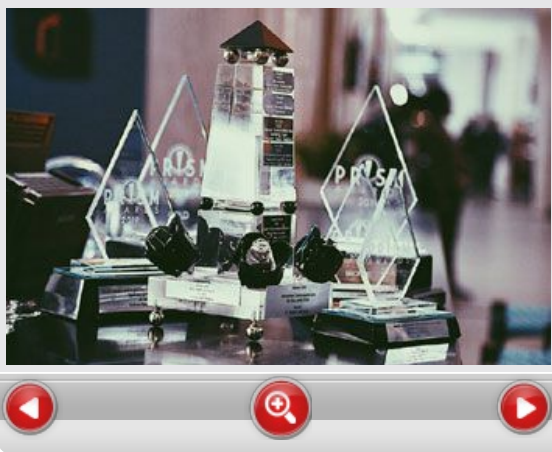


iLobola Nge Bhubesi cleans out at the 22nd instalment of the PRISMs

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It was most definitely the night of the underdog at this year's PRISMS with Lion Lager scooping the most coveted award of the night; the South African Campaign of the Year for its ABInBEV digital series campaign, *iLobola Nge Bhubesi*.



The Prisms have been celebrating and awarding excellence in the PR and Communications industry for the past 22 years and hosted this year's ceremony at The Capital on the Park in Sandton on Sunday, 14 April. Not only did *iLobola Nge Bhubesi* scoop the biggest award of all, but the digital series also walked away with two other awards on the night.

"*iLobola Nge Bhubesi* is a campaign that we pride ourselves in. It tells a story that celebrates the resilient spirit of South Africa. It is a story about love, pride, life, overcoming challenges and resilient spirit of a young South African man," say Head of Digital at DNA Brand Architects, Ndumiso Ndlela.

Lion Lager launched this campaign as an ice breaker after many years of silence. "Lion Lager had been quiet for a while and we wanted to relaunch the brand in a cool manner that resonates with consumers. So, a digital series made sense for this type of consumer," says Sphe Vundla, Integrated Media Manager – Consumer Connections, Africa at ABInBev.

"Being a part of this one-of-a-kind and groundbreaking production was really exciting for me. I could relate very much to the character I played because, like him, I've been exposed to the custom of *iLobola* and have seen some of my peers go through a similar journey. This therefore makes the wins even sweeter because this was a labour of love for the entire team," says Bafana Mthembu, lead actor: Sipho.

iLobola Nge Bhubesi also won:

- Silver – Social Media as a primary method to lead campaign – Lion Lager *iLobola Nge Bhubesi*
- Gold – Launch of a new product – Lion Lager

About the campaign: *iLobola Nge Bhubesi*

The pride of South Africa, Lion Lager took the second screen by storm with the launch of the groundbreaking digital series called "*iLobola NgeBhubesi*" as part of the relaunch of the brand and their "Lion is back at R10" campaign.

The limited five-part drama series which launched on 22 October 2018 on the brand's Facebook page, as well as their Twitter and YouTube platforms, drew to close this past week with the 5th Episode.

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