

## Young Ones Awards 2020

### Michelob ULTRA

#### The Ask

Michelob ULTRA is challenging you to bring ideas that continue driving recruitment for the brand.

#### Context & Challenge

Michelob ULTRA is the fastest growing beer brand in America. Continuing this growth is critical to the long term success of Anheuser-Busch. We must continue leading the way by recruiting males and females 29-49 yrs light beer drinkers.

Consumer trends are on our side as active-health & wellness is a key mega trend driving many facets of consumers today. A sense of well-being is now critical to achieving a good life. 80% of light beer drinkers considered health and wellness important to fulfill their lives, however two human truths emerge:

- Consumers feel intimidated and anxious by the constant rules of this world (never enough, strict, serious, always compromising and sacrificing the things you love).
- Additionally, consuming beer can often seem at odds with an active, healthy lifestyle. Beer and active lifestyle are ‘oxymorons’

The timing has never been more perfect for our brand. We need strong ideas to solidify Michelob ULTRA role in culture, with our brand platform “Do it for the Cheers” Michelob ULTRA wants to motivate consumers to enjoy the ride of active living. Why? Because it is only worth it if you enjoy it.

#### Assets

*Brand ideal:* Michelob ULTRA exist to break the conventions of well-being

*Core creative idea (CCI):* Wellness is enjoying yourself on and off the field

**THE  
ONE CLUB  
FOR  
CREATIVITY**

450 W 31<sup>ST</sup> ST 6<sup>TH</sup> FL  
NEW YORK NY 10001



*Brand DNA:* Brewed with less to do more. With only 95 cal, 2.6 carbs and free from additives, no artificial colors and flavors we deliver the best clean and crisp taste beer that won't weight you down.

*Tagline:* Do it for the cheers