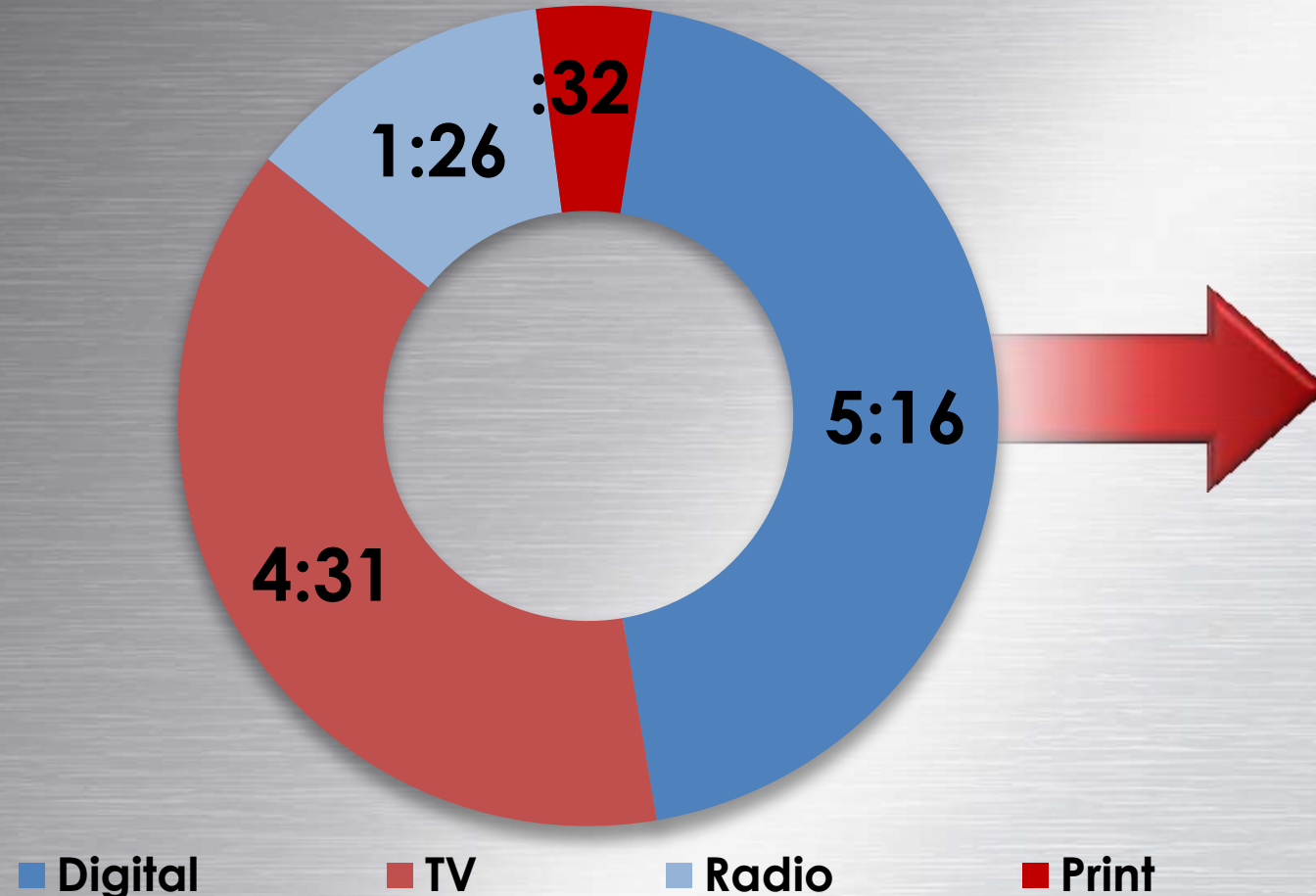


# Digital Marketing

Azania Andrews, Director of Digital Strategy

# Digital represents a critical opportunity to reach key consumers

Consumer Time Spent Per Day (hrs)



- Millennials over Index on Digital Usage
- Hispanic audiences also over index on digital, particularly mobile

# Our Digital strategy is rooted in meeting consumers where they are ...

We must engage consumers **across all touch points** before, during and after purchase



