



# Anheuser-Busch InBev

A comprehensive communications plan

Georgetown University

Elements of Communications Planning  
Professor Neil Dziemian

Christina Cox

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## Executive Summary

For more than a century, Anheuser-Busch InBev (AB InBev) has relied on its tried-and-true classics to grow its reach and become a leader in the beer industry. However, despite the company's large share of the market, its position is falling due to changing consumer preferences. More and more customers are turning toward craft beer brewed by small businesses because of its perceived local flair, attention to detail and brewing expertise. AB InBev cannot, and should not, change the taste of its beers, but it can alter what consumers think of when they hear "Budweiser," "Bud Light" or "Anheuser-Busch."



To rebuild its reputation among craft beer drinkers, AB InBev must position itself as a proponent of small businesses and sustainable initiatives. The corporation will still be seen as a groundbreaker in the industry as one that considers its impact on a local and global scale.

Drinkers will see the company as one that not only produces high-quality beer, but also as a brewery that works to better society as a whole. The goal is not to take on the role of the craft market, but to continue placing AB InBev as a leader in the industry by using its "Better World" plan as a model for others to follow.

The solution is to focus AB InBev's messages, strategies and tactics on its efforts to promote corporate social responsibility and small businesses. The strategic communications campaign will encourage Millennial women, recent male college graduates and Generation X men that AB InBev can bring people together, preserve the environment and help small businesses grow. These key publics will be reached by creating an online conversation on social media, establishing relationships with trusted female thought leaders, developing a digital marketing program, leveraging relationships with media outlets, partnering with a new generation of celebrity athletes and influencers, and interacting with people at sporting events.

The comprehensive communications plan will cost approximately \$307,050, and will be executed over the course of a year from January 2019 to December 2019. AB InBev can also extend the most successful parts of the plan for an additional six months to one year; however, this choice is at the company's discretion.

This strategic communications plan will prove that AB InBev can stand out among the crowd with its focus on sustainable initiatives and its support of small businesses throughout its production process. When people think of AB InBev, they will envision a company that not only produces good beers, but also takes proactive steps to help others.

## BACKGROUND

### External Environment:

The economy has been on a steady upward trajectory during the past three years with rising household incomes, lowered unemployment rates and increased consumer confidence (Macke, 2018a). As American consumers begin to see their financial situations as healthy, they tend to spend more money on discretionary items like drinks and entertainment (Lombardo, 2018). With more money for discretionary spending, consumers are looking to support small businesses, which they have more confidence in. A 2017 Gallup poll found that 70 percent of consumers have a lot of confidence while only 21 percent have confidence in big businesses (Newport, 2017). The feelings are mainly driven by the consumers' belief that small business exemplify the American dream and that owners are personally invested in the company and are accountable to their customers (Newport, 2017). **Insight: AB InBev should prove it is close to the customer and responsive to their needs.**

The economy's turn also had an effect on corporations, as Congress passed the Tax Cuts and Jobs Act in 2017 that resulted in large corporate tax breaks (Macke, 2018a). As consumers feel more financially secure at work and at home, they are turning their attention to health-conscious and socially responsible choices. As obesity rates climb in the U.S., more Americans are trying to lose weight by shifting their eating habits and by focusing on how food and drinks are made (Funk & Kennedy, 2016). Americans are also placing a higher emphasis on corporate social responsibility (CSR), or companies that account for the social and environmental impact created by their business. **Insight: Companies should appeal to this growing trend by emphasizing their corporate responsible practices.**

Ninety-seven percent believe CSR is somewhat important and 66 percent believe it is very important (Macke, 2018b). Another 82 percent believe companies practicing CSR have better products and 65 percent believe CSR policies mean companies "genuinely care" (Macke, 2018b).

### Industry:



The beer market is a global endeavor, which produces canned and bottled alcoholic and non-alcoholic drinks from malted barley and hops (Lombardo, 2018). The \$35 billion industry is made up of 6,392 businesses that produce premium, sub-premium, super-premium, craft and malt beer (Lombardo, 2018). Half of the industry, 50.7 percent, is made up of premium beer production like Anheuser-Busch InBev's Budweiser and Molson Coors' Coors, the two biggest players in the beer market. Although dollar sales are expected to grow by 2.9 percent in 2018, the market has experienced volatility in the past five years due to changing consumer preferences (Lombardo, 2018). The growth of the craft, alcohol-free and Mexican-imported beer has led to a strain on superior premium beer products, which experienced flat growth in 2018 as consumers tried to reduce or moderate their alcohol consumption (Arthur,



2018). Consumers are drawn to craft beer's local flair, attention to detail and degree of expertise; they also appreciate that the beverages are managed and produced by small breweries, or local businesses, and market directly to consumers (Lombardo, 2018). **Insight: A potential area of focus for AB InBev as it tries to appeal to craft drinkers.** A quarter of beer drinkers who are drinking less are doing so to reduce calories or because they turned to other alcohol like wine and spirits (Bloom, 2017).

