



"We Won't Stop Watching" Brief



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.

 **0.35%**

MARKET SHARE

Anheuser-Busch

 **4.8%**

TOTAL SALES

Brewbound

~~TOP 5~~

**BEST SELLING
BEER BRANDS**

Brewbound

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

Anheuser-Busch - 2019 Annual Report
Brewbound - "Total Beer Dollar Sales Up Midway Through 2019"

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%

EXPRESS PURCHASE
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).





COURAGE VS. ORLANDO PRIDE
il 17, 2019

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.

“We Won’t Stop Watching” - Budweiser