



**MARKET**

From very humble beginnings as an underappreciated indigenous brand among established imported brands in 1949, STAR has grown to become the nation's No.1 beer brand – a national icon. The brand has done more for the development of the beer market in Nigeria than any other brand.

STAR can be said to be largely responsible for the growth of the Nigerian indigenous brewing industry.

As at 2003, annual sales figures were in the region of over 40 million cartons and it is estimated that over 10 billion bottles of STAR beer have been sold till date.

**ACHIEVEMENTS**

As the first ever Nigerian beer, STAR has attained an almost venerated status among Nigerian beer drinkers and is regarded by many as something of a national icon. Far more than any other beer brand, STAR has impacted and influenced Nigerian social life, carving a niche for itself as a major promoter and supporter of the Nigerian music and entertainment industry. Among beer brands, STAR is an acknowledged trendsetter; in 2007, it became the first Nigerian beer to be sold in cans. In recognition of the high quality of the STAR brand, Nigerian Breweries Plc was certified ISO 22000:2005 in 2002 and received ISO 9001:2008 certification in 2006.

STAR's huge investments towards the promotion of Nigerian music is largely unmatched by any other beer brand. It is the first beer brand to own a well-coordinated music sponsorship platform, anchored on its three annual music shows – STAR Trek, STAR Quest and STAR Mega Jam.

STAR has received numerous awards, with some dating back to the earliest days of the brand. In 1953, the brand won 2nd prize in the British Commonwealth Beer Competition. In 1954, it won the first prize in the same competition, beating off competition from 31 other countries.

In September 2010, STAR was honoured with "The Evergreen Brand" award by the Advertiser's Association of Nigeria (ADVAN).

**HISTORY**

For many years, imported beers dominated the Nigerian beer market. However, on June 2, 1949, the Nigerian Brewery Limited made history with the first ever 'Made in Nigeria' lager beer. This first wholly Nigerian brew was given the brand name 'STAR.'

During those uncertain early days, the brand was faced with the challenge of convincing Nigerian beer lovers who were accustomed to drinking imported brands that the new indigenous brand was of equal quality. Nigerians of the time seemed to prefer paying two Shillings and six Pence for imported beer to two Shillings and three Pence for STAR.



Against this background, the brand had a hard time fighting sheer prejudice in order to win acceptability and grab its own share of the market. Significantly, many expatriate drinkers in Nigeria preferred STAR. The erroneous perception of inferior quality was perhaps unknowingly reinforced by the fact that the STAR bottle was much bigger than others and yet cost less. Getting wise to the game, Nigerian Breweries launched the smaller STAR bottle in 1956. With continuing aggressive marketing and promotional support, and buoyed by the international quality awards it began to win, STAR gradually but steadily gained acceptability in the Nigerian beer market. Today, STAR is the nation's undisputed Number One beer and has been closely identified with Nigeria long before we became a sovereign nation. The past 61 years have seen STAR's market share growing phenomenally, even experiencing double-digit growth whenever brand innovations have been introduced.

As at today, STAR has a Total Brand Awareness of 99%, one of the highest for any beer brand, whether imported or 'Made in Nigeria'.

**RECENT DEVELOPMENTS**

2007 saw STAR entering into a brave new world as the first Nigerian lager to be packaged in cans. This bold move generated almost unprecedented excitement among beer consumers in general and STAR brand lovers in particular. This translated directly into increased sales volume and in the first year, over 1.5 million packs of canned STAR were sold.

On 17th of July 2009, Star officially marked its 60th anniversary. As part of the celebrations, Star was re-launched with a label upgrade and new brand identity. Also, the brand threw a nationwide BLUE FEST during which Nigerians were encouraged to show their love for their darling brand by dressing in shades of blue. Special mobile teams went around Nigerian cities to select and award on-the-spot prizes to the most creatively dressed.

The 2011 edition of the STAR Trek, STAR's hugely popular annual music concert tour introduced in 2002, which ran between May 27 and June 25, featured some of the biggest names in Nigerian music, confirming STAR's position as one of the biggest sponsors of Nigerian music.

**PRODUCT**

STAR is a premium quality lager beer, cold filtered to provide consumers with optimal enjoyment and refreshment. STAR is sold in 60cl bottles and 33cl cans.

The very first 'Made in Nigeria' beer, the brand's history is synonymous with the history of Nigeria. A combination of good marketing support, a deep understanding of the Nigerian market and of its consumers and the persistent pursuit of brewing excellence have contributed to the success story of the STAR brand.

STAR is the biggest selling beer in Nigeria, currently holding the highest market share in the beer category.

The ingredients used in brewing STAR are painstakingly selected and are of the highest quality. The unique cold filtration process guarantees a final product that is guaranteed to please even the most picky beer connoisseur. By the time it is finally certified satisfactory for shipping, each bottle of STAR would have undergone 250 quality checks before being released from the brewery.

**PROMOTION**

From the outset, the brand has capitalized on the symbolism of STAR, the original luminary of the firmaments; utilizing the attributes of its luminosity, such as BRIGHT, SPARKLING, and SHINING to create for the STAR drinker, an exclusive social niche. Over the years, STAR has been depicted as an exclusive social lubricant which, because of its special attributes, offers the STAR drinker; a distinctive aura of STARDOM or social pre-eminence as well as the enjoyment of specific emotional benefits.

