





Red Light Campaign

The Pitch

Agency: Ashton + K

Katie Wilson, Media Director. Tonia Ranieri, Marketing Director.

Ashley Molasy, Creative Director.

Agenda

- Agency Background
- Market Analysis
- Advertising Objective + Strategy
- Creative Execution
- Measurement

Agency Background

- Founded in New York 2004
- Offers marketing solutions
- Develops “intellectual property”
- Budweiser Fan Brew, Converse, Captain Morgan

ASHTON + K



Agency Creative

- Budweiser Fan Brew
- Cassies 2013 Events, Seasonal & Short term – Gold



Market Analysis

- Beer market relatively mature and consolidated
- 3 major brewers are Molson, Labatt and Sleeman
- Flavoured Lagers increasing in popularity
- Willingness to increase beer knowledge
 - desire for food pairings
- Consumers seeking variety; less brand loyal
- Collaboration between restaurants and breweries

Market Analysis

- **Industry Trends and Opportunities**
 - Nano- and micro-breweries; locally-focused
 - Consumers to pay more for higher quality and higher priced beer products
 - Increasing preference for single-serve formats cater to consumer convenience and variety.

Statement of the Problem

- **Brand Challenge:**
 - Molson's partnership with the NHL
 - To connect the brand to an in-game moment
 - To share, in real-time, status consumer's favourite team

Target – Day in the Life

- Males 19-34, HHI <\$50K
- Tech Expert & Enthusiast
- Drinks Canadian Beer
- Enjoys the Outdoors & Sports
- Attends Pro Hockey Events
- Advertised Brands = Quality
 - Brand Loyal
 - Influencer



Advertising Objective

- To increase brand preference of **Budweiser** from 25% - 30% amongst Males 19 – 34 years old, with an HHI of less than \$50,000 within the campaign period from February to March 2013.
- To increase weekly consumption of **Budweiser** by 40% - 50% amongst Males ages 19 – 34 years old, with an HHI of less than \$50,000 within the campaign period from February to March 2013.
- To generate 21.5 MM earned media impressions for **Budweiser** nationwide amongst Males 19 – 34 years old, with an HHI of less than \$50,000 within the campaign period from February to March 2013.



Advertising Strategies

- Budweiser's USP
 - Finest Ingredients
 - Exclusive Beechwood Aging
- Positioning
 - “Hockey Will Never Be The Same”
- Key Benefit
 - Brewed in Canada since 1980
 - Smoothness and Drinkability



