

Brand:

Budweiser

Brief:

Create a campaign that humanizes and reconnects Budweiser with key cultural moments, recognizing that bold ideas travel, become news and relies not only on advertising dollars.

Business Challenge

Budweiser is one of the most iconic American brands in the world and according to Brand Z, the most valuable beer brand globally. Over the years memorable campaigns and its world famous Clydesdales have been part of American culture celebrating incredible moments in sports, music and entertainment.

What Budweiser stands for today connects all the way back to its humble beginnings in the city of St Louis. Founded in 187by a German immigrant who came to America with a dream to brew a beer that would be enjoyed by the entire world. It's that same bravery, confidence, hard work and entrepreneurial spirit that Budweiser looks to honor today.

However, the beer marker in the US has changed dramatically over the last decades to where drinkers are confronted with more choice than ever from imported brands, local craft and light beers. While enjoying tremendous success internationally, Budweiser faces a tremendous challenge in its home market.

Who is Budweiser?

The creative North Star for all of our work focuses on celebrating people who embody our values: people who represent the best values of our country: from our founder, to our brew masters, athletes, veterans and artists.

Iconic campaigns like “This Bud’s for 2” celebrating Derek Jeter, “Dream on” with Jay Z, “One Last Ride” or “Stand By You” showing our own colleagues working to deliver drinking water to disaster areas are great examples.

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Our work looks to humanize Budweiser, which is sometimes viewed more as a “big company” vs. a brewery that is the home of passionate people.

**WE RAISE OUR BUDS TO THOSE WHO KEEP RAISING THE BAR.
THAT'S WHAT WE MEAN WHEN WE SAY "THIS BUD'S FOR YOU"**

