

BY DARREN ALLAN KYEYUNE

## FIFA WORLD CUP

**Host countries:** Canada, Mexico, United States

**Dates:** June 11 - July 19

**Teams:** 48 (from 6 confederations)

**Venue:** 16 (in 16 host cities)

**KAMPALA.** In less than a month, the Fifa World Cup will kick-off in the Americas. For a cardinal fan of the game, the games in Uganda will happen in the night to dawn, of course owing to the time zone factor.

For Nile Breweries Limited (NBL), they hope that through their flagship brand Nile Special, they'll keep fans worthy company when 104 matches roll on from June 11 to the final on July 19.

Nile Special is officially recognized as the official Fifa World Cup beer partner in Uganda, stemming from NBL's global parent company AB InBev's who hold the tournament's sponsorship rights.

In Uganda, NBL already confirmed they will fly two lucky fans school nurse Patience Karungi from Fort Portal and

# Uniqueness charges up Ugandans for World Cup

mobile money agent Saul Mulindwa of Kampala to the USA for a five-day all-expenses paid trip at the World Cup.

At the weekend, NBL advanced the leverage with AB InBev by smartly launching a new Nile Special bottle label as part of the nationwide World Cup campaign dubbed 'Gwo Kafulu' further strengthening the brand's connection with Ugandan football fans. "Right before our eyes, something great is happening," NBL managing director Nkanyiso Mncwabe said during the launch at King's Park Arena in Bweyogerere.

## Uniting people

"One thing is in common between what Nile Special stands for and what the World Cup stands for. The Fifa World Cup stands for bringing people together, bringing community, creating excitement around a passion point which is football and that's what Nile Special has been for a long time," he said.

"Knowing it's made of Uganda, it (Nile Special) has already partnered with communities in bringing people together,



**Fresh.** NBL managing director Mncwabe (L) flanked by Nile Special brand manager Eric Malinga during the launch at Kings Park. PHOTO/DARREN KYEYUNE

and what better way to bring people together through the biggest event in the world," Nile Special brand manager Eric Malinga stated. Like all teams set to play, Nile Special as well had a new dress code unveiled in a limited-edition beer, comprising the national colours and the

World Cup official logo.

"This beer has also decided to put on its official kit. Basically, Nile Special is going to be dressed up in its own World Cup kit," Mncwabe added amid pomp with brand lovers, soccer fans and Nile Special marketing manager Gitahi

Wangechi present.

"It gives consumers something visibly connected to the Fifa World Cup and allows them to feel part of this historic global moment every time they pick up a Nile Special," Malinga explained.

## Unmatched class

"What is changing is the label and packaging experience to celebrate the FIFA World Cup, but the liquid remains the same Nile Special that consumers know and love; the same unmatched liquid in gold that has consistently delivered quality and authenticity over the years," he added.

According to Malinga, soccer fans interacting with the brand will purchase Nile Special bottles, find unique codes under the crowns, dialing \*144\*26#, and enter the draw to win a flurry of prizes and rewards linked to the Fifa World Cup campaign. For decades, Nile Special has been a part of the national football set-up, supporting the Uganda Cranes, who also took part in the recent Fifa World Cup Qualifiers. The Cranes were beaten to the automatic qualifying slot in Group G by Algeria, with a margin of seven points after 10 matches each.