



# BIRA PHASE 1 OF UK LAUNCH

Designed, Produced & Managed by InHouse



# OVERVIEW

InHouse procured and managed relationships to build an advocacy network of South Asian and non South Asian supporters as part of Bira's Phase 1 of UK Launch. Four influencers were engaged to promote the launch of Bira 91 in the UK. Influencers selected included Arjun, Raxstar, Juggy D, and Bambi Bains.

These Influencers promoted the Bira brand with deliverables that included the following:

1. Attend 1 key match for the Cricket World Cup for Bira's Beyond the Boundary Experience
2. Post 1 Instagram post and 4 stories
3. Post 1 Twitter post
4. Post 1 Instagram TV Video
5. Post to include influencer either drinking Bira, holding a Bira, wearing Bira provided apparel, or a combo
6. Attend Bharat Army event on 6/15
7. Post 1 Instagram post + 1 story for Bharat Army event/key account dinner

All social media postings included mentions @bira91 and/or #BeyondtheBoundaryExperience



# MEET THE SELECTED INFLUENCERS



**ARJUN**

Arjun is a British singer-songwriter, record producer and actor born in Colombo, Sri Lanka and raised in London. Arjun rose to attention following an R&B cover of the Tamil song "Why This Kolaveri Di" and later featured on CNN, NDTV, and Star News. In 2016, he was the most viewed UK Asian artist on YouTube, with over 250 million views.

365,000+ Instagram following



**RAXSTAR**

Raxstar is British Asian rapper from Luton. Raxstar came into popularity after the release of "Keep It Undercover" in 2005. Following up with tracks like "Jaaneman", "Ego", "Poison" and "Balwant", he gained more mainstream attention, and has become one of the most popular artists in Desi Hip Hop.

108,000+ Instagram following



**JUGGY D**

Jagwinder Singh Dhaliwal, better known by his stage name, Juggy D, is an English singer from Southall, London, England. Juggy D has been performing since the age of 14 and made his breakthrough alongside Jay Sean. Juggy D has also appeared on numerous crossover singles with musicians such as Madonna, Ricky Martin, Mary J. Blige and Craig David.

40,000+ Instagram following



**BAMBI BAINS**

Versatile performer specializing in gospel, soul, R&B, Hindi and Bhangra music who is also a dancer, actress, model and beauty guru on YouTube. She was nominated as Best Newcomer and Best Female Songstress by the BritAsia Music Awards and The Bhangra Awards in 2014.

195,000+ Instagram following



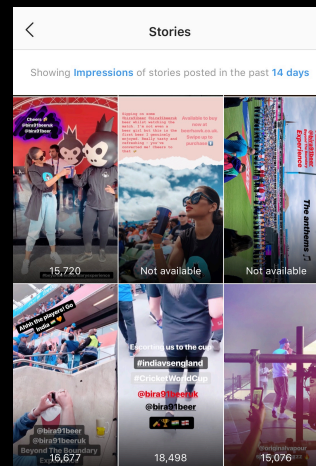
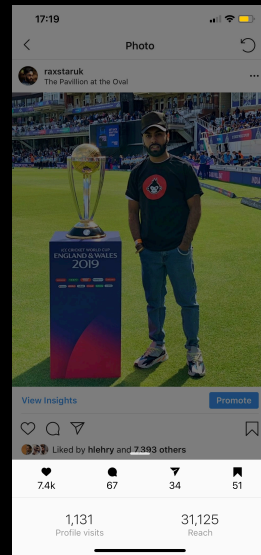
# BEYOND THE BOUNDARY EXPERIENCE – KEY MATCH

Each influencer attended a different Cricket World Cup match.



# BEYOND THE BOUNDARY EXPERIENCE - INSTAGRAM

Each influencer posted on Instagram and 4 stories on IG story before, during or after match with brand mentions or hashtag Beyond the Boundary Experience.



# BEYOND THE BOUNDARY EXPERIENCE - TWITTER

Each influencer posted on Twitter before, during, or post match with brand mentions or hashtag Beyond the Boundary Experience (except Arjun who posted on Facebook due to an inactive Twitter account).



# BEYOND THE BOUNDARY EXPERIENCE - IGTV

IGTV video recorded by the influencer from the "Beyond the Boundary Experience" to live on influencers' handle for 30 days post attending the key match.



# SPORTING THE BIRA BRAND

Influencer posts included the influencer either drinking Bira, holding Bira, wearing Bira provided apparel, or a combination of the aforementioned.



# CONTACT US

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