

King of Beers

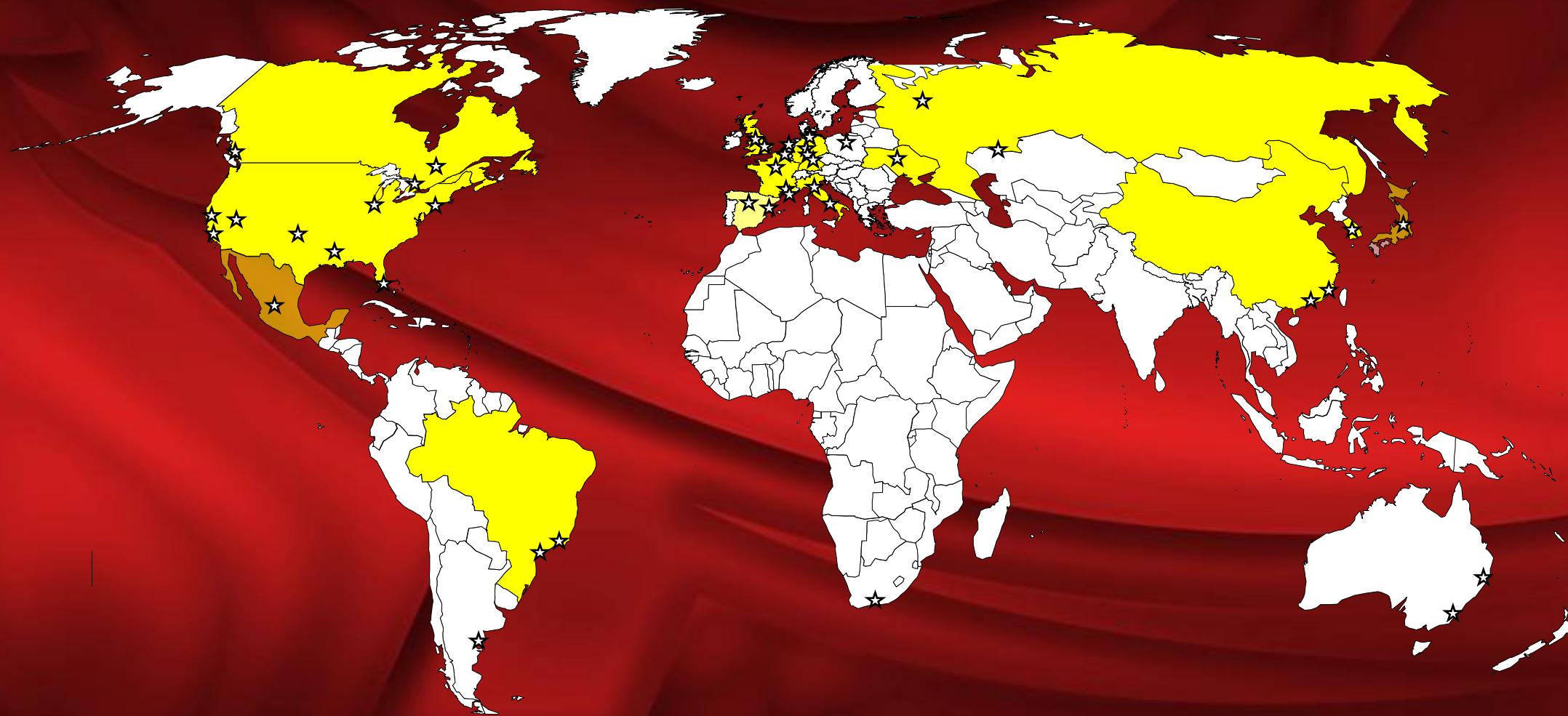


PLEASE DRINK RESPONSIBLY.