After over 60 years of intensive exposure, the image of the STAR drinker "enjoying the bright, bright life", holding up close to his face, a frothy glass, foaming over with "a million sparkling, golden bubbles" has remained as impactful as when the jingle "You're Brighter By Far On A STAR" hit the airwaves as the first part of the STAR BRIGHTNESS series. In variation after variation, that BRIGHTNESS theme has continued to be entertainingly vibrant and upbeat:

- "You're Brighter By Far On A STAR"
- "There's Life In A Bright-foaming STAR"
- "Be STAR-Bright for Life"
- "Enjoy The Brighter Life – STAR"
- "Share The Brighter Life"

**DARE YOURSELF**  
SHOW YOUR TALENT ON THE BIG STAGE

**STAR Quest 2012**

**N7.5 million recording contract**  
Brand new minivan, N3.6 million cash prize, 1 year accommodation with musical instruments to be won!

AUDITIONS WILL HOLD BETWEEN February 21 and March 8 2012 AT THE FOLLOWING LOCATIONS

CITY	VENUE	DATE
Mkuru	Benue Hotel	Feb 21 - Feb 22
Enugu	Dunns Hotel	Feb 24 - Feb 26
Abuja	Excelsior Hotel	Feb 28 - Mar 1
Lagos	National Theatre	Mar 4 - Mar 8

REGISTRATION IS FREE!  
Just walk into any of the audition venues close to you

For more details log on to [www.star-nigeria.com](http://www.star-nigeria.com) or [www.facebook.com/star-nigeria](http://www.facebook.com/star-nigeria)

**NOT FOR SALE TO PERSONS UNDER THE AGE OF 18**

**Share the Brighter Life**



In 1993, something extraordinary, perhaps unprecedented in Nigeria's advertising history, happened to STAR advertising. "Shine-shine Bobo" – a Pidgin English expression – was used in advertising, a new element in STAR advertising, but a highly imaginative almost magical alternative identity, both of the STAR drinker and of the brand itself.

STAR advertises on every available medium – print, TV and Out-Of-Home forms like billboards and mobile vehicles. It was one of the first Nigerian beer brands to advertise on television.

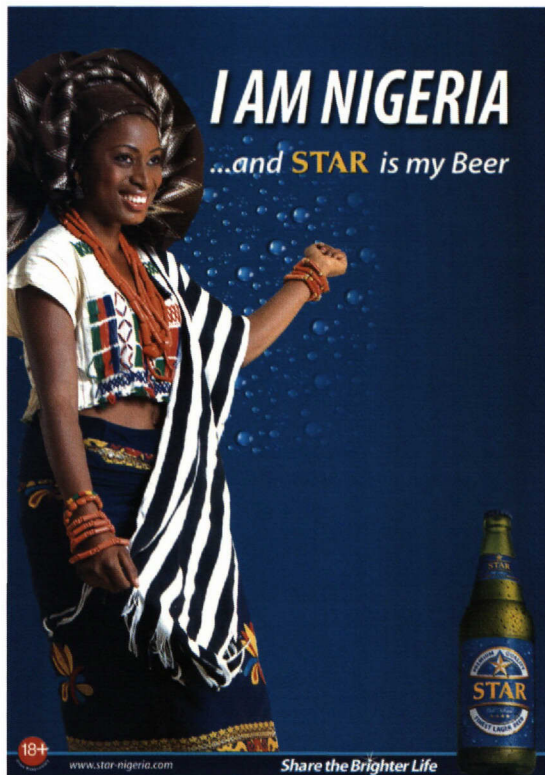
Very few Nigerian brands can match STAR's multi-million naira investment in the development of the Nigerian music and entertainment industry. Through its annual trio of massively successful music talent shows, tours and concerts, STAR Mega Jam, STAR Quest and STAR Trek, STAR has helped to discover many of Nigeria's current music stars.

STAR Mega Jam is arguably the biggest annual music event in Nigeria. Headlined by some of the world's biggest music stars, the concert gives Nigerian audiences the opportunity to experience live performances by international stars. Some artistes already featured on the programme include Ja Rule, 50 Cent, LL Cool J, Ludacris, Busta Rhymes, Kanye West, Akon, Usher and R.Kelly and upcoming Nigerian artistes. A few Nigerian music stars have gone ahead to collaborate with some of the international acts with whom they shared the STAR Mega Jam stage.

#### BRAND VALUES

STAR strives to be perceived as a sociable, fun loving brand and the brand sees music as a good platform for demonstrating these attributes. As a result, the brand has been one of the largest sponsors of musical events in Nigeria.

STAR's core values of Fun, Friendship and Celebration have brightened social occasions for its consumers and the brand aims to retain its position as Nigeria's leading and most accessible high quality beer, delivering superior enjoyment.



#### THINGS YOU DIDN'T KNOW ABOUT STAR

- STAR is one of Africa's leading beer brands, selling more than 3 million hectoliters annually in Nigeria alone.
- The name 'STAR' came from the idea that the high quality brew was to be the "STAR of the Nigerian nation".
- STAR beer is fondly called "Shine-shine Bobo" by its loyal consumers and Nigerians in general.
- STAR Mega Jam is Nigeria's biggest annual music concert – the 2010 edition had an estimated attendance of over 50,000 people.

