Digital Marketing
Azania Andrews, Director of Digital Strategy
Digital represents a critical opportunity to reach key consumers.

Consumer Time Spent Per Day (hrs)

- **Digital**: 5:16
- **TV**: 4:31
- **Radio**: 1:26
- **Print**: :32

*Source: emarketer August 2013*

- 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.
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.

Source: Facebook Fan Pages for all US AB Brand Facebook pages
We stand out as leaders in performance on Facebook

“Most engaging brands on Facebook.”

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%.

Source: Business Insider
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:**

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Focus</th>
<th>Targeting</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook only</td>
<td>Increase the reach and frequency of most engaging “evergreen” posts</td>
<td>Fans and non-fans ages 21–34</td>
<td>5x</td>
</tr>
</tbody>
</table>
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

27% BEFORE CAMPAIGN EXPOSURE

35% FOLLOWING CAMPAIGN EXPOSURE

+30%

Source: Nielsen Brand Effects Study
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.