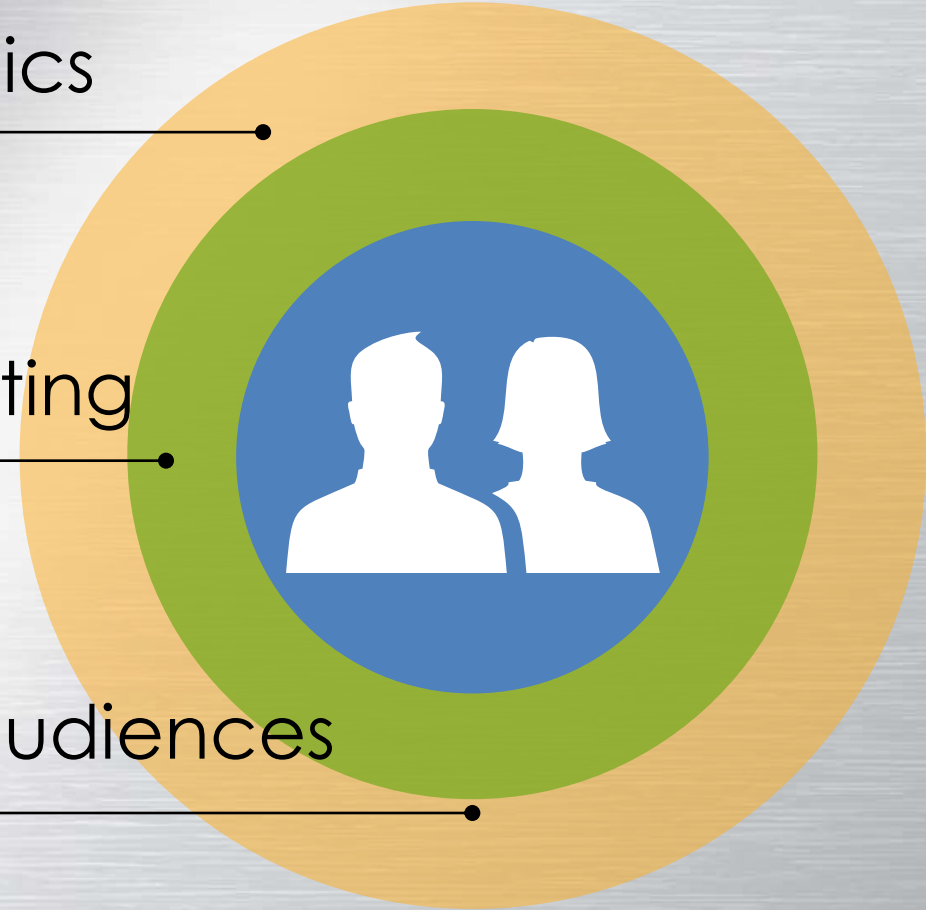


# by mastering the use of digital targeting capabilities...

Standard demographics

Broad category targeting

Alcoholic beverage audiences



# Creating and curating multi-channel content

## THE CONTENT FACTORY

Local Content ▶

Creative Partnerships ▶

User Generated Content ▶

Agency Ideas ▶



▶ Always-on

▶ Targeted

▶ Multi-channel

▶ Big Idea Campaigns



# Local content drives engagement and extends our offline investment dollars



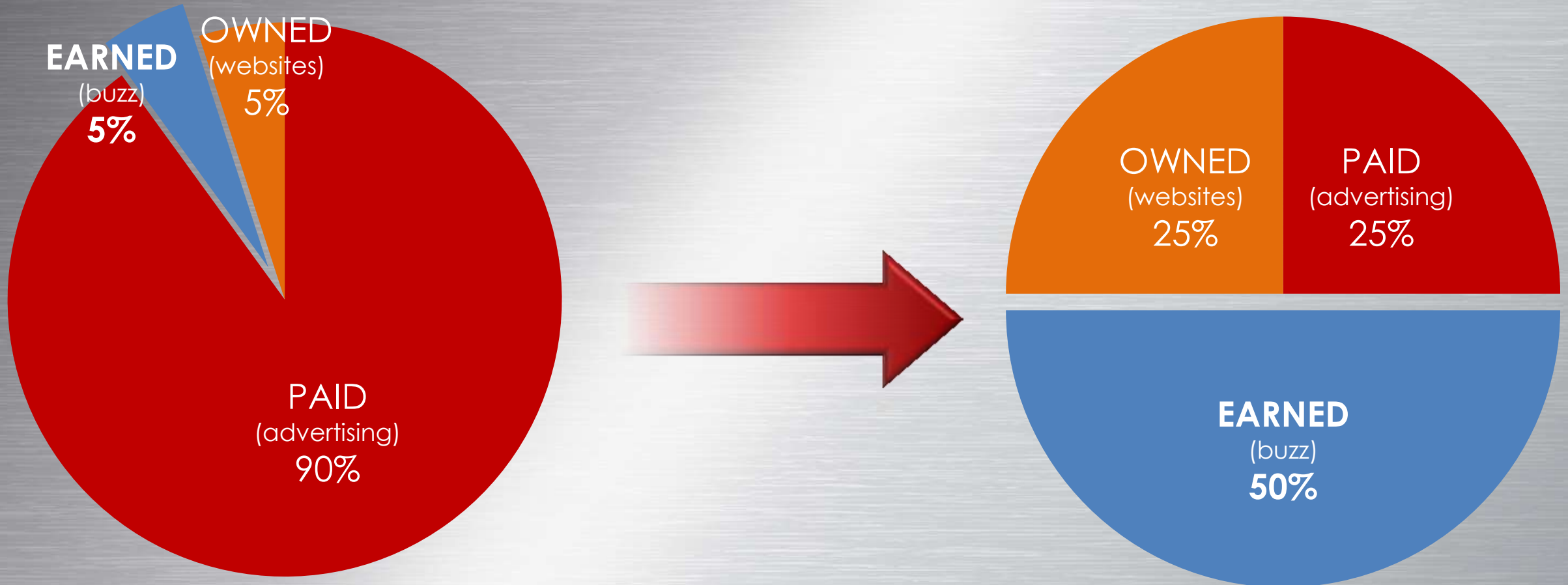
# All campaigns and experiences will be developed 'mobile-first'





# Reaching consumers today requires a change to our media planning and allocation process

Shift media balance to place greater emphasis on Owned and Earned media.