Budweiser Red Lights Campaign

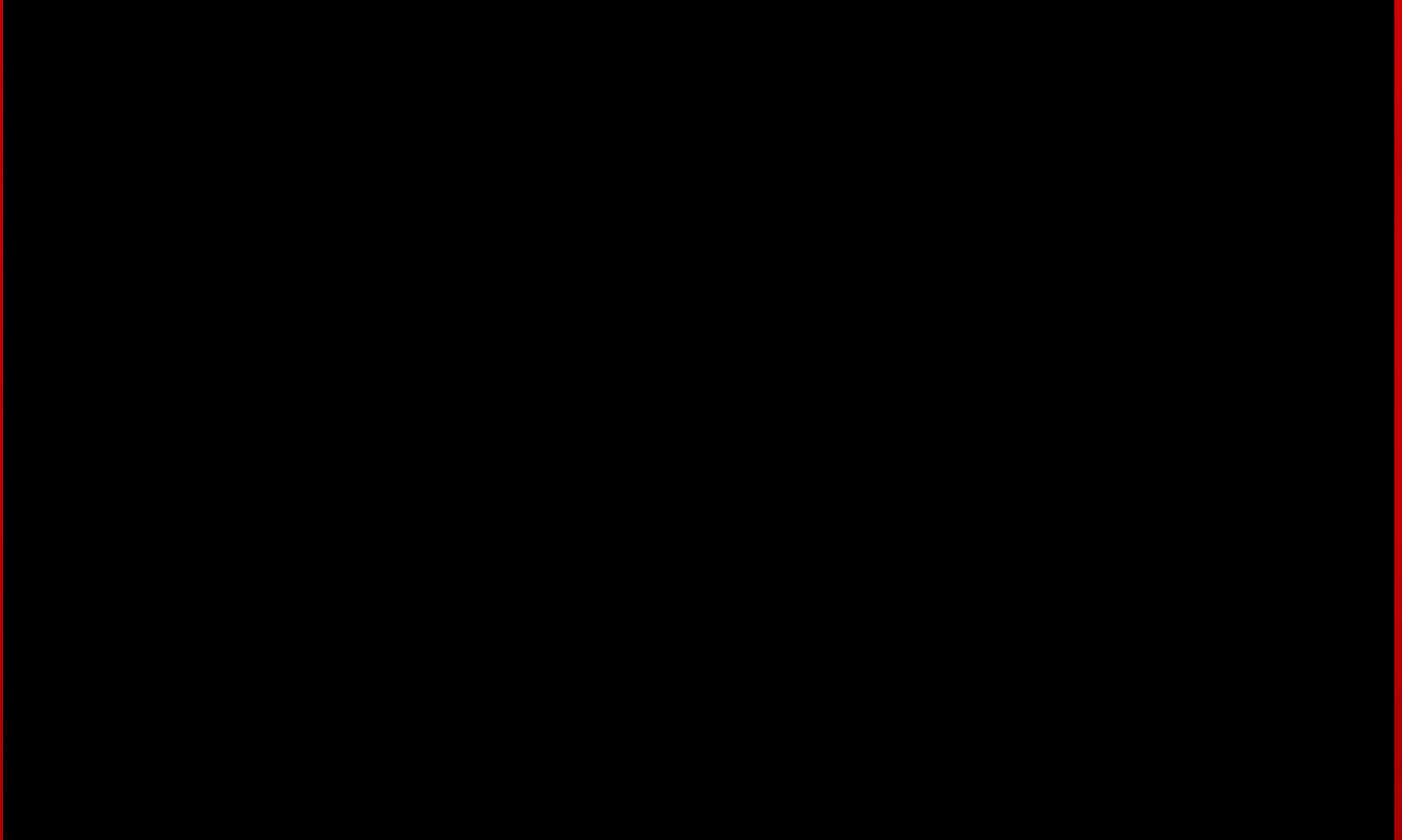
- Big idea
- Tone
 - Confident, Enthusiastic and Proud
- Manner
 - Friendly, Informative and Stimulating



Budweiser Red Lights Campaign

- Appeal Strategies
 - Acknowledges the importance of hockey and experience
 - Stimulation of the horn and the colour of light
 - Creating excitement and emotional power
 - Spokesperson, Ron Kovacs the Inventor
 - Elevating the Hockey watching experience

15 Second Teaser Commercial



1 Minute Commercial



Original Creative - OOH



Media Plan

BUDWEISER RED LIGHTS

BRINGING CANADIAN HOCKEY FANS CLOSER
TO THE GAME ONE GOAL AT A TIME.

Budweiser created a new product to elevate the greatest moment in hockey, the goal, and launched an integrated campaign to tell the world about it.



Responsive Website

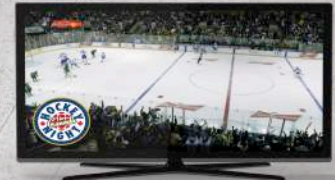
An e-commerce site that works across all devices.



PR Campaign
Targeted at technology sites like Wired.



Print Campaign
National newspapers as well as specialty magazines like Chill.



Media Partnership

Multiple integration points with "Hockey Night In Canada", Canada's most viewed hockey program.



TV Campaign

60- and 30-second spots which launched during Super Bowl.



Retail Advertising

In bars, restaurants and distributors.

Media Plan

Timing

Week Beginning Monday	February			
	28	4	11	18
Television				
15 second teaser ad	15 sec			
60 second Super Bowl ad		60sec (3rd)		
30 second for media buy		30 second		
Game score board		Game score board		
Online - pre-roll media				
wired.ca		wired.ca		
Budweiser Facebook page		Budweiser facebook page		
Budweiser.ca		Budweiser.ca (Feb 3)		
Print				
The Toronto Star		The Toronto Star		
Chill Magazine		Chill Magazine		
PR				
product seeding		product seeding		
OOH (Toronto CMA)				
Horizontal Posters		Hrz Post		
Street Level Posters		Str. Lvl.		