Despite the instability in recent years, the beer industry is forecasted to “course correct” with slow and steady growth through 2022 due to the beverage’s affordability and accessibility (Bloom, 2017). According to 2017 data, 61 percent of beer drinkers are men, with consumption being evenly distributed across all age groups from 22 years old to older than 45 years old (Bloom, 2017). Beer drinkers—especially young adults—today are looking for niche and premium markets as they diversify their alcoholic beverage consumption (Lombardo, 2018). Marketing and brand names can influence consumers’ choices and are seen as critical to a beer’s success (Lombardo, 2018). **Insight: AB InBev should emphasize its large name and reach when forming a new communications plan.**

#### **Client:**

Anheuser-Busch InBev (AB InBev) is the industry’s leading beer producer with 500 beer brands that are sold in all 50 states and in more than 100 countries worldwide (Lombardo, 2018). The company was founded six centuries ago and is currently led by CEO Carlos Brito. In 2017, the company received 191 awards for its beer, more than any other brand (AB InBev, 2017). However, AB InBev’s revenue is expected to decline by 0.4 percent annually as products like Budweiser and Bud Light struggled to maintain relevance as consumers shifted to craft beer and Latin varieties (Lombardo, 2018). **Insight: AB InBev needs to appeal to changing consumer preferences or to their self-motivations.**

To recapture the 40 percent of U.S. legal population who are craft beer drinkers, AB InBev bought 10 smaller breweries to become the largest craft beer owner in terms of sales (Perkins, 2018). AB InBev also acquired SABMiller for \$104 billion in 2016 to increase its market share (Lombardo, 2018).



The company recently underwent organizational changes to “spur growth” and create new ventures (Chaudhuri, 2018). Effective Jan. 1, 2019, AB InBev will be combining its ZX Ventures arm with its marketing team to study future trends; the change also creates a new head of nonalcoholic beverages and reduced the corporation’s geographic locations from nine to six

(Chaudhuri, 2018). The overall aim of the changes are to bring AB InBev closer to its consumers and focus on global, low-alcohol and craft brands (Vizard, 2018). In its 2017 annual report, AB InBev said its focus is to “bring people together across generations and communities” by making beer an essential part of people’s lives (AB InBev, 2017). **Insight: Potential room for growth as AB InBev separates itself from competitors.** The company is trying to reposition individual brands, like Bud Light and Budweiser, as a high-energy, premium beer for parties (Meyersohn, 2018). AB InBev is also maintaining its “Better World” plan by enacting socially responsible practices like safe drinking, road safety, sustainability and community engagement (AB InBev, 2017). **Insight: Client could promote its “Better World” plan to appeal to craft consumers.**

### Product, Service or Issue:

AB InBev sells more than 500 brands of beer including Budweiser, Bud Light, Beck’s, Stella, Michelob, Natural Light, Leffe, Hoegaarden, O’Doul’s, SABMiller, Modelo and Corona (Lombardo, 2018). North America is considered to be AB InBev’s biggest profit contributor where the company sells both premium and super-premium products (Lombardo, 2018). Recent acquisitions and mergers have helped AB InBev create higher-end beers like Budweiser’s Reserve Copper Lager and grow its offerings (Doering, 2018). As consumers focus on health and wellness, demand for AB InBev’s pricier low-calorie beer Michelob Ultra is continuing to grow faster than any other beer in the country (Doering, 2018). AB InBev is also focusing on more expensive beer products that are made with organic grains (Chaudhuri, 2018).



Outside of its products, AB InBev is pursuing several socially responsible efforts that empower communities to become more sustainable, support conservation endeavors and promote safe drinking and road habits (AB InBev, 2017). The corporation is also focused on making smaller communities stronger and in helping its small retailers grow (AB InBev, 2016).

**Insight: AB InBev should focus on its actions to help small businesses grow.** In 2016 the company established the AB InBev Foundation that is committed to stopping harmful alcohol use and encouraging healthier choices (AB InBev, 2016). Most notably, AB InBev has put a renewed focus on its Sustainability Goals that include “clean energy, smart agriculture, water conservation, recyclable packaging as well as safer workplaces and communities” (AB InBev, 2017). **Insight: Sustainable goals could help AB InBev stand apart and regain control of the market.** The corporate goals follow those set forth by the United Nations in 2015.

### Promotions:

Instead of funding campaigns for its company as a whole, AB InBev tends to devote its communications efforts toward its individual beer brands. One of the company's most successful recent campaigns was its "Dilly Dilly" campaign for Bud Light which appeared in 2017 and continued into early 2018 (Bogage, 2018). The campaign included TV ads, videos, social media posts and event appearances of various characters in the Dilly Dilly Trilogy (Bogage, 2018). The phrase is silly and is meant to be a Bud Light beer cheers, but has become a rallying cry for consumers, celebrities and athletes (Bogage, 2018). Another recent campaign called "Stand By You" featured real Budweiser employees who were filling Budweiser cans with water to give to victims of natural disasters (Langone, 2018). The campaign honored Budweiser's 30<sup>th</sup> anniversary of its emergency water program and promoted the brand's focus on "doing the right thing" (Langone, 2018).

AB InBev's brands also sponsor the NFL and NBA and support major events, concerts and games, which expands their brand presence through on-air promotions on a national and international scale. The company uses traditional advertising in TV, radio, print, out-of-home and movie formats, in addition to text messaging and email communications. AB InBev also participates



in product placements in movies, music videos and television shows to promote its individual brands like Budweiser and Bud Light. AB InBev's most effective communications is its video and print promotions, which are shared with the public on a consistent basis each month, especially during sporting events. The company is an effective communicator on social media with its individual brands on sites like Facebook, Twitter, Instagram, LinkedIn and YouTube. AB InBev's individual brands tend to engage consumers more on social media than its corporate handles; for example, AB InBev's Facebook page has about 173,000 likes while Bud Light's has 8 million. **Insight: Client should focus on adjusting its communications plan to fit individual brands as its corporate reach is not as strong.**

### Market Share:

The beer market contains two major players, AB InBev and Molson Coors, as well as other, smaller breweries that together make up the \$35 billion industry. AB InBev is the largest player in the beer industry, owning 37.5 percent of the market (Lombardo, 2018). Although it is the biggest player, AB InBev is expected to experience a revenue decline of 0.4 percent annually (Lombardo, 2018).



