

2021 Young Ones Student Awards Budweiser

The Ask

Budweiser is challenging you to bring ideas that put our **beer** front and center to drive recruitment with our younger audience (21-34 beer drinkers).

Context & Challenge

Budweiser is the #5 beer brand in America, and commonly known as “America’s Beer.” While our brand is a beloved and iconic staple of American culture, our sales have struggled to keep up. In fact, Budweiser has been steadily declining for **decades**, due to key shifts in the beer & alcohol industry such as the introduction of light beer in the 1980s, the explosion of craft beer in the early 2000s, and the democratization of wine and spirits in recent years.

However, in 2020, we aimed to turn that trend around and set a goal for ourselves to stabilize our share of the Mainstream beer segment. This summer proved to exceed our goals, with **Budweiser growing its share of segment for 12 straight weeks**. Summer 2020 resulted in the strongest momentum Budweiser has seen in years.

When we look at *who* is driving these gains, it is predominantly 45+ beer drinkers. They are known as our loyal drinker base, make up 79% of our total volume, and are currently driving 71% of our gains. However, the other 29% of our volume gains are coming from a young audience (21-34), who we are recruiting to be Bud drinkers. This is an audience that we have consistently struggled to recruit, but have seen gains with over the summer.

We need to fuel the momentum with this Recruit 21-34 group, as they represent both a large volume and a long-term recruitment opportunity for Budweiser.

Looking at the barriers and opportunities we currently have with this group:

Barriers

- Perceive us as **outdated** and enjoyed by an older generation; “Dad’s Beer”
- Perceive Budweiser to be a **very heavy beer**. This is reinforced by our close association to Bud Light, and consumers refer to us by contrast as “Bud Heavy”

- Budweiser flagship beer **does not clearly fit into trends proliferating the beer category**; consumers are seeking options that satisfy their desire for variety and health & wellness (hard seltzers, light beers) as well as more premium options (import and craft beers).
- Budweiser is seen as ubiquitous, but **it is not clear to consumers what occasions are ownable to Budweiser**. By contrast, other beer brands have very clear strongholds in key occasions, such as Corona (Relax & Unwind/Beach) and Bud Light (Co-ed social occasions like watching sports and group parties/gatherings).

Opportunities

- **Our Brand:** We have noticed that this generation “wears us, but doesn’t drink us.” They are huge fans of the brand – from our Budweiser merchandise to our advertising campaigns – but there is a disconnect with choosing to drink our product
- **Future-looking & progressive initiatives:** The younger generation has positively responded to our more progressive campaigns & messaging. Examples of this are:
 - Our sustainability initiatives (we brew with 100% renewable electricity)
 - Our diversity & inclusion initiatives – predominantly what we have recent done with women, such as sponsoring the National Women’s Soccer League to drive equality for women’s sports
- **Occasions:** We’ve identified that our key occasions to win in are: [1] Relax & Unwind (ex. after a day of work, relaxing in the backyard), [2] Great American Sports, and [3] Casual Meals (ex. Budweiser & burgers)
- **Current sales momentum:** We currently have momentum with this group and hypothesize that the cause of this is due to (1) very clear product specific creative and (2) Americans are craving familiarity and normalcy in the wake of COVID-19, causing them to go back to established, mainstream brands and (3) we refreshed our packaging this year to be retro and we know that nostalgia/vintage is valued by this group.

Brand Positioning & Information

Brand Purpose: Budweiser exists to champion the best of America

Core Creative Idea: We raise our Bud to ordinary people doing extraordinary things

Personality/Tone: Confident, Dependable, Empathetic

Brand "DNA" (Distinctive Assets): Classic Americana, Clydesdales, The Great American Lager

Founded: 1876

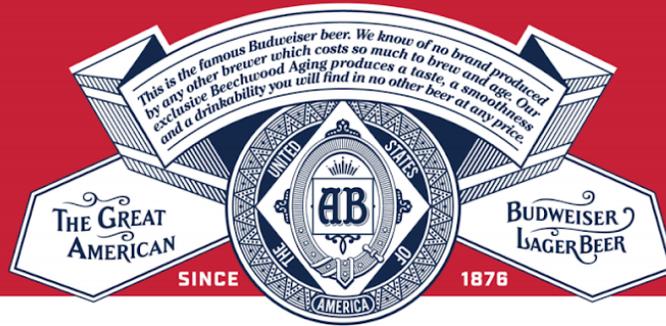
Budweiser Product Information: Budweiser is a medium-bodied, flavorful, crisp American-style lager. Brewed with the best barley malt and a blend of premium hop varieties.

- Per 12 oz
 - Alcohol by Volume: 5%
 - Calories: 145
 - Fat: 0 g
 - Carbs: 10.6 g

- Functional Benefits
 - Brewed with 100% American ingredients
 - Brewed with 100% renewable electricity from wind power

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Budweiser's

VALUES BASED BRAND POSITIONING

BRAND PURPOSE

Budweiser exists to champion the best of America

CCI

We raise our Bud to ordinary people doing extraordinary things

VALUES

Community, Progress, and Freedom

HUMAN TRUTH

I don't think I have what it takes to make an impact

BRAND DNA

Classic Americana, Clydesdales, The Great American Lager

BRAND PERSONALITY

Confident, Dependable, Empathetic

ARCHETYPE

Hero – The Hero's core desire is to prove one's worth through courageous acts

Anheuser-Busch, Inc.