Media Plan

- Television
 - 15 Second Teasers
 - 30 Second Commercials
 - Campaign Cost \$890,436.00
- Canadian Super Bowl Ratings 2012
 - Estimate 8.18 Million Unique Viewers
 - Most watched in Canadian History



Media Plan - Newspapers

- Globe and Mail National ½ Page + 4 Colour
 - 4 Insertions
 - Campaign Circulation: 1,382,248
 - Campaign Cost Gross \$100,744.00
 - Reach 2.97% & Frequency 1.47
 - Gross Rating Points 4.38
 - Gross Impressions 36,000



Media Plan

- Out-Of-Home Toronto CMA Spot Buy
 - Street Level \$3,000.00 Gross
 - Horizontal Posters \$1,050.00 Gross
- 4 Weeks
 - Reach 36% & Frequency 5.0
 - Gross Rating Points 181
 - Gross Impressions 1,489,000
- Toronto Air Canada Centre
 - Capacity 18,000/Game



Media Plan

- Chill Magazine Full Page + 4 Colour
 - 3 Insertions
 - Campaign Circulation: 530,038
 - Campaign Cost \$4,770.00
 - Reach: 8.91% & Frequency 2.65
 - Gross Rating Points 23.60
 - Gross Impressions 287,000



Trade Promotion For Employees

- Where: Boston Pizza and other major fast-casual chains
- When: Available for a limited time prior to Stanley Cup Playoffs
- Who: Employees; Waiters
- What: Large pizza with a pitcher of Budweiser
- How: Encourage customers to purchase promotion
- Why: Sell the most promotional offers, chance to win grand prize



Must be legal drinking age in residing province; excludes Quebec



Trade Promotion – Employees

Grand Prize:

- 4 Tickets to Stanley Cup Finals
- 1 Night Stay at 5-Star Hotel
- Private Budweiser Box to watch game
- Swag Bag



Budweiser Men's Hockey Sweatshirt



Must be legal drinking age in residing province; excludes Quebec

Trade Promotion – Employees

Secondary Prizes include:

- \$100 Gift Cards to Boston Pizza
- Free Pitchers of Budweiser (must be legal drinking age)
- 50% off next visit at Boston Pizza



Must be legal drinking age in residing province; excludes Quebec



Trade Promotion - Marketers

- Co-operative Advertising
- P.O.P. for Red Light Swag in BP locations
- Product Sampling at BP



Must be legal drinking age in residing province; excludes Quebec



Trade Promotion - Marketers

ATTENTION FELLOW RESTAURANT & SPORTS BAR OWNERS



AVAILABLE FOR LIMITED TIME ONLY

BUDWEISER'S EXCLUSIVE PROMOTION IS VALID UNTIL DECEMBER 31, 2013



FREE P.O.P & SAMPLES

Receive Exclusive Budweiser Pitchers, Pints, Coasters, Taps, and Dish Mats

EXCLUSIVE RED LIGHT OFFER

Receive a 25% off your next order when you purchase Budweiser's Red Lights.

WIN STANLEY CUP PLAYOFFS TICKETS

Server with the highest sales during cross-promotion event will receive:

- 1 Night Stay at 5 Star Hotel
- Stanley Cup Finals Tickets x4
- Private Budweiser Box Seats
- Swag Bag



CONTACT INFORMATION

PHONE: 1 888 RED - GOAL (733 - 4625) | FAX: 416 RED - GOAL

WEBSITE: WWW.BUDWEISER.CA/TRADEDEALS

Must be legal drinking age in residing province; excludes Quebec



Measurement – Pre-Testing

- Focus groups in major markets among target audience
- Consumers love pizza
- Frequently visit fast-casual restaurants



Measurement – Post-Testing

- One month after campaign launch
 - What worked?
 - What didn't work?



Conclusion

- Brand Challenge
 - Molson's Partnership with NHL
 - To connect brand with in-game moment
- Target
 - M19-34, HHI <\$50,000
- Solution
 - Budweiser Red Lights Campaign
 - Original OOH creative
 - cant get into arena, doesn't mean we cant effect them



References

- Euromonitor, “Beer in Canada”. Accessed February 14, 2014
<http://static1.squarespace.com/static/50146ef684aea6ed68d3267c/t/53ec3e70e4b085b1e2a01333/1407991419928/>
- http://upload.wikimedia.org/wikipedia/en/thumb/2/20/Boston_Pizza.svg/1024px-Boston_Pizza.svg.png



Budweiser Red Light Meeting
Client: Erin Craig, President
Agency: Ashton
Date: February 17th, 2015

ASHTON



Statement of the Problem

Brand Challenge:

- > Molson's partnership with the NHL
- > To connect the brand to an in-game moment, and to the growing connectivity available to update people in real time on the status of their favourite team.
- > What could **Budweiser** do to make the game even better for fans when the season officially started?