### Competition:

AB InBev's biggest competitor is Molson Coors Brewing Company, which makes up 21.5 percent of the market (Lombardo, 2018). Other small competitors make up 20 percent of the market and include Constellation Brands, which is growing with its Mexican imports, and Boston Beer Company, a craft beer distributor (Lombardo, 2018). Founded in 2005, Molson Coors is the second-largest brewing company that employs 17,000 people and generated \$11 billion in sales last year. The company is also experiencing declining sales and began purchasing smaller craft breweries through its craft and beer arm, Tenth and Blake (Bloom, 2017). Molson Coors is also entering the Mexican important business and focusing on bicultural Mexican-American drinkers, ages 21 to 27 with a marketing message based on authenticity and optimism (Bloom, 2017).

Molson Coors' biggest campaign is for Coors Light. The brand is focused on its "Climb On" campaign that leans in to the product's slogan as "The World's Most Refreshing Beer" (Frost, 2018). The campaign focuses on adventurous young adults and positions the beer as one that can be enjoyed anywhere, as it attempts to reach this young adult market. "Climb On" includes 10 new television spots that show friends traveling through tough terrain by hiking, rock climbing, snowmobiling, skiing and others before opening a can of Coors Light (Frost, 2018). The company is trying to differentiate itself by emphasizing the makeup of its cans, with mountains



that turn blue when the beer is cold. The campaign is a pivot from original Climb On campaign that began in 2016 and was seen as having fragmented messaging; this campaign aims to position Coors Light as the "leader for light beers" (Frost, 2018). The campaign has been met with mixed reviews throughout its existence.

### Resources:

As of 2017, AB InBev had global revenue of \$56.4 billion. Its 2018 operating margin is projected to reach 35.9 percent, which is much higher than the industry's average of 6.9 percent (Lombardo, 2018). The company employs 200,000 people in 50 countries worldwide; it also includes new employees from the 2016 SABMiller acquisition (AB InBev, 2017). In 2016, AB InBev operated 156 beverage plants worldwide (Anheuser-Busch InBev, n.d.). AB InBev was recently restructured from nine management zones to six, which all have the goal of developing



employee talent at home (Vizard, 2018).

**Insight: The client should focus on its desire to spur growth locally and employ more people.**

The company spends more than any other brewery in advertising; in 2017 it recorded an ad expenditure of more than \$591 million in the U.S. (Anheuser-Busch InBev, n.d.). The company's opinion leaders tend to be famous athletes and celebrities, which appear in campaigns for each of its different brands. In late-2018, AB InBev struck a deal with the Major League Baseball and the National Basketball Association unions to put more professional baseball and basketball players in its marketing; before, the act was prohibited (Schultz, 2018). **Insight: AB InBev should capitalize on its new agreement to appeal to a wider sports audience.**



### **Market Research:**

More than half of U.S. drinkers drink beer and 29 percent of U.S. drinkers claim it is the alcoholic beverage they turn to (Bloom, 2017). **Insight: Beer is still a strong alcoholic market for all consumers.** Many consumers turn to beer because of its ease of drinking, its affordability and its ties to social occasions and unwinding (Bloom, 2017). Sixty-one percent of beer drinkers are men and 39 percent are women, a 10-percentage point increase from 2015 (Bloom, 2017). **Insight: More and more women are turning to beer as a preferred beverage and should be targeted as potential consumers.** Of these beer drinkers, 50 percent are between the ages of 22 and 44 with younger consumers—who want purchases that represent a good value—the most engaged (Bloom, 2017). Younger beer drinkers, aged 21 to 30, are also more likely to experiment with beer and have the highest per capita spending (Lombardo, 2018). **Insight: Client should target the younger market who spend more on beer.** The 40 percent of the U.S. population that drinks craft beer is 68 percent male and 31 percent female (Watson, 2018). This craft market is defined as beer that is made in a traditional or non-mechanized way by a small brewery; the market is niche and differs in each community.

Many consumers are seeking quality over quantity and 37 percent are willing to pay more for alcohol that brings “extra levels of enjoyment and indulgence” (Arthur, 2018). Those who drink craft beer are drawn to the small-scale production and exclusivity of the products; these consumers want high-quality and unique beer. **Insight: AB InBev should highlight how its beers also are unique and can use small-scale productions.** Although the craft beer industry is continuing to grow, consumers say company size does not play a big role in their perception of quality and only 30 percent think small breweries make better beer than large companies (Bloom, 2017). As a whole, 60 percent of beer drinkers say brand is a factor in their choices and another 44 percent say style is important (Bloom, 2017). According to a 2015 Global Corporate Sustainability Report from Neilson, 66 percent of people are willing to spend more on a product that comes from a sustainable brand (Landrum, 2017). People, millennials especially, want to see

that a company is invested in the betterment of society, prioritize making an impact and involve customers in their good works (Landrum, 2017). **Insight: A potential communications push for AB InBev to show it is not only a beer producer, but also a world changer.**

## SITUATION ANALYSIS

**Where we are now:** AB InBev is the clear leader in the beer market as the largest producer of beer through its 500 different brands sold worldwide, as well as its acquisitions of 10 smaller breweries. Despite the company's large share of the market, its position is falling due to volatility in consumer preferences as people turn toward craft, alcohol-free and Mexican beers. To retain its place, AB InBev acquired SABMiller and continues its large sponsorships for the NFL, NBA and other large events and concerts. The company is currently redefining itself as the producer of beers that bring people together across generations and communities. AB InBev, made up of 200,000 employees across the world, is also concentrating on developing talent at home, empowering communities to become sustainable and helping small retailers grow.