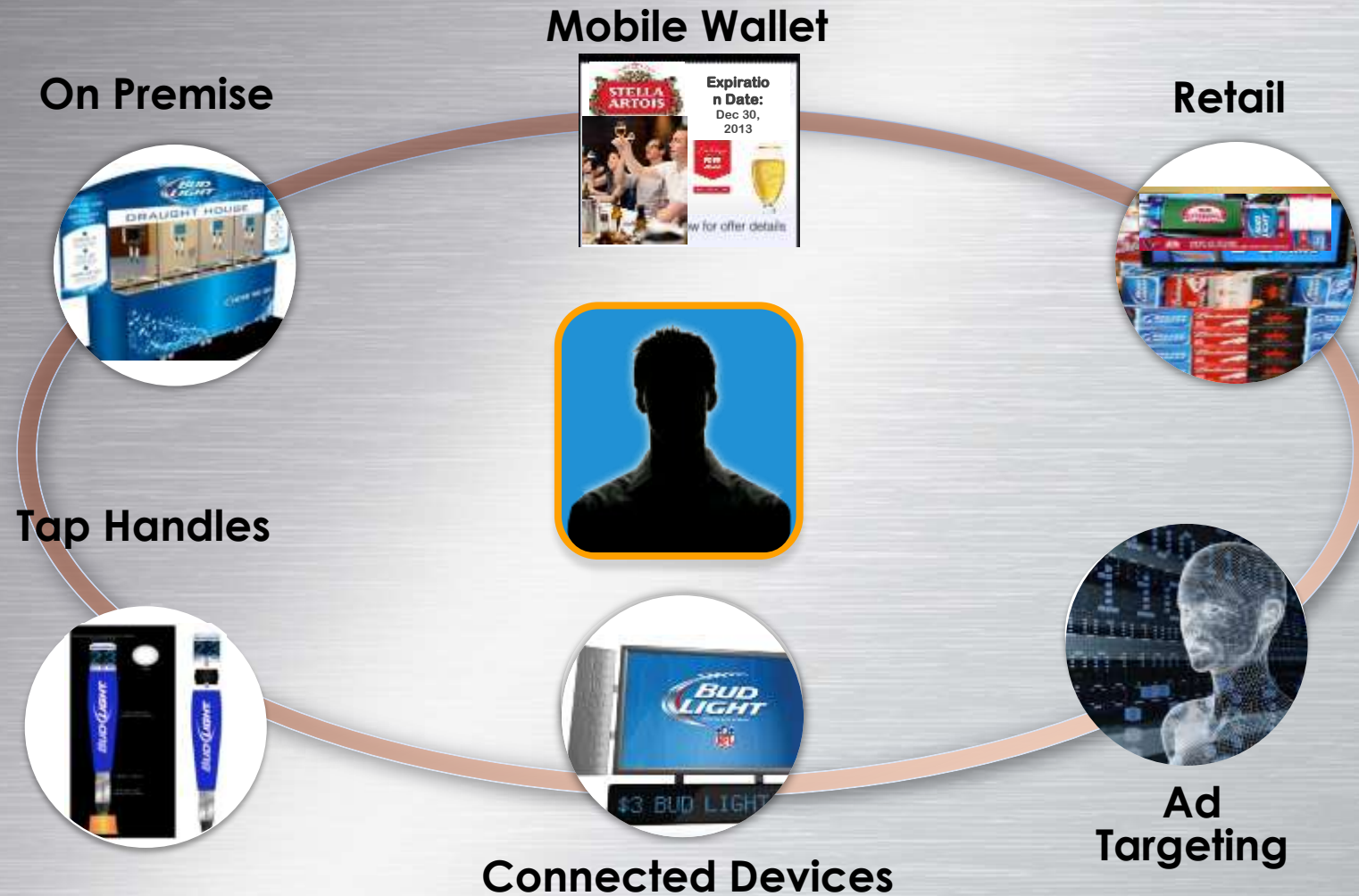


# To succeed, we've developed a new digital team



- Execution aligned to brand teams in St. Louis
- Strategy & Innovation based in Palo Alto
- Innovation pilots strengthened by relationships with start-ups

# Strategic innovation pilots based on consumer needs and tech trends





# Bud Lab is a 'big data' research lab launched in collaboration with the University of Illinois



But

Can digital sell beer?





