



Building a blockbuster premium brand

Matt Che

Marketing Director- Budweiser, APAC

Personal introduction

Name

Matt Che

Education

Master of Arts, Marketing, University of Birmingham UK

Hire date

06/2006

Working Location

HQ SH

Position

Brand Director – Budweiser, APAC HQ

Career Path

12/2014 – Present: Director – Budweiser China ABInBev

04/2010-11/2014: Director – Harbin, APAC HQ, ABInBev

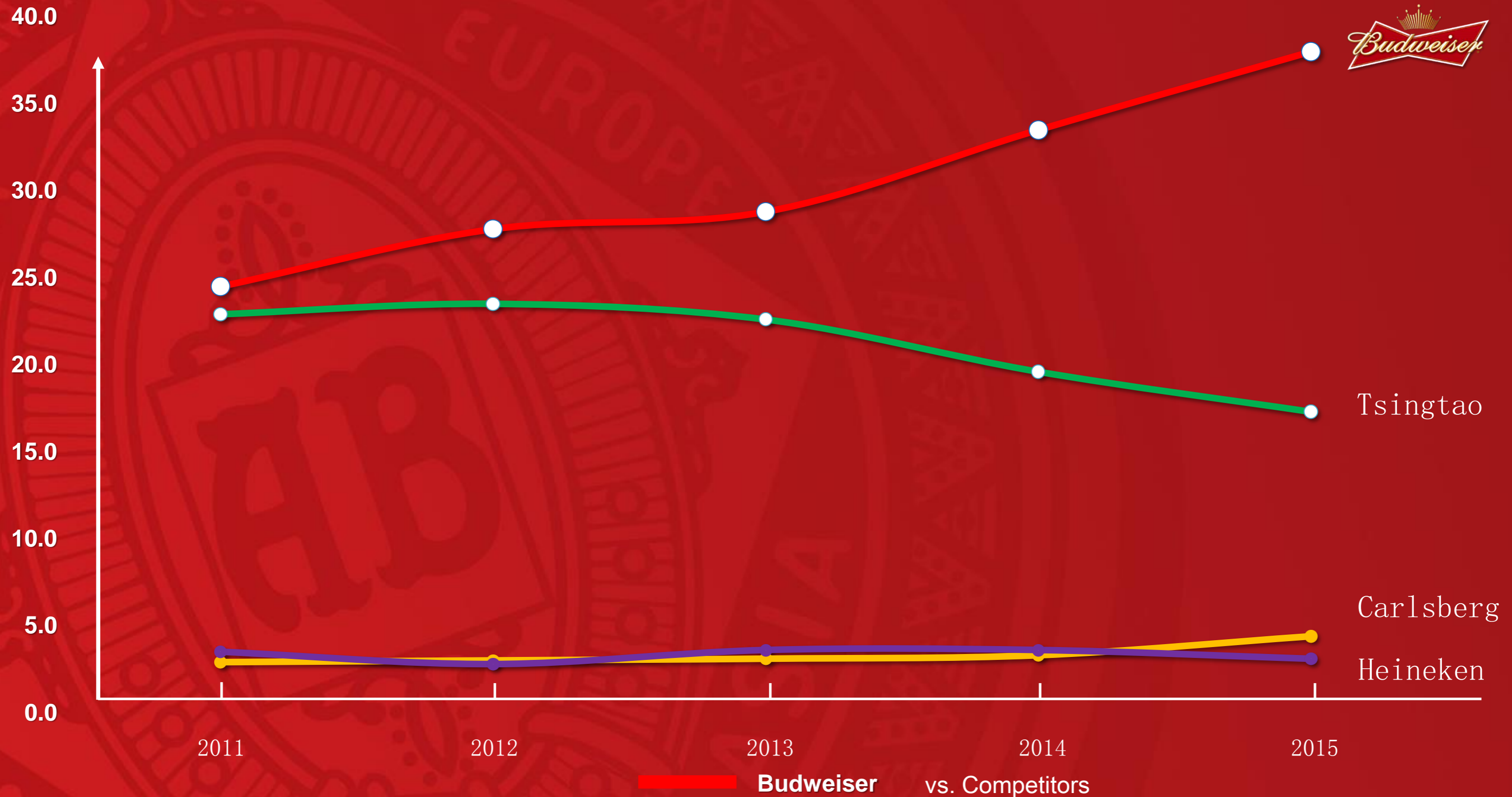
11/2008 - 10/2009: Associate Director – Event & Sponsorships, APAC HQ, ABInBev

06/2006 – 10/2008: Regional Marketing Manager, AB

05/2001 – 06/2006: Marketing Communication Manager, Eastman Kodak



Budweiser continue to be the most preferred brand in China among premium drinkers



*Premium Drinkers defined as consumers who have consumed premium beer brands during past 4 weeks.