**Potential barriers to success:** AB InBev faces a challenge to appeal to craft consumers who are drawn to craft beer because of its local flair, attention to detail and degree of expertise. Beer drinkers also are opposed to large corporations that do not support small, local businesses, as craft breweries are usually marketed to consumers. These beer drinkers are also looking for the latest trend and niche markets that diversify their consumption. Because of this, craft breweries are capturing some of AB InBev's market share. The beer market as a whole is shifting as well, which poses a challenge to AB InBev. Consumers with more disposable income are looking to make more health-conscious or socially responsible choices that reflect their personal values. They are putting their money where their values are, so to speak. AB InBev also faces a challenge, as its communications are specific to its products and not to the company as a whole, resulting in disjointed communications campaigns across its products. Although AB InBev cannot change the taste of its beer or the size of its company to appeal to craft drinkers, it can create a cohesive communications plan that positions the beer producer in a favorable light.

## CORE PROBLEM

AB InBev's competitors, especially craft breweries, are taking the company's market share by highlighting their unique brewing process and their small-business environment. If AB InBev does not focus on its own similar efforts, it will continue to lose sales and its position in the beer industry.

## GOAL

Position AB InBev as a proponent of small businesses and sustainable initiatives that is looking out for the good of society.

## OBJECTIVES

### Objective 1

Establish relationships with 10 consumer influencers by June 30, 2019.

### Objective 2

Raise awareness of AB InBev's Better World plan by 50 percent by Dec. 31, 2019.

### Objective 3

Attract 5,000 more followers to AB InBev's corporate Twitter and Facebook pages by Aug. 31, 2019.

### Objective 4

Highlight AB InBev's small-business partnerships through earned media placements and local news stories in 10 U.S. markets by Oct. 31, 2019.

## KEY PUBLICS



### Key Public 1: Millennial Women

- **Demographics:** Millennial women make up half of the largest generation in the U.S., which is nearing 80 million people (Macke, 2018c). This group was born between 1981 and 1996 and is now between 22 and 37 years old. They are on track to be the most educated generation yet. Millennial women have average salaries, as they are midcareer; half have kids and nearly half are urban dwellers (Macke, 2018c).
- **Psychographics:** This group is full of risk takers that want to develop unique interests through hard work. Millennial women believe their family, friends and home give them the most satisfaction (Macke, 2018c). More than half plan their purchases, but this group is known for their impulse buys. When this group does spend its money, it is more likely to do business with corporations with CSR practices (Landrum, 2017). Although they have less financial security, millennial women prioritize spending on dining and entertainment (Macke, 2018c).
- **Motivating Self-Interests:** Millennials want to have rich interests and passions outside of work that help them stand out in the crowd (Macke, 2018c). Women especially want to



break away from old traditions, while also making family a top priority as they settle down and find roots (Macke, 2018c). This group is optimistic about their futures and is anticipating moving up in their careers during the next 12 months (Macke, 2018c). Inclusion and diversity is also an important motivator for this group.

- **Relationship to the Product:** Beer consumption among women is on the rise as 39 percent reported drinking beer in 2017 compared to 29 percent in 2015 (Boom, 2017). Beer is also seen as a “good value” and affordable.
- **Influencers/Interveners:** Friends, social media “influencers” and celebrities can influence this public.
- **Preferred Communications Channels:** Social media sites like Instagram and Twitter and social media influencers are the most important ways to reach this group as more than half follow brands and influencers on social networking sites (Macke, 2018c). Online media and mobile communications are also important, as well as word of mouth marketing.
- **Objectives They Will Help Accomplish:** 1, 2, 3

### Key Public 2: Recent Male College Graduates

- **Demographics:** Recent male college graduates are made up of the youngest millennials and the oldest Generation Z. They are of between the ages of 21 to 25 and recently became of legal drinking age. They are entering the workforce and have more discretionary income to spend on food and entertainment (Lombardo, 2018). This public is also the most racially diverse group in history (Moran, 2016).
- **Psychographics:** This group is seen as innovators and trend-setters (Nielsen, 2014). They are great at multi-tasking and many are starting their careers or buying homes (Moran, 2016).
- **Motivating Self-Interests:** This group is motivated by their desire to build their careers and build relationships over time (Moran, 2016). They like to interact with friends and family online and want to devote time to fun experiences.
- **Relationship to the Product:** This key public is important because they are also the biggest consumer of craft beer, which is the market AB InBev is trying to recapture. Young adults are looking for niche and premium markets to diversify their alcohol consumption (Lombardo, 2018). Younger drinkers are the most engaged group and tend to turn to beer 29 percent of the time (Macke, 2018c).
- **Influencers/Interveners:** Friends, colleagues, celebrities and athletes.
- **Preferred Communications Channels:** As digital natives, this group mainly uses social media to communicate with friends and brands (Moran, 2016). Online marketing and streaming services are also a way to reach this group.
- **Objectives They Will Help Accomplish:** 1, 2, 3

### Key Public 3: Generation X Men

- **Demographics:** Born between 1965 and 1980, Generation X is caught between the overpowering generations of the Baby Boomers and the Millennials (Dulaney & Edwards, 2015). Now in middle age, the group is likely to have switched careers or started their own businesses during their lifetimes. They have a median income of \$43,000 (Dulaney & Edwards, 2015).