# Business impact is our main objective

1

Be the **Best** CPG in Digital



2

Improve **Brand Health**

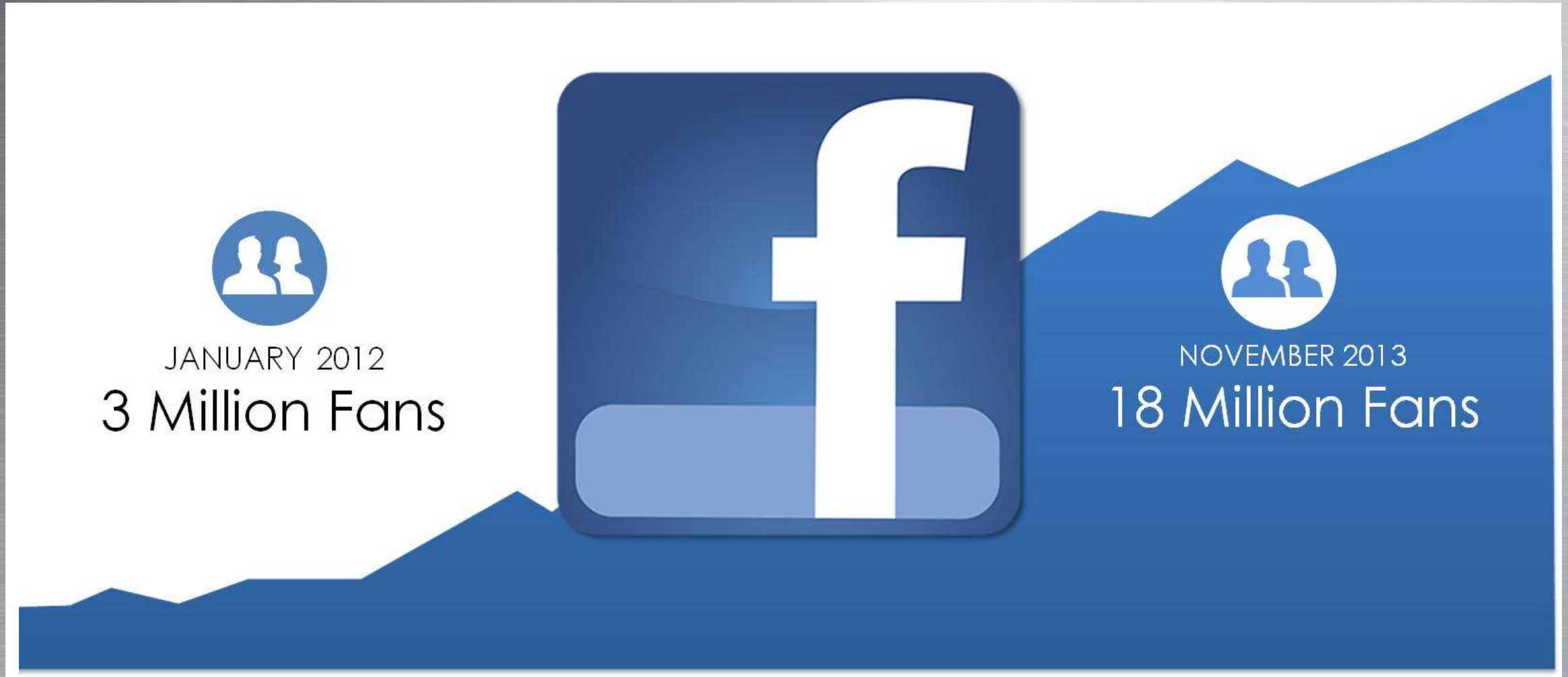


3

Drive **Sales**



**We made Social Media a focus beginning in 2012  
and have had tremendous success**





# We stand out as leaders in performance on Facebook

“Most engaging brands on Facebook.”

FoodBev.com

Home News Knowledgebase Subscriptions Events Awards

## Budweiser wins battle of Facebook engagement over Heineken

Shaun Weston  
9 Jul 2013

During June, 20.8% of its fan base either posted, liked, commented or shared posts on Bud Light's wall. This engagement figure is particularly impressive given that Bud Light has fewer than half the number of fans as Heineken (6,129,559 compared to 14,342,890). Heineken's engagement was minimal for June at only 0.8%.

When looking at 'share impressions' (the metric that looks at who is sharing the content, determined by how 'social' each follower is and how many friends each individual fan has), Budweiser takes the crown. The American beer brand has the majority of share of impressions at 32.77% compared to Bud Light with 32.27% and Heineken with 25.5%.

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### Meet The 20 Fastest-Growing Companies On Facebook

#9 Bud Light: 28,569 Average Daily Likes

12/19

YEAR OF THE NFL FAN

Bud Light

4,749,641 likes · 452,454 talking about this

From the creator: It's the same sign of a good time. The just-right taste of Bud Light. Here we go.

Photos NFL Tickets for Life Battle of the Bands VOTE NOW UFC Rowley