*Data Source: Ipsos BPT July



Winning brand position

Be free to live the life of your dreams

Ambition

Freedom

Authenticity

Winning brand position

Be free to live the life of your dreams



Icon of premium



**Leading trends and
culture**



**Own meaningful
celebration**

Earn trust to enhance premium image

Building trust

Is a key drive of

Premium

Full channel executions to drive brand performance

(Mar.2015- Jun.2015)

90,340 POC executions

NL



CR



KA



32 signature events



Topline

Volume

Brand T1F (top 1 favorite)

+26%

+23%

+16%

(Data vs. LY)

Disruptive definition of premium

颠覆你所见
一款匠心独酝的啤酒



百威 大师臻藏



BREWMASTER
RESERVE



BREWMASTER
RESERVE



百威 大师臻藏

Budweiser Brewmaster Reserve

Winning brand position

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Icon of premium



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Shape & Lead consumer trend through music platform



Budweiser
百威.音乐王国

From 2006-2012





MADE
FOR MUSIC

Leading artists collaboration



2014
Leehom Wang+ Avicii



2015
Jane Zhang+ Tiesto



Shaping culture with Budweiser Storm

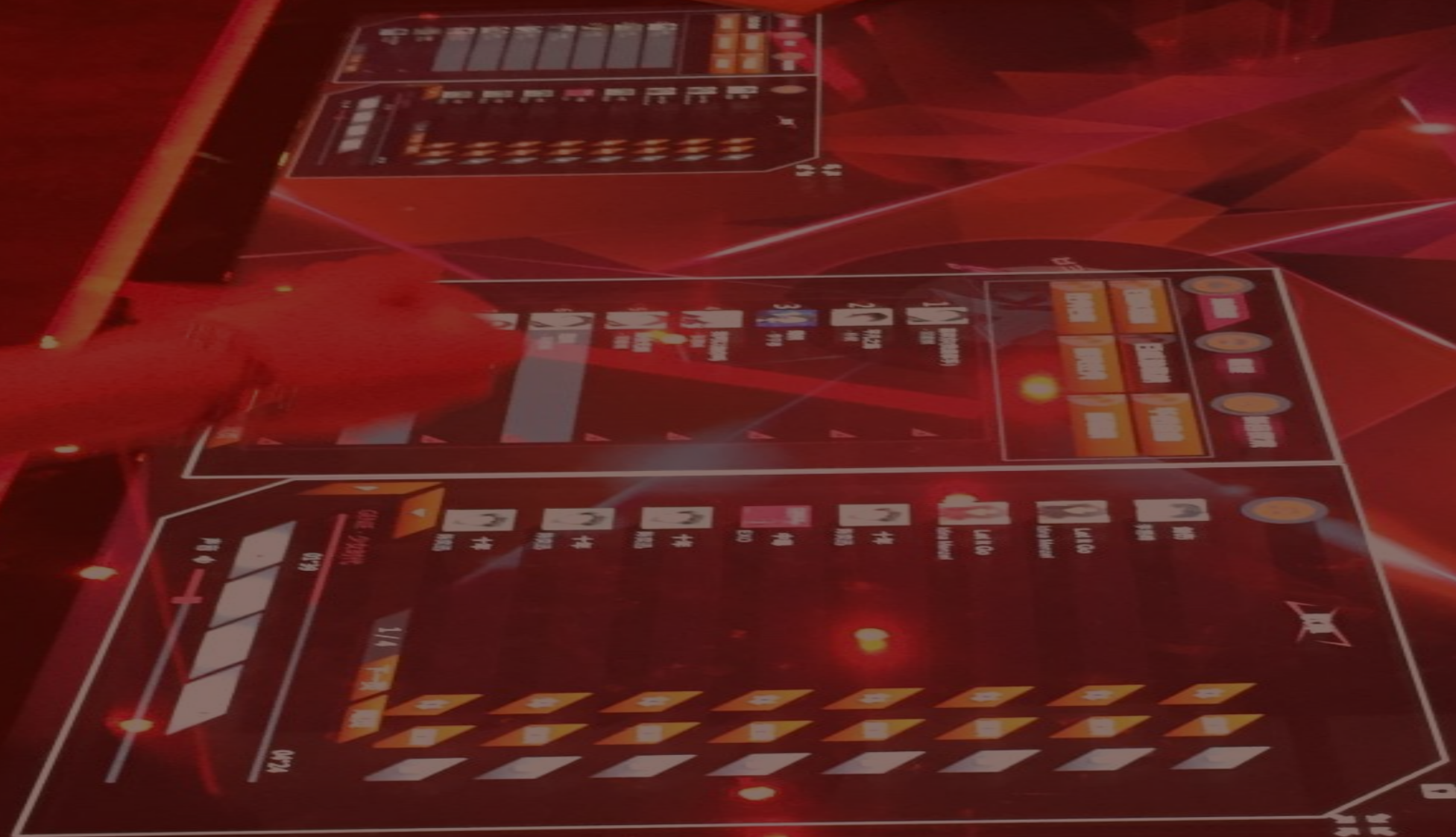


Budweiser
STORM
百威风暴电音节

2014 Shanghai

2015 Shanghai+ Shenzhen

Innovative experience at NL



XKTV is rolling out nationwide

Winning brand position

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Icon of premium



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We successfully activated CNY for many years



2011



2012



2013

2014 Celebration campaign to build the icon of celebration

百威恭祝新年



Capture celebration occasion at high-end Chinese restaurant – Budweiser Supreme



Co work with top life style TV program

The poster features a central image of Chef Nic, a man in a black chef's coat, standing against a light background with traditional Chinese ink wash art. To his right is a large bottle of Budweiser Supreme beer and a glass filled with the same beer. The text is in both Chinese and English, promoting the beer as the designated beverage for the TV program.

12道锋味
CHEF NIC

Budweiser Supreme
节目指定啤酒 · 百威金尊

百威金尊 至臻欢庆

倾情呈现十二道锋味
史诗级吃货旅程 全“星”起航！
浙江卫视2015年8月起每周六晚十点

浙江卫视 中国蓝 EEG 英皇(北京) 厨天下厨道



12道**金**味
CHEF NIC



百威金尊 至臻欢庆

浙江卫视2015年8月起

每周六晚十点

史诗级吃货旅程 全“星”起航!

**We have the WINNER,
The journey has just begun...**