- **Psychographics:** Generation X men were children during times of society shifts as protests were happening on college campuses, soldiers were sent to Vietnam and Martin Luther King, Jr. marched on Selma (Dulaney & Edwards, 2015). They were “latch-key kids” as more mothers went to work and the divorce rate increased (Dulaney & Edwards, 2015). These societal shifts caused Gen X to be viewed as a cynical generation, but they are also known for forging their own success and fighting for what they want (Dulaney & Edwards, 2015). They are proponents of diversity, technology and LGBT rights, and are opting to settle down later in life.
- **Motivating Self-Interests:** This public believes happiness is dependent on their decisions and is motivated to act based on what will bring them the most joy (Dulaney & Edwards, 2015). They are motivated to forge their own success through entrepreneurship, which aligns with their bohemian spirit (Dulaney & Edwards, 2015).
- **Relationship to the Product:** About 37 percent are in Generation X age range, making them one of the larger age groups that consume beer (Bloom, 2017). They often feel “forgotten” by brands and, as long-term consumers of beer, they have found their preferred drinks in AB InBev’s products. They are drawn to AB InBev’s affordable options and see the value in the beers.
- **Influencers/Interveners:** Industry leaders, friends and experts.
- **Preferred Communications Channels:** Traditional media, social media and email.
- **Objectives They Will Help Accomplish:** 1, 2, 4



## BRAND POSITION AND FRAMING

AB InBev’s position in the beer industry is a Catch 22 for the brand. As owner of 37.5 percent of the market, AB InBev has the largest reach; however, its expansive brand is seen as a drawback to the company’s beer offerings. Craft drinkers see AB InBev’s beers as a mass production that are all created in large facilities and silos. This perception does not appeal to craft drinkers who are

looking for niche beer or mom-and-pop breweries to support with their beer choices.

AB InBev cannot change its products’ taste, but it can stand out among the crowd with its focus on sustainable initiatives and its support of small businesses throughout its production process. The company’s focus on corporate social responsibility will help AB InBev appeal to new customers, as well as customers who switch to craft beer, because of its focus on bettering society. The goal is not to take on the role of the craft market, but to continue placing AB InBev as a leader in the industry. The company’s “Better World” plan goes steps ahead of others and acts as a model for all to follow. When people think of AB InBev, they should envision a company that not only produces good beers, but also takes proactive steps to help others and the environment. The new desired brand position for AB InBev is as an industry leader, which promotes innovative business practices and social corporate responsibility.

This position will be achieved using the following frames:

- Responsibility: The key publics could understand that they can also be part of AB InBev's goals to preserve the environment and support small businesses by purchasing the company's products. They take an active role in the matter.
- Situation: AB InBev will encourage key publics to recall their enjoyable experiences while drinking the company's beers, while also reminding them of those who helped make the beer possible.

## MESSAGES

The purpose of this messaging is to convince the key publics that AB InBev is a wide-reaching beer company that is using its power for good. The tone of the message should be fun and collaborative.

### ***Key Public: Millennial Women***

**Primary Message 1:** Every purchase you make of an AB InBev beer helps save the planet.

- Secondary Message: Water conservation efforts are underway at AB InBev, the world's largest brewer by volume, to meet the United Nations' Water Mandate to implement water sustainability practices (Roach, 2013).
- Secondary Message: Last year, AB InBev signed a power-purchase agreement with Enel Green Power so 50 percent of its electricity comes from renewables (Frangoul, 2018).

**Message 2:** AB InBev's beers are for all. Consumers of all backgrounds, ages, races and genders can enjoy cracking open a cold one produced by the company.

- Secondary Message: Researchers found that women who drink beer one or two times a week reduce their risk of heart attacks by 30 percent (University of Gothenburg, 2015).
- Secondary Message: AB InBev launched a free collection of stock photography featuring a diverse set of drinkers and brewery employees (Pomranz, 2018).

### ***Key Public: Recent Male College Graduates***

**Primary Message 1:** AB InBev is its own trendsetter. It develops beers that taste good and make people feel good, while also doing good.

- Secondary Message: AB InBev started a 100+ accelerator project to partner with local startups and entrepreneurs tackling sustainability challenges (Siegner, 2018).
- Secondary Message: As one of the largest buyers of glass and aluminum, AB InBev is working to use more light-weight products and is recycling waste from its breweries (AB InBev, 2017).
- Secondary Message: The world's largest brewer developed a new technique for brewing beer that saves energy while maintaining the beer's flavor. The patented process will be shared with small brewers free of charge (Bradshaw, 2018).

**Primary Message 2:** Because of its reach, AB InBev is available in every bar, restaurant and store for a fair price.

- AB InBev's leading beers like Bud Light and Budweiser cost about \$5 less than most craft competitors.