Bud Light Facebook

Bud Light is America's biggest-selling beer and its Facebook page benefits from a gargantuan fanbase. For example, this unremarkable fan picture of a Bud Light being held in front of barbecue loaded with hot dogs and hamburgers got 83,680 likes.

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### Meet The 20 Fastest-Growing Companies On Facebook

#17 Budweiser: 21,120 Average Daily Likes

4/19

Budweiser

9,889,819 likes · 1,021,875 talking about this

From the creator: Great Times. Are Waiting... Grab Some Bud!

Photos Budweiser Football Made in America Summer of Bud

Budweiser Facebook

The Budweiser brand's strong affiliation with sports and parties, makes it easy for the brand to create posts that are both relevant (e.g. The Olympics, baseball), and entertaining (e.g. parties, beach). The summer lull is actually an advantage for Budweiser.



# We conducted research to understand the impact of social media on beer sales

## Research Objective:

Working with Datalogix, prove whether the brands' most engaging Facebook content can drive beer sales among our target consumers



## Methodology:

| Campaign   | Focus   | Targeting  | Frequency  |
|--|---|--|--|
| <ul style="list-style-type: none"><li>• Facebook only</li><li>• Dec 3 – Dec 31, 2012</li></ul> | <ul style="list-style-type: none"><li>• Increase the reach and frequency of most engaging “evergreen” posts</li></ul> | <ul style="list-style-type: none"><li>• Fans and non-fans ages 21–34</li></ul> | <ul style="list-style-type: none"><li>• 5x</li></ul> |