The Global Budweiser Dream:

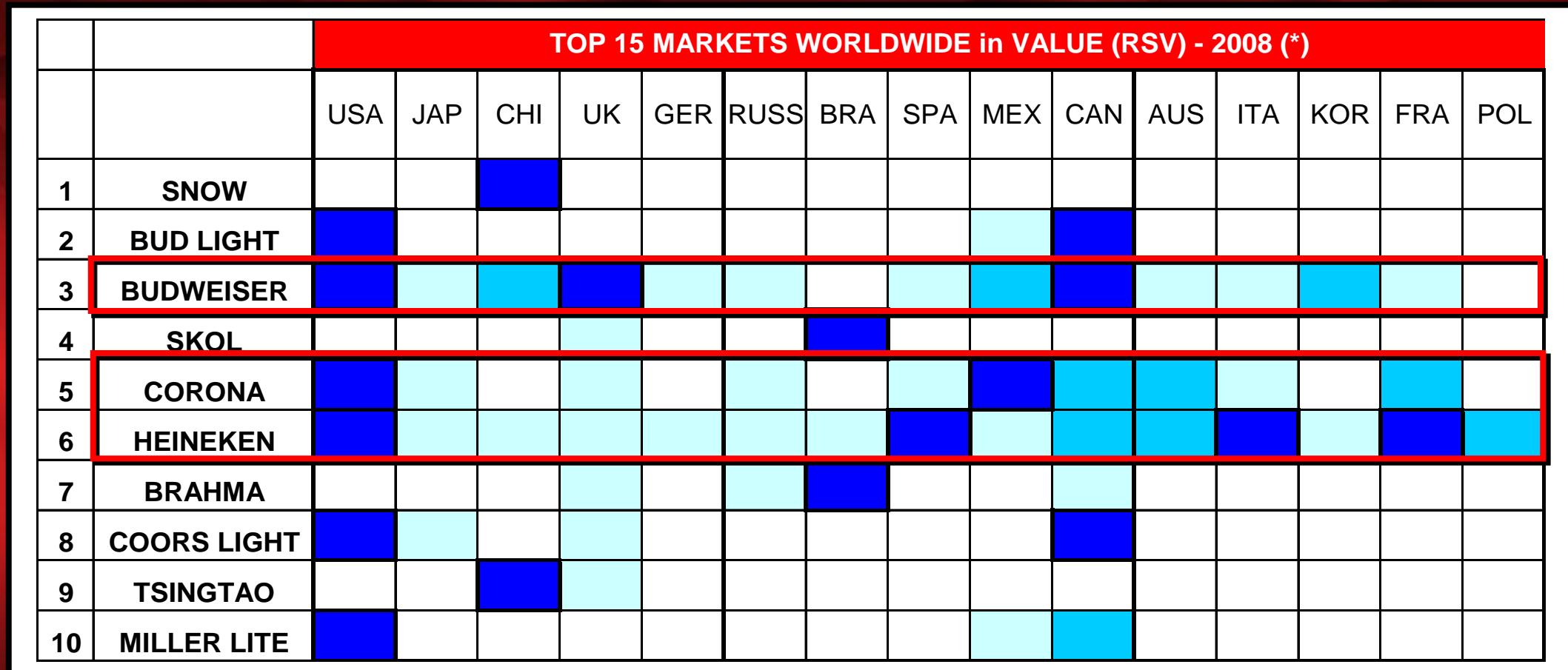
“1st and Only true Global Beer Brand”





“Globalness” of Beer Brands - today

Only 3 players with true, relevant Global footprint



■ Relevant Challenger or Leader. Share > 3%

■ Relevant presence. Share 1% – 3%

■ Irrelevant presence. Share < 1%



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

Budweiser
UNITED

OFFICIAL BEER of the 2010 FIFA WORLD CUP.

OUR BEER.



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

The image shows the FIFA.com website interface on the left, featuring a prominent 'Budweiser UNITED MAN of the Match' banner. The banner includes a digital scoreboard showing '75:03' and a score of '1 - 2'. Below the banner, there is a 'VOTE NOW' button and a trophy icon. To the right of the banner, a list of players and their vote counts is displayed:

Player	Position	Votes
ZLATAN IBRAHIMOVIĆ	(FW)	23,234
JOSHUA KENNEDY	(FW)	18,234
KIM KÄLLSTRÖM	(MF)	16,907
ANDREAS ISAKSSON	(GK)	11,748
MARK BRESCIANO	(MF)	5,233

The website also features a 'News Centre', 'Classic Football', 'The Club', and 'About FIFA' menu at the top. At the bottom, there are sections for 'The Interview' (with Nicolas Anelka), 'Have Your Say' (with a poll about Europe's goal king), and 'Media Statements' (mentioning the 'FIFA Media Conference, 17 and 18 October 2009').

On the right side of the image, a hand is holding a black Nokia mobile phone. The screen of the phone displays a video of a Swedish football fan in a yellow shirt cheering and raising his fist in excitement.



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:

***“1st and Only true
Global Beer Brand”***

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



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