- AB InBev produces 500 beer brands that are sold in all 50 states (Lombardo, 2018).

### ***Key Public: Generation X Men***

**Primary Message 1:** Although it is a large corporation, AB InBev believes in supporting the entrepreneur and the dreamer. Every beer you drink supports a local entrepreneur in your community.

- Secondary Message: AB InBev partners with 50,000 local farmers in communities throughout the United States to produce its beer (AB InBev, 2017).
- Secondary Message: The company believes in growing local talent at home, which in turn makes communities stronger (Vizard, 2018).

**Primary Message 2:** The joy you get from drinking an AB InBev beer, is the same joy you will get knowing it is helping someone else.

- Secondary Message: Consumers experience more happiness when they express their identity through spending and purchases that match their personality (Newman, 2016).
- Secondary Message: AB InBev's local products are "made in the USA" and bring business to small communities (Macke, 2018b).

## **STRATEGIES AND TACTICS**

### ***All Publics***

**Strategy 1:** Develop a digital marketing program that highlights AB InBev's Better World plan.

- **Tactic 1a:** Create a video series that centers on AB InBev employees' contribution to the sustainable brewing process.
  - o Identify eight brewers and farmers in small towns in the United States who would be willing to share their AB InBev story with the public.
  - o Encourage selected participants to discuss how AB InBev has helped their business and has directed them toward sustainable practices.
  - o Partner with an outside film company to produce and edit eight videos that are one to two minutes in length.
  - o From April to November, upload one video per month to YouTube.
- **Tactic 1b:** Host monthly Twitter chats with brewery owners and operators to inform key publics of how AB InBev creates a sustainable brewing and bottling process worldwide.
  - o Select brewery owners and operators from AB InBev's flagship brands, like Bud Light, to spearhead Twitter chats.
  - o Encourage chosen Twitter chat leaders to participate in media training before their Twitter chat event.
  - o Have Twitter chat leads use the #BrewingABetterWorld hashtag.
- **Tactic 1c:** Establish a Better World blog that details the company's corporate social responsibility objectives and its progress toward each goal.
  - o Develop blog posts that detail different aspects of the Better World plan from water conservation to energy savings.
  - o Post on blog twice a month to encourage traffic to the site and consumer engagement with the Better World plan.
  - o Write posts that highlight AB InBev's influence in the community and on the environment.

- Feature produced video content on blog posts with written content that succinctly describes each video's speaker, job title and influence on the brewing process.

### ***Millennial Women***

**Strategy 2:** Create an online conversation about AB InBev's positive business practices.

- **Tactic 2a:** Feature a female employee that contributes to the AB InBev brewing process on the Better World blog.
  - Identify women in different roles throughout AB InBev to be highlighted on the blog.
  - Interview women about their experiences at AB InBev and how their perspective is an asset to the company's brewing process.
  - Describe the employee's individual contribution to the company that helps it maintain the success it has today.
  - Take a photo of each female employee "on the job" to be included alongside post.
- **Tactic 2b:** Share a condensed version of the blog post and a photo of the female entrepreneur on AB InBev's social media accounts.
  - Tweet 140-character posts that name each employee and includes a fun fact about her professional work.
  - Create Facebook posts that include direct quotes from the employee about their role at AB InBev.
  - Post to Instagram about each employee and highlight her essential role at AB InBev.
  - Include the hashtag #BrewingABetterWorld and the employee's photo in all of the social media posts.
- **Tactic 2c:** Craft a monthly e-newsletter that directs consumers to the Better World blog and details AB InBev's work during the past month.
  - Develop an e-newsletter that includes recent blog posts and new video content on the Better World blog.
  - Allow visits to the blog to sign up for the e-newsletter with an easy-to-find button on the site.
  - Offer one-time product discounts to consumers who "click through" from the e-newsletter to the Better World blog.

**Strategy 3:** Position AB InBev as a popular choice among key public's thought leaders.

- **Tactic 3a:** Establish relationships with trusted female bloggers to emphasize AB InBev brands' appeal to women in social settings.
  - Identify bloggers in 10 major U.S. markets, like Los Angeles and Portland, who are willing to create content on their sites that promote AB InBev beers.
  - Gift selected influencers three different AB InBev products to taste test or feature on their blogs.
  - Encourage bloggers to take photos of the AB InBev beers at their home or at their events.
  - Have bloggers share photos and blog posts on their social media accounts with the hashtag #BrewingABetterWorld.

- **Tactic 3b:** Feature one blogger on the AB InBev Twitter and Facebook accounts quarterly to highlight their support for the company's products at their own parties and events.
  - o Evaluate the blog and social posts from partnership bloggers and choose ones that have the most viewership or engagement online.
  - o Re-post content from their blogs with AB InBev's own spin on the post. Twitter example: "@whatsgabbycookin knows all good meals require an even better drink. That's why she pairs her favorite burger recipe with our Modelo #BrewingABetterWorld"
  - o Include photos of the bloggers with the beers on all Facebook and Twitter posts.
- **Tactic 3c:** Host a meet-and-great event at U.S. brewery locations with food and drink bloggers from the area.
  - o Announce event on AB InBev's Twitter and Facebook pages that detail the events' dates, times and locations, as well as each blogger that will be in attendance.
  - o Give attendees samples of beers produced from the vats at the brewery.
  - o Encourage attendees to take photos and share on their social pages with the hashtag of #BrewingABetterWorld.

