages within two weeks of the commencement of the initiative. Prospects must also get their Honourables to stand by them by liking their posts.

“After a thorough shortlisting process, 100 winners who will receive an N100,000 allowance from Trophy for three months will emerge. In the second and third months, they will be assessed and pruned to 70 and 40 respectively after performing a series of tasks. And in the fourth month, 20 winners who will be coached by industry leaders will emerge after yet another round of tasks and assignments have been completed. Upon the assessment of the industry leaders who double as coaches, three final winners who will receive one million naira contract each will be selected,” Oyegbami explained.

While urging musicians, artists and other creatives to leverage the opportunity Trophy is providing by participating in the project, the Trophy team reiterated the desire of the brand to live up to its promise of standing by its teeming consumers by making life better for them.

“We look forward to receiving all the amazing creative expressions that the Trophy Stand By Me project will birth as we spread the message of loyalty, kindness, and support among our consumers,” he noted.

Consumers are urged to check Trophy’s social media pages for further information as well as terms and conditions.

The **“Trophy Stand By Me”** Initiative will run from October 2021 to January 2022 and is only open to individuals who are 18 years and above.

### **About International Breweries Plc.**

International Breweries Plc (IBPLC) is a proud part of the world's largest brewer, Anheuser-Busch InBev, (AB InBev), the world’s largest brewer with over 400 beer brands.

In Nigeria, IBPLC is the proud producer of Trophy, Hero and Budweiser beer brands, including Beta Malt & Grand Malt.

International Breweries was established in 1971 and was listed on The Nigerian Stock Exchange in 1995. The company, AB InBev consolidated its business stakes in Pabod Breweries Limited, Intafact Beverages Limited into its majority ownership of International Breweries Plc in a merger that was concluded in December 2017.