Market Challenge:

- > Beer market in Canada is relatively mature and consolidated.
- > Strong competition from smaller premium craft beer brands, as well as some premium imported beer products.

Strategy/Creative Solution

Budweiser Red Light – Campaign:

- > To create new experience; bringing the arena experience and the epicentre of goal celebrations into Canadian homes.
- > Highlighting the best moments - the goal; when fans' emotions are at their peak.
- > Elevating game time for everyday hockey fans
- > Game-synched hockey goal light that goes off every time a fan's favourite city scores.
- > Uses WIFI connection and Budweiser Red Lights App, fans select their city (or cities) and follow the simple instructions to connect their physical red light to their favourite city.
- > Flashes and a horn sounds. There's also a "five minutes to game time" warning message.
- > The light is made from aluminum and plastic, featuring an authentic goal light look and feel. Each light is available for \$149 plus shipping – less than the cost of manufacturing.

Advertising Objective:

- > To elevate game time by deepening fans' emotional connection to hockey and Budweiser through the iconic red light that goes off in arenas across Canada when goals are scored.
- > To emphasize brand positioning and product differentiation
- > To appeal to emotional connection of fans to hockey game; Canadian pastime

IMC Objective:

- > To increase brand preference and consumption through association with hockey amongst males 19 to 34 years old during Q1 2013
- > To increase brand loyalty and frequency of use (short usage cycle)
- > To create ongoing value for Canadian fans; create a new experience.

Source for Brand Analysis:

Cassies, 2014. "Cassies Entry: Budweiser Red Lights". Retrieved from <https://cassies.ca/entry/viewcase/12139>



Market Analysis

Key Points:

- > Refined/higher quality/higher priced
- > Willingness of consumer to increase beer knowledge/desire for food pairings
- > Craft beers/flavoured lagers increasing in popularity
- > allocation of shelf space increasing craft beer awareness with support of governmental programmes
- > Healthier lifestyles
- > Consumers seeking variety; less brand loyal
- > Collaboration between restaurants, celebrities, art and breweries in recent years in co-development, cross marketing or just making things interesting.

Competitive Landscape:

- > Beer market in Canada is relatively mature and consolidated.
- > Beer expected to decline by 1% in volume in 2013; however, increasing by 1% in value to C\$16.4 billion
- > Beer sales projected to be static in volume and to increase by 1% between 2013 and 2018
- > Three major brewers (Molson, Labatt and Sleeman) account for +50% of beer sales in the province as distributed through The Beer Store
- > Mid-priced lager largest segment in Canada.
- > Strong competition from smaller premium craft beer brands, as well as some premium imported beer products; desire for local craftsmanship and variety in tastes is sustaining continued expansion, and the support from provincial government across Canada, in the form of educational and promotional programmes, and allocation of shelf space offers a further boost.
- > Flavoured lager has also seen a rise in sales, as brewers are responding to a consumer preference for more variety and a more interesting experience
- > Consumers increasing preference for higher quality, higher priced beer products
- > Brand positioning more important as a point of differentiation between brands, price does not define brand placement
- > Ageing population opting for more refined and healthier lifestyles; Millennials are more adventurous and less brand loyal
- > The Liquor Control Board of Ontario (LCBO) states consumers increasingly interested in acquiring more knowledge about beer and beer-food pairings
- > Cross-promotional collaboration between restaurants, celebrities, art and breweries to make things interesting.
- > Retail outlets for alcoholic beverages saw increased growth in 2012 and 2013, including Liquor Control Board of Ontario (LCBO) outlets, the Société des alcools du Québec (SAQ) and the British Columbia Liquor Distribution Branch (BCLDB); consumers are attracted by lower price of beer multipacks that reduce cost for at home entertainment versus high price of beer through foodservice

**Packaging**

- > Metal cans continue to gain popularity over glass bottles.
- > Increasing preference for single-serve formats cater to consumer convenience and variety.

Seasonality

- > Strong seasonality in beer sales during the summer months
- > Account for over one third of annual sales.