# We tested a variety of content which had previously performed well organically



# The results showed that Facebook advertising positively impacts sales

**22.8M**

US households exposed to the campaign, representing 20% of total US households

**3.3%**

Sales lift among households exposed vs. control group

**6x**

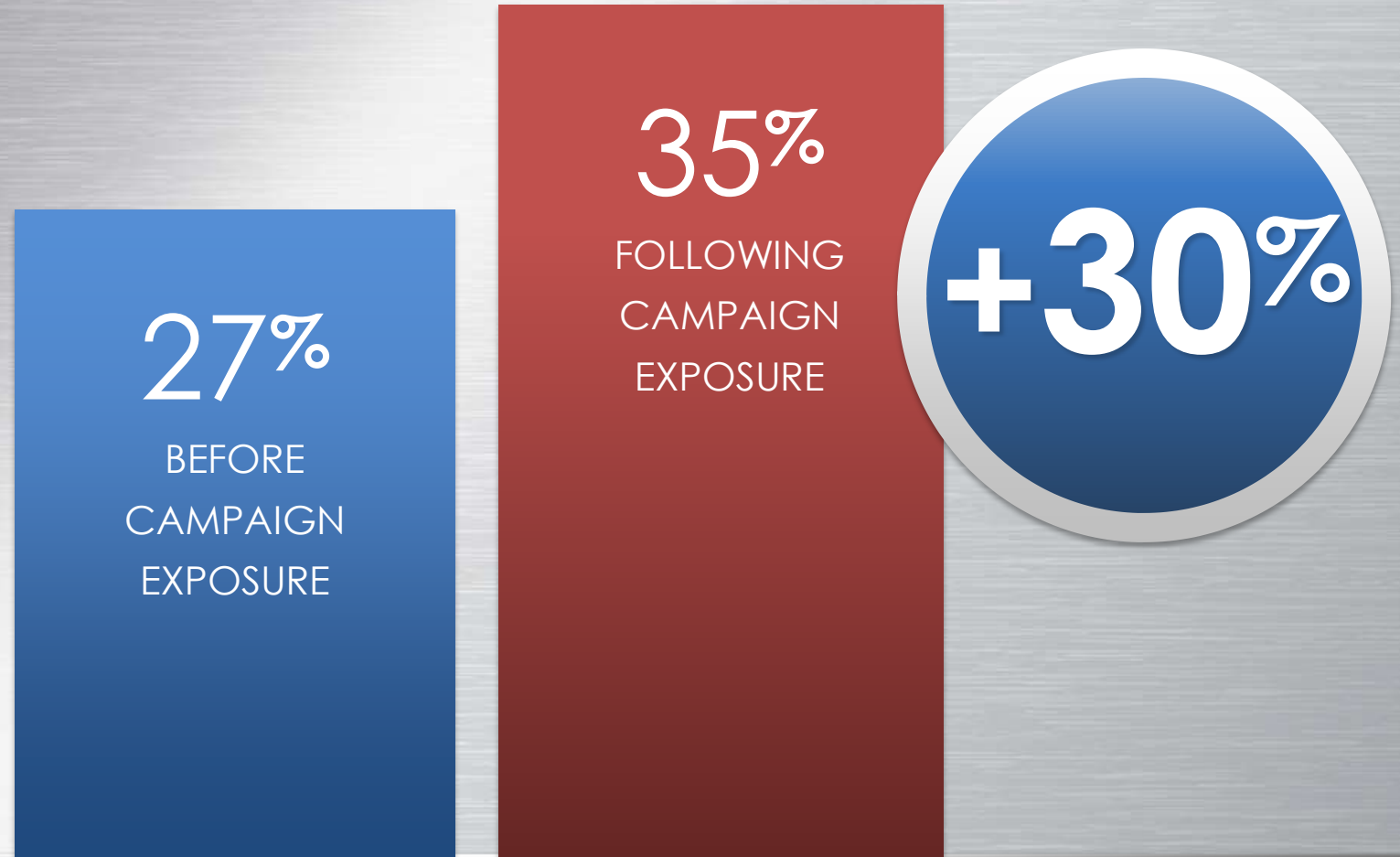
Return on advertising spend



# Our Facebook content drives brand health



Brand favorability  
CONSUMERS AGES 21-27



## In Summary

- 1 We want to be the BEST CPG in Digital!
- 2 We are increasing focus on earned media to drive media efficiency and effectiveness
- 3 Content is critical
- 4 Business impact is our primary success metric



**Thank you.**