### ***Recent Male College Graduates***

**Strategy 4:** Utilize the time male college graduates spend on social media.

- **Tactic 4a:** Develop a Reddit channel at u/AnheiserBusch that features updates from the company about its products, offerings and Better World plan.
  - o Use the AB InBev media email to create a Reddit account.
  - o Create a subreddit with the name "Anheuser Busch" as this is the name that is most easily recognized.
  - o Write a description for the subreddit, make it a public forum and do not limit the content that can be posted on the account.
  - o Share the subreddit on related communities like /r/beer and /r/alcohol to get Reddit users to travel to the new subreddit.
  - o Add posts to the subreddit from the Better World blog that detail the company's sustainable brewing process, local partnerships and female employees.
- **Tactic 4b:** Host a quarterly Reddit AMAs (Ask Me Anything) where AB InBev's brewers or celebrity spokespeople answer questions about a beer brands such as Budweiser or Stella Artois.
  - o Tap two established celebrity spokespeople, like Chris Pratt, to discuss their endorsements of AB InBev products. Pratt's for example would be for Michelob Ultra.
  - o Have the celebrity spokespeople announce their AMA on their social media accounts with the date, time and link to the Anheuser Busch subreddit.
  - o Ask two brewers from popular brands like Bud Light to host two AMAs about the brewing process from its inception to its bottling.
  - o Announce the quarterly AMAs on the AB InBev social media accounts with the date, time and link to tune in. The posts should be shared a week before each event.



- **Tactic 4c:** Write and share posts about AB InBev’s Better World plan on the company’s Twitter with the hashtag #BrewingABetterWorld.
  - o Craft posts that feature insights from the AMA about the AB InBev brewing process.
  - o Include photos of brewers working on the ground level to ensure AB InBev is conserving water and using high-quality resources.
  - o Share 30-second snippets from produced videos that show how local entrepreneurs are contributing to the sustainable brewing process.

**Strategy 5:** Develop sponsorships with a new generation of celebrity athletes and influencers.

- **Tactic 5a:** Pitch the idea of individual beer brand sponsorships to celebrity agents.
  - o Negotiate sponsorship price with agents to get the best value for the agreements.
  - o As part of the sponsorships, the celebrity influencers will post about their beer of their choice on their Twitter, Instagram and Facebook pages, tag AB InBev and use the hashtag #BrewingABetterWorld.
  - o The celebrities will also be gifted swag items like hats to wear.
- **Tactic 5b:** Foster partnerships with a famous eSports streamer like Fortnite player “Ninja,” also known as Richard Blevins, or two-time streamer of the year “Imaqtpie,” also known as Michael Santana.
  - o As part of the collaboration, the eSports athlete will wear an AB InBev swag item like a hat or a sweatshirt that has a beer logo and name during a stream.
  - o There will also be an ad in the top right corner for AB InBev that will be visible throughout the entirety of the stream.
  - o At the start of the stream, the eSports athlete will note that the stream is being sponsored by AB InBev.
- **Tactic 5c:** Partner with a famous YouTuber, like Dude Perfect—a sports entertainment company—or Casey Neistat—a viral filmmaker—to feature an AB InBev beer brand in one of their adventure-based original videos.
  - o Have the YouTuber feature AB InBev products in its video and note in the description that the video is sponsored by AB InBev.
  - o Encourage the chosen YouTuber to share the video on their active social media accounts with a note that the video was sponsored by AB InBev. The YouTuber will also tag AB InBev and include the hashtag #BrewingABetterWorld.

### ***Generation X Men***

**Strategy 6:** Leverage relationships with trusted media outlets to share information and news about the Better World plan.

- **Tactic 6a:** Draft bylined articles and op-eds from key company leaders and spokespeople.
  - o Write articles about the need for breweries to make their business practices sustainable.
  - o Write op-eds about the beer industry’s need to be a leader in protecting the planet and preserving small businesses.
  - o In both the bylined article and op-eds, include snippets of information about how AB InBev is already working to be a leader in sustainable brewing through its Better World Plan.

- Pitch bylined articles and op-eds to newspapers in top 10 markets like the Los Angeles Times and Chicago Tribune, as well as to popular business magazines like Entrepreneur.
- **Tactic 6b:** Place advertorials about small business owners working with AB InBev in publications read by Generation X Men like GQ, Forbes and Sports Illustrated.
  - Interview AB InBev employees to be quoted and photographed for the advertorials.
  - Write advertorials that describe the Better World plan from a brewer or farmer perspective.
  - Work with selected publications' advertising departments to ensure placement and publication of the advertorials.
- **Tactic 6c:** Discuss the Better World plan on popular morning television shows.
  - Host media trainings for company leaders who will appear on the television segments.
  - Pitch the Better World plan idea to shows like "Good Morning America" and "Today" that feature a variety of news including entertainment and food.
  - Gift shows with AB InBev products to drink or try as they discuss the Better World plan and brewing process with company leaders.