Top 3 Beer Brand Owners (Global Brands) in Canada:

- > Labatt Brewing (part of Anheuser-Busch InBev)
- > Molson Canada (part of Molson Coors Brewing)
- > Sleeman Breweries (part of Sapporo Brewery)

Top 10 brands in Canada (with 62% of total volume sales in 2013):

- > Budweiser
- > Coors Light
- > Labatt
- > Molson Canadian
- > Bud Light
- > Carling
- > Corona Extra
- > Lucky Lager
- > Heineken
- > Lakeport

Trends

- > Nano- and micro-breweries; locally-focused
- > Consumers to pay more for higher quality and higher priced beer products

Category Forecast:

- > Economy lager shrinking in sales growth in upcoming years
- > Strong desire to develop larger beer portfolios of mid-priced and premium brands.

Source Market Analysis:

Euromonitor, "Beer in Canada". Accessed February 14, 2014



Summary 1 Lager by Price Band 2013

Category	Price range per litre (C\$)
Premium	> 5.00
Mid-priced	4.40-5.10
Economy	< 4.40

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Note: Price bands for lager are based primarily on price, but positioning and packaging are other factors that are considered in classification

Source: Euromonitor, "Beer in Canada". Accessed February 14, 2014

Table 2 Sales of Beer by Category: Total Value 2008-2013

CAD million	2008	2009	2010	2011	2012	2013
Dark Beer	2,351.1	2,374.5	2,404.4	2,462.3	2,550.6	2,632.0
- Ale	2,351.1	2,374.5	2,404.4	2,462.3	2,550.6	2,632.0
- Sorghum	-	-	-	-	-	-
- Weissbier/Wiezen/Wheat Beer	-	-	-	-	-	-
Lager	12,787.5	12,948.5	13,173.8	13,408.6	13,533.1	13,595.8
- Flavoured/Mixed Lager	182.7	266.3	318.8	383.6	423.1	454.3
- Standard Lager	12,604.8	12,682.2	12,855.1	13,024.9	13,110.1	13,141.5
-- Premium Lager	3,161.1	3,228.4	3,411.5	3,568.6	3,606.7	3,656.8
--- Domestic Premium Lager	672.2	688.8	853.4	982.0	990.3	1,002.4
--- Imported Premium Lager	2,488.9	2,539.6	2,558.1	2,586.6	2,616.3	2,654.4
-- Mid-Priced Lager	7,241.3	7,220.7	7,283.5	7,371.4	7,431.7	7,420.9
--- Domestic Mid-Priced Lager	7,241.3	7,220.7	7,283.5	7,371.4	7,431.7	7,420.9
--- Imported Mid-Priced Lager	-	-	-	-	-	-
-- Economy Lager	2,202.3	2,233.0	2,160.0	2,085.0	2,071.7	2,063.9
--- Domestic Economy Lager	2,190.9	2,221.4	2,148.2	2,072.8	2,059.8	2,052.0
--- Imported Economy Lager	11.4	11.7	11.9	12.1	11.9	11.8
Non/Low Alcohol Beer	31.9	37.2	44.0	53.7	64.5	75.4
Stout	125.7	125.5	127.5	129.2	129.6	130.2
Beer	15,296.1	15,485.6	15,749.8	16,053.6	16,277.9	16,433.5

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Source: Euromonitor, "Beer in Canada". Accessed February 14, 2014



Table 9 GBO Company Shares of Beer: % Total Volume 2009-2013

% total volume	2009	2010	2011	2012	2013
Anheuser-Busch InBev NV	43.8	42.3	41.8	41.5	43.7
Molson Coors Brewing Co	34.4	35.6	36.2	35.4	34.6
Sapporo Holdings Ltd	4.2	3.8	3.8	3.9	3.9
Heineken NV	2.3	2.5	2.5	2.6	2.7
SABMiller Plc	2.0	2.0	1.9	1.9	1.8
Brick Brewing Co Ltd	1.3	1.4	1.7	1.7	1.7
Moosehead Breweries Ltd	1.4	1.3	1.3	1.3	1.3
S & P Co	1.0	1.0	0.9	1.0	1.0
Big Rock Brewery Inc	0.7	0.7	0.6	0.6	0.7
Warsteiner Brauerei Haus Cramer GmbH & Co KG	0.6	0.6	0.6	0.6	0.6
Diageo Plc	0.4	0.3	0.3	0.3	0.3
Steam Whistle Brewing Ltd	0.2	0.2	0.2	0.2	0.2
Carlsberg A/S	0.1	0.1	0.1	0.1	0.1
Modelo SA de CV, Grupo	2.5	2.5	2.5	2.5	-
FEMSA (Fomento Economico Mexicano SA de CV)	0.1	-	-	-	-
Grolsch, Koninklijke NV	-	-	-	-	-
Molson Inc	-	-	-	-	-
Sleeman Breweries Ltd	-	-	-	-	-
Anheuser-Busch Cos Inc	-	-	-	-	-
Coors Co, Adolph	-	-	-	-	-
Cascadia Brands Inc	-	-	-	-	-
InBev NV SA	-	-	-	-	-
Lakeport Beverage Corp	-	-	-	-	-
Creemore Springs Brewery Ltd	-	-	-	-	-
Andrew Peller Ltd	-	-	-	-	-
Others	4.9	5.6	5.5	6.4	7.4
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Source: Euromonitor, “Beer in Canada”. Accessed February 14, 2014

