

# King of Beers



PLEASE DRINK RESPONSIBLY.



# *The Global Budweiser Dream:* *"1<sup>st</sup> and Only true Global Beer Brand"*





# “Globalness” of Beer Brands - today

*Only 3 players with true, relevant Global footprint*

		TOP 15 MARKETS WORLDWIDE in VALUE (RSV) - 2008 (*)														
		USA	JAP	CHI	UK	GER	RUSS	BRA	SPA	MEX	CAN	AUS	ITA	KOR	FRA	POL
1	SNOW															
2	BUD LIGHT															
3	BUDWEISER															
4	SKOL															
5	CORONA															
6	HEINEKEN															
7	BRAHMA															
8	COORS LIGHT															
9	TSINGTAO															
10	MILLER LITE															

Relevant Challenger or Leader. Share > 3%

Relevant presence. Share 1% – 3%

Irrelevant presence. Share < 1%

(\*) Source: Euromonitor 2008. On and Off Trade. Value in Retail Sales Price (Consumer's price)





# *The Strategy*

- **Converge to ONE Global VBB. We stand for one thing**
- **Find a unifying creative idea; Globally relevant, customized locally**
- **Evolve to ONE Global Look & Feel**
- **Single-minded Geographic strategy – 6 pillars**
- **Innovation: borrow from & build back to Mother brand**
- **Few, big Platforms (e.g. World Cup). Look of Leader**



# Brand Manifesto

As a **world renowned icon** and a **symbol of optimism**,  
I am Budweiser, I am beer and I welcome all.

For those who choose to be pilots, not passengers. For those who  
understand that they'll never know what they're missing until they get  
up, get out and grab it.

Born in a land of **opportunity**, I was inspired by the dreams and  
achievements of pioneers. **Remarkable care** with **select  
pure ingredients** makes me unique; **flavorful** balanced  
taste, with a **clean, crisp, fast, finish**.

I'm for days filled with *adventure and fun*, for nights that explode with  
**celebration**. I am the spark that *brings friends together*, from  
**camaraderie** to epic victory, I rise to the occasion.

I am **Celebration and Optimism in a Bottle.**

***I am Budweiser.***







## ***Single-minded Geographic focus on 6 pillars***

COUNTRY	STRATEGIC FOCUS
 US	<b><u>Stabilize trend</u></b> in the largest profit pool worldwide, and the largest country for the brand
 CHINA	<b><u>Unleash potential</u></b> in the largest beer market in vol.
 CANADA	<b><u>Keep momentum</u></b>
 UK	<b><u>Re-ignite</u></b> growth in largest EU market
 BRAZIL	<b><u>Expand at Core+</u></b> in the next 2 largest ABI market opportunities
 RUSSIA	
	<b><u>Drive global</u></b> “presence” through 40 Key Cities



## ***Innovating when healthy***

- ***Relevant, Insight-based innovation***
- ***Borrow from the Mother brand; build back into the Mother brand***
- ***Geared to drive top-line growth***





# ***Budweiser Brew 66***

***Great tasting refreshment,  
less filling***

Brewed with less carbonation for a lighter smooth taste. It's also slow-brewed using caramelised barley for an easy drinking refreshment and a touch of sweetness you don't get from other beers.

4.0% alc vol in 300ml bottles and  
440ml cans







## ***Budweiser 4***

A new crisp, refreshing, light beer that goes down easy but has all the flavour you want in your beer. Budweiser 4 is slow brewed using a 4 step brewing process and is aged longer, giving it a rich golden colour and smooth, flavourful taste.

**Budweiser 4. Only Taste Matters**

4% abv. Available in 12 bottle and 24 bottles.







# Budweiser Lime

*A new refreshing, easy to drink beer from Budweiser, brewed with a splash of lime.*

*3.5% abv. Available in 330ml bottles and cans*

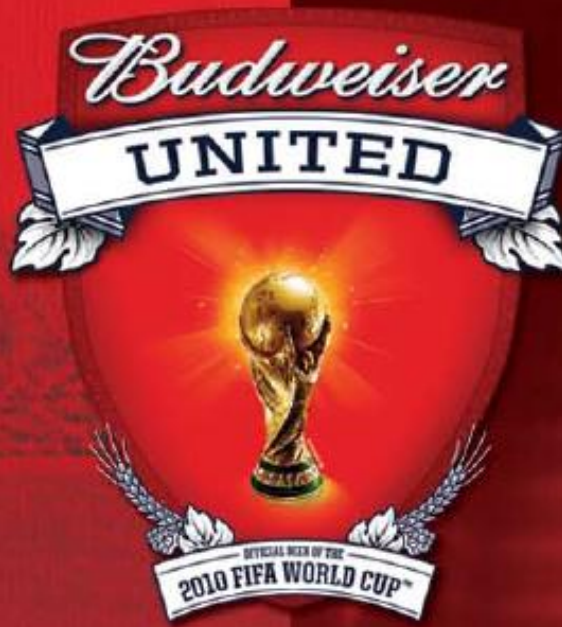






## ***Few, Big Platforms – Look of the Leader***

**OUR TRUE LOVE.**



**OUR BEER.**

**OFFICIAL BEER of the 2010 FIFA WORLD CUP.**





***Look of the Leader***  
***-***  
***Budweiser FIFA***  
***packaging - Limited***  
***Edition***







# Budweiser will unite fans, and bring them closer to the game





# Budweiser brings “Man of the Match” to Fans



- Fans will vote for the *Budweiser Man of the Match* for every game
- Fans will be trophy ambassadors to award the Budweiser Man of the Match
- Instant on-line and SMS text voting for the World’s fans via FIFA.com







# Bud Cup 6v6

## The Beer Fan's Cup



- Fans will compete locally to represent their nation's fans in South Africa
- Ongoing program equity, as a rate-of-sale tool in the on-trade









*Our Dream:*

***“1<sup>st</sup> and Only true  
Global Beer Brand”***

***Turning Our Global Flagship  
into a Global Icon***



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