

Press Release

Excitement as Hero Lager Launches New Campaign

Hero Launches Nationwide Aha Gi Efula Campaign

Hero Beams Spotlight on Legacy with Launch of New Campaign

Hero Kicks off Aha Gi Efula Campaign with “My Name, My Story” Challenge

Hero Lager, one of the leading products of International Breweries Plc, a proud part of Anheuser Bausch InBev (AB InBev) with more than 400 beer brands, has launched a new campaign tagged ‘Aha Gi Efula’.

The campaign which kicked off recently explores the importance of names and leaving a legacy with the ‘My Name, My Story’ Challenge which encourages consumers to state their indigenous name, what it means, and what they would like to be remembered for.

Speaking on the idea behind the campaign, Marketing Manager, Hero, Margaret Igabali revealed that the campaign theme: ‘Aha Gi Efula’ which translates to *May your name never be lost*, explores identity as it relates to names and legacies—how a person’s name forms a huge part of their identity—and how they would like to be remembered.

“Through the Aha Gi Efula campaign, we aim to inspire consumers of Hero to aspire for success and encourage them to strive to leave lasting legacies. The campaign also serves as a reminder as well as a boost to the courage, resilience, hard work, and persistent nature of Nigeria’s young men and women,” she said.

Fondly referred to as the Pride of the East or Ompa (which means ‘My father’ in some parts), since Hero found its way into the taste buds of premium beer lovers in Nigeria, the brand has been rooted in culture and tradition.

Hero continues to devise ways of promoting culture while retaining its intrinsic contemporary qualities. And with the current campaign, Hero is on a mission to spur its teeming consumers, many of whom are resident in the eastern part of the country to attain great heights with their name.

Marketing Director, International Breweries Plc, Tolulope Adedeji expressed delight at the launch of Aha Gi Efula campaign. “It’s great to finally unveil an idea we have nurtured for quite a while now; something that speaks to the essence of every person who desires to be more and who wants to be remembered for contributing something positive to society long after they are no more. Aha Gi Efula is not a campaign just for the now, but one that will resonate with our consumers for a long time to come,” she stated.

Hero Aha Gi Efula campaign is a follow up to the Echefula (Never forget your identity) campaign and will have Hero engage with its consumers through a variety of activities and projects such as Mascot activations and a documentary.