Table 3 Sales of Beer by Category: % Total Volume Growth 2008-2013

% total volume growth	2012/13	2008-13 CAGR	2008/13 Total
Dark Beer	3.0	1.0	5.1
- Ale	3.0	1.0	5.1
- Sorghum	-	-	-
- Weissbier/Wiezen/Wheat Beer	-	-	-
Lager	-2.0	-0.3	-1.3
- Flavoured/Mixed Lager	6.3	20.4	152.6
- Standard Lager	-2.2	-0.6	-2.9
-- Premium Lager	-1.4	1.5	7.8
--- Domestic Premium Lager	-0.7	8.0	47.2
--- Imported Premium Lager	-1.7	-0.8	-4.2
-- Mid-Priced Lager	-2.5	-0.6	-2.9
--- Domestic Mid-Priced Lager	-2.5	-0.6	-2.9
--- Imported Mid-Priced Lager	-	-	-
-- Economy Lager	-2.0	-2.2	-10.4
--- Domestic Economy Lager	-2.0	-2.2	-10.4
--- Imported Economy Lager	-2.8	0.5	2.5
Non/Low Alcohol Beer	16.0	18.2	130.8
Stout	0.4	-0.4	-1.8
Beer	-1.4	-0.1	-0.4

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Source: Euromonitor, “Beer in Canada”. Accessed February 14, 2014



Table 6 Sales of Beer by Off-trade vs On-trade: Value 2008-2013

CAD million	2008	2009	2010	2011	2012	2013
Off-trade	8,789.3	8,946.9	9,089.8	9,270.6	9,401.6	9,478.7
On-trade	6,506.9	6,538.7	6,660.0	6,783.0	6,876.4	6,954.8
Total	15,296.1	15,485.6	15,749.8	16,053.6	16,277.9	16,433.5

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Source: Euromonitor, "Beer in Canada". Accessed February 14, 2014

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Heineken NV	2.3	2.5	2.5	2.6	2.7
SABMiller Plc	2.0	2.0	1.9	1.9	1.8
Brick Brewing Co Ltd	1.3	1.4	1.7	1.7	1.7
Moosehead Breweries Ltd	1.4	1.3	1.3	1.3	1.3
S & P Co	1.0	1.0	0.9	1.0	1.0
Big Rock Brewery Inc	0.7	0.7	0.6	0.6	0.7
Warsteiner Brauerei Haus Cramer GmbH & Co KG	0.6	0.6	0.6	0.6	0.6
Diageo Plc	0.4	0.3	0.3	0.3	0.3
Steam Whistle Brewing Ltd	0.2	0.2	0.2	0.2	0.2
Carlsberg A/S	0.1	0.1	0.1	0.1	0.1
Modelo SA de CV, Grupo	2.5	2.5	2.5	2.5	-
FEMSA (Fomento Economico Mexicano SA de CV)	0.1	-	-	-	-
Grolsch, Koninklijke NV	-	-	-	-	-
Molson Inc	-	-	-	-	-
Sleeman Breweries Ltd	-	-	-	-	-
Anheuser-Busch Cos Inc	-	-	-	-	-
Coors Co, Adolph	-	-	-	-	-
Cascadia Brands Inc	-	-	-	-	-
InBev NV SA	-	-	-	-	-
Lakeport Beverage Corp	-	-	-	-	-
Creemore Springs Brewery Ltd	-	-	-	-	-
Andrew Peller Ltd	-	-	-	-	-
Others	4.9	5.6	5.5	6.4	7.4
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Source: Euromonitor, "Beer in Canada". Accessed February 14, 2014



