

BRAND FUNDAMENTALS

- Budweiser is the perfect beer for high energy, premium party occasions, plus sports and music events."
- ➤ Global Sponsor of the 2018 FIFA World Cup
 - Strengthened its connection to soccer.



BUSINESS PROBLEM

Regain market share by boosting brand perception.



4.8%
TOTAL SALES

Brewbound

TOP-5
BEST SELLING
BEER BRANDS

Brewbound

All three affected by rise of craft beer and hard seltzer.

CONSUMER OPPORTUNITY

This woke audience favors brands that take a stand on relevant societal issues.

64%

OF CONSUMERS ARE
BELIEF DRIVEN
(BUYING BEHAVIOR IS BASED
ON BRAND'S STAND).

Edelman

43%

INTENT AFTER
VIEWING BRAND
COMMUNICATION.

Edelman

60%
AGREE THAT BRAND'S
STAND INFLUENCES
THEM AT POINT OF
SALE.

Edelman

CULTURAL FUEL

On International Women's Day, brands speak up and then are silent for the rest of the year.



- EMPTY GESTURES

BACKFIRES

The biggest misstep is supporting these causes for just a day, month, or the time being.





CULTURAL FUEL

Most brands only support causes when it's convenient (customers see through this performative activism).



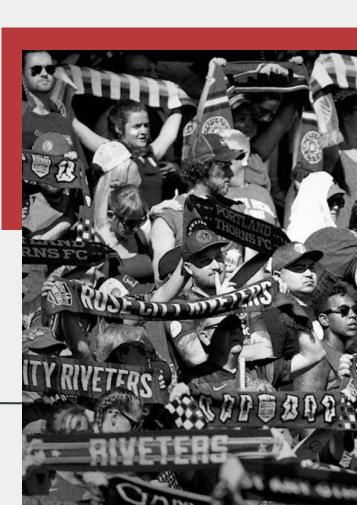


INSIGHT

Our support is like a gift reserved for special occasions.

There are 364 days that women aren't supported.

STRATEGY





KEY MESSAGING

"Every 4 years we act like supporters, but we can't call ourselves supporters. When the tournament ends, we stop watching."

Just like brands stop supporting after International Women's Day

"We tell a generation of women, we only care about 23 players every 4 years."

This isn't just a stance on soccer. It's Budweiser supporting all women always.