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CLASSIC LAGER

Immersion Booth
Core & Core +
Budweiser
Ricardo Marques
VP Core & Value Brands

Hometown: Lisbon, Portugal

Time at ABI: 13 years

Favorite Beer: Budweiser
5 PRIORITIES

1. EXPAND CORE PLUS
2. LEAD & DEVELOP SUPER PREMIUM
3. DISRUPT PREMIUM
4. STABILIZE SHARE OF MAINSTREAM
5. CAPTURE GROWTH BEYOND BEER
AS THE GREAT AMERICAN LAGER, BUDWEISER IS THE ULTIMATE CHAMPION FOR BEER
WE HAVE THREE CLEAR MISSIONS

1. DRIVE QUALITY PERCEPTIONS BY HUMANIZING OUR BRAND
2. RECRUITMENT THROUGH CULTURAL RELEVANCE
3. PREMIUMIZE THROUGH BUDWEISER EXTENSIONS
WE HAVE THREE CLEAR MISSIONS

1. DRIVE QUALITY PERCEPTIONS BY HUMANIZING OUR BRAND
NICK & MARK RICKS
Budweiser Barley Farmers

BUDWEISER IS PROUDLY BREWED WITH 100% AMERICAN-GROWN BARLEY.

THIS BUD’S FROM US.
MILLARD BROWN BRAND HEALTH

**Consideration**
R3M Change vs LY

**Worth**
R3M Change vs LY
THIS BUD’S FOR A BETTER TOMORROW
WE HAVE THREE CLEAR MISSIONS

2. RECRUITMENT THROUGH CULTURAL RELEVANCE
23.3 Million USD in EARNED MEDIA

#1 SHARE OF SOCIAL CONVERSATION YTD APRIL

AGE 21-25 CONSIDERATION

+1.43

2018

2019 YTD

-3.69
WE HAVE THREE CLEAR MISSIONS

3. PREMIUMIZE THROUGH BUDWEISER EXTENSIONS
TOP 10 SHARE GAINER
POSITIVE BRAND HALO

Aware of Reserve
24.7%

Not Aware of Reserve
16.6%

SOLD AT A PREMIUM
115

PRICE INDEX
100

SOURCING FROM CORE+ BRANDS
+217

BUDWEISER PENETRATION

INTERACTION INDEX

LIGHT & TRADITIONAL

MILLARD BROWN BRAND HEALTH
WE HAVE THREE CLEAR MISSIONS

1. DRIVE QUALITY PERCEPTIONS BY HUMANIZING OUR BRAND
2. RECRUITMENT THROUGH CULTURAL RELEVANCE
3. PREMIUMIZE THROUGH BUDWEISER EXTENSIONS
WE ARE MAKING SIGNIFICANT PROGRESS
5 QUARTERS OF IMPROVED SHARE OF SEGMENT

SHARE OF INNOVATION

1Q19 4Q18 3Q18 2Q18 1Q18 4Q17 3Q17

-0.4 -0.3 -0.2 0.1 0.0 0.1

#1 MU PURE GOLD

#2 NATURDAYS

#3 RESERVE

#1 MICH ULTRA

#6 MU PURE GOLD

#7 NATTY DADDY

#9 NATURAL LIGHT

#10 RESERVE
THIS BUD’S FOR YOU
THIS BUD’S FOR A BETTER TOMORROW
IMPACT

THIS BUD’S FOR JACKIE

Jackie Robinson
100th
INTRODUCING THE BUDWEISER® DISCOVERY RESERVE
Budweiser Copper Lager

This is a flavorful American Copper Lager brewed with Two-row Barley and aged on real Jim Beam Bourbon barrel staves for a toasted Oak aroma, a deliciously nutty taste with Caramel Rye and Vanilla notes, and a smooth finish.
Introducing the Budweiser Reserve Collection Black Lager, a specialty lager aged to perfection on Six-Year Jim Beam Bourbon Barrel Staves and brewed with toasted Two-Row barley for a flavorful caramel rye and toasted malt taste, a dark amber color, an oaky aroma with coffee and chocolate notes, and a deliciously smooth finish.