Table 11 LBN Brand Shares of Beer: % Total Volume 2010-2013

% total volume	Company	2010	2011	2012	2013
Budweiser (Anheuser-Busch InBev NV)	Labatt Brewing Co Ltd	12.1	12.4	12.6	12.5
Coors Light (Molson Coors Brewing Co)	Molson Canada	11.6	11.7	11.7	11.4
Molson Canadian (Molson Coors Brewing Co)	Molson Canada	6.6	6.9	7.0	7.0
Bud Light (Anheuser-Busch InBev NV)	Labatt Brewing Co Ltd	4.9	4.8	4.9	4.9
Labatt Blue (Anheuser-Busch InBev NV)	Labatt Brewing Co Ltd	4.8	4.8	4.7	4.6
Carling (Molson Coors Brewing Co)	Molson Canada	4.1	4.0	3.8	3.6
Lucky Lager (Anheuser-Busch InBev NV)	Labatt Brewing Co Ltd	3.0	3.0	2.8	2.7
Corona Extra (Anheuser-Busch InBev NV)	Modelo Molson Imports	-	-	-	2.5
Heineken (Heineken NV)	Molson Canada	2.3	2.3	2.4	2.5
Labatt 50 (Anheuser-Busch InBev NV)	Labatt Brewing Co Ltd	2.3	2.2	2.2	2.3
Corona Extra (Modelo SA de CV, Grupo)	Modelo Molson Imports	2.5	2.5	2.5	-
Others	Others	45.7	45.4	45.4	46.0
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Source: Euromonitor, Accessed February 14, 2014



Budweiser Red Light - Advertising Strategies

USP

Budweiser uses the finest ingredients and use an exclusive Beechwood aging process. (Budweiser)

Positioning Line

"Hockey Will Never Be The Same"

Key Benefit/Support Claims

Budweiser has been brewed in Canada since 1980. With their unique style of brewing they have created a beer with smoothness and drinkability than any other beer. (Budweiser)

Appeal Strategies

Budweiser has acknowledges the importance of the hockey and the experience that comes with it with watching it live. (Cassies) **Budweiser** wants to bring the game experience into every Canadian home, and bring Canadians closer to the game, one goal at a time. (Cassies)

The **Budweiser Red Light** creates the stimulation of sound of the horn and the colour of light. Ultimately creating excitement with every Canadian hockey game captivating the best moment of the game, the goal. (Cassies)

Budweiser would like to demonstrate to Canadian of how big of a hockey fan they are and create an emotional connection between the game and **Budweiser** through iconic red light in every hockey arena. (Cassies)

The **Budweiser Red Light** campaign is a unique approach to the target audience and creates a special place in the category. The **Budweiser Red Light** brought the game to life and creates an emotional power. (Cassies)

The **Budweiser Red Light** campaign is to inform the target audience that the **Budweiser Red Light** is real and demonstrate the impact it had on users. **Budweiser** has created goal enthusiast and spokesperson, Ron Kovacs helps ensure consumers that the **Budweiser Red Light** is real. (Cassies)

The **Budweiser Red Light** campaign will also deliver emotional connection between the light and the game and will communicate how the **Budweiser Red Light** has elevated the hockey watching experience for Canadians. (Cassies)



Central Theme

The central theme for **Budweiser Red Light** campaign will be fun, friendly and stimulating.

Tone

The tone of the **Budweiser Red Light** campaign will be confident, enthusiastic and pride.

Manner

The manner of the **Budweiser Red Light** campaign will be friendly, informative and stimulating.

ATTENTION FELLOW RESTAURANT & SPORTS BAR OWNERS



AVAILABLE FOR LIMITED TIME ONLY

BUDWEISER'S EXCLUSIVE PROMOTION IS VALID UNTIL DECEMBER 31, 2015



FREE P.O.P & SAMPLES

Receive Exclusive Budweiser Pitchers, Pints, Coasters, Taps, and Dish Mats

EXCLUSIVE RED LIGHT OFFER

Receive a 25% off your next order when you purchase Budweiser's Red Lights.

WIN STANLEY CUP PLAYOFFS TICKETS

Server with the highest sales during cross-promotion event will receive:

- 1 Night Stay at 5 Star Hotel
- Stanley Cup Finals Tickets x4
- Private Budweiser Box Seats
- Swag Bag

CONTACT INFORMATION

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WEBSITE: WWW.BUDWEISER.CA/TRADEDEALS





www.budweiser.com/redlight

Budweiser

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GAME-SYNCHED
BUDWEISER RED LIGHTS™

BRING THE EXCITEMENT HOME
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MOBILE FANZ



Budweiser Red Light - Target Summary

Target Market

The target for **Budweiser** is Males, age 25-64, with a household income of \$35,000+.

Day in the Life

Matthew wakes up in the morning and searches the web for the latest new technology (33.9%, 124). He is always excited by the new development of technologies (47.3%, 121). After he is done that he will explore the world of automotive, as he loves expensive sports cars (26.4%, 127) and admits that he quite attached to his car. (40.8%, 111)

Matthew enjoys attending pro hockey events (21.5%, 146) and will also out with his buddies to a local sports bar (24.3%, 124) because he closely follows at least one sport during the season (49.3%, 137) Matthew will usually wears a pair of his favourite jeans because that's when he feels most comfortable. (64.5%, 114)

Matthew feels that brand name is the best indicator of quality (23.9%, 111) and that people around him expect him give good advice about product/service (48.9%, 118) Matthew has strong beliefs in legalizing marijuana in Canada (39.1%, 124) and is in favour of capital punishment (45.8%, 123)

Although Matthew agrees that he should probably drink less alcohol, (22.9%, 123) he admits drinking beer is part of his lifestyle. (25.3%, 137) He genuinely believes that Canadian beer is the best beer in the world (35.3%, 137) and that low alcohol beer is not a man's drink (19.3%, 127).

When Matthew is not trying to get to very top of my career (41.3%, 115), he is spending his extra time on camping (24.8%, 114) and bicycle riding (26.52%, 113). Some outdoor activities he enjoys is fishing (22.2%, 151) and creating home decor with his woodworking building. (20.9%, 177) Matthew likes activities that push my mental & physical limits (52.5%, 116) and has a keen sense of adventure. (49.6%, 113)

When Matthew isn't regularly preparing meals for himself and other members of the household, (27.3%, 134) he will order his food from restaurants drive thru (35.5%, 114) or restaurant delivery (33.47%, 117) to his house where pizza (47.5%, 111) is the usually choice of meal. Matthew believes that there's too much attention today on eat only healthy food (33.1%, 111)



Matthew is recently married to his wife Rebecca (54.3%, 122) and just welcomes a newborn baby boy Nathan (48.8%, 114). He has had a busy week, but this is normal for Matthew as he lives a fairly hectic lifestyle (37.2%, 112). Matthew has taken steps ensure have sufficient income for retirement (43.63%, 118) however he feels that he is more of a spender than a saver. (32%, 121) His main goal make great deal of money quick as possible (30.16%, 128) and plays the lottery (57.1%, 116) in hope to earn some quick cash.



Target Market – Other Behavioural & Leisure Habits

Behavioural

- Participate in past year, movies action/adventure (44.52%, 117)
- Participate in past year, golf (21.73%, 166)
- Is good at fixing mechanical things (50.82%, 172)
- Always given a choice I'd choose full size luxury auto (30.95%, 117)
- Try to do as much car maintenance work by them as possible (35.03%, 151)
- If possible use local gas station for car maintenance/service (28.51%, 111)
- The choice of car tells a great deal about a person (36.23%, 114)
- Agree I am prepared to pay more for good quality wine (33.02%, 127)
- Agree always have accurate account of financial commitments (51.94%, 116)
- Agree consider them an entrepreneur (21.68% 151)
- Agree I will welcome a cashless society (28.72%, 113)
- Agree very interested in unfamiliar destination for vacation (36.11%, 112)
- Agree willing to pay a little extra to save time shopping (35.22%, 119)
- Agree if you want quality general have to buy branded product (38.16% 115)
- Agree price isn't most important to me when buy food (48.56%, 111)
- Agree flying a plan is an enviable human experience (42.73%, 127)
- I like taking risks (33.04%, 117)

Leisure

- Participate in past year, purchased camping equipment (36.57%, 135)
- Participate in past year, purchased exercise equipment (28.02%, 117)
- Participate in past year, purchased fishing equipment (28.48%, 156)
- Participate in past year, purchased gold equipment (28.38%, 166)
- Participate in past year, purchased sporting goods (39.68%, 129)
- Participate in past year, purchased bicycle (31.69%, 118)
- Smoked one pack of cigarettes in the past week (20.16%, 114)
- Lottery tickets spend \$5 average per month (49.1%, 122)

References

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