**Strategy 7:** Encourage Generation X men to interact with AB InBev brands at sporting events.

- **Tactic 7a:** Host in-person pop-up events at major football games, which feature beers "Made in the USA" and the brewers who make them.
  - Ask brewers in local areas to attend the sporting event to pass out items and share their stories.
  - Encourage brewers to wear AB InBev apparel and Budweiser hats so they are easily identifiable.
  - Gift swag items like beer cans, stickers, key chain bottle openers to people who interact with AB InBev's booths by spinning a prize wheel.
- **Tactic 7b:** Host a monthly Twitter giveaway for AB InBev products. To enter, fans must share a photo of them drinking an AB InBev beer at a sporting game with the hashtag #BrewingABetterWorld.
  - Select the most with the most likes and retweets and award them with a free 12-pack of their choice and a speciality AB InBev glass.
- **Tactic 7c:** Capture photographers of sports fans drinking AB InBev beer at games to feature on the company's social media.
  - Employ an in-house photographer to take photos of the various sporting events.
  - Tell photographed attendees to look at the Better World blog for the posted photos.
  - Add a watermark to the bottom corner of each photo with the hashtag #BrewingABetterWorld.
  - Pick the best photos to appear on AB InBev's Twitter, Facebook and Instagram accounts with the hashtag #BrewingABetterWorld.

## CALENDAR

2019	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
<b>ALL PUBLICS</b>												
<b>Strategy 1: Develop a digital marketing program that highlights AB InBev's Better World plan</b>												
Create video series												
Host Twitter chats with industry leaders												
Establish a Better World blog												
<b>MILLENNIAL WOMEN</b>												
<b>Strategy 2: Create an online conversation about AB InBev's positive business practices</b>												
Feature female entrepreneur on blog												
Share version of blog post on social media												
Craft monthly e-newsletter												
<b>Strategy 3: Position AB InBev as a popular choice among key publics' thought leaders</b>												
Establish relationships with female bloggers												
Feature blogger on AB InBev social media												
Host meet-and-greets at local breweries												
<b>RECENT COLLEGE GRADUATES</b>												
<b>Strategy 4: Utilize the time male college graduates spend on social media</b>												
Develop an ABInBev Reddit Channel												
Host Reddit AMAs with company leaders												
Write posts with #BrewingABetterWorld												
<b>Strategy 5: Develop sponsorships with a new generation of celebrity athletes and influencers</b>												
Pitch sponsorships to celebrity agents												
Foster partnership with eSports streamer												
Partner with popular YouTuber												

2019	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
<b>GENERATION X MEN</b>												
<b>Strategy 6: Leverage relationships with trusted media outlets to share information and news about the Better World plan</b>												
Draft bylined articles from and op-eds												
Place advertorials about small businesses												
Discuss Better World plan on morning show												
<b>Strategy 7: Encourage Generation X men to interact with AB InBev brands at sporting events</b>												
Host in-person pop-up events												
Host monthly giveaway for products												
Capture photographs of fans at games												
<b>EVALUATION METHODS</b>												
Partner with key bloggers												
Track social media posts from bloggers												
Approve contracts with eSports athletes												
Approve contracts with YouTube creators												
Review post analytics, online streams												
Pre-test of Better World Plan												
Post tests of Better World Plan												
Track online mentions of Better World												
Evaluate social media activity												
Analyze click-through rates												
Count followers on Facebook and Twitter												
Re-count followers on Facebook and Twitter												
Leverage relationships with media outlets												
Measure media placement's reach												



## BUDGET

AB InBev has an extensive internal marketing and communications team that handles the company's social media, internal and external communications, website and other materials. Because of this, AB InBev's in-house teams will handle many elements of the plan. The tactics handled in house are referenced in the "Internal" section and are not counted in the Strategy Subtotals or Final Plan Totals. ✓

	Internal	Cost Per Item	Quantity	Subtotal	Notes
<b>ALL PUBLICS</b>					
<b>Strategy 1: Develop a digital marketing program that highlights AB InBev's Better World plan</b>					
Create video series		\$4,000	6	\$24,000	Reduced price b/c employees are used
Host Twitter chats	✓	\$20	48 hours	\$960	Cost is average hourly rate of employee
Establish a Better World blog	✓	\$1,500	1	\$1,500	Developed by AB InBev web team
<b>Strategy 1 Total</b>				<b>\$24,000</b>	
<b>MILLENNIAL WOMEN</b>					
<b>Strategy 2: Create an online conversation about AB InBev's positive business practices</b>					
Feature female entrepreneur on blog	✓	\$20	44 hours	\$880	Cost is average hourly rate of employee
Share version of post on social media	✓	\$20	22 hours	\$440	Cost is average hourly rate of employee
Craft monthly e-newsletter		\$100	15 hours	\$1,500	Cost is for development
<b>Strategy 2 Total</b>				<b>\$1,500</b>	
<b>Strategy 3: Position AB InBev as a popular choice among key publics' thought leaders</b>					
Establish relationships with bloggers	✓	\$20	20 hours	\$400	Cost is average hourly rate of employee
Feature on AB social media	✓	\$20	20 hours	\$400	Cost is average hourly rate of employee
Host meet and greets at breweries		\$3,000	4 events	\$12,000	Cost is to put on event
<b>Strategy 3 Total</b>				<b>\$8,000</b>	

	Internal	Cost Per Item	Quantity	Subtotal	Notes
RECENT COLLEGE GRADUATES					
Strategy 4: Utilize the time male college graduates spend on social media					
Develop ABInBev Reddit Channel	√	\$20	5 hours	\$100	Cost is average hourly rate of employee
Host Reddit AMAs with leaders	√	\$20	55 hours	\$1,100	Cost is average hourly rate of employee
Craft posts, #BrewingABetterWorld	√	\$20	840 hours	\$16,800	Cost is average hourly rate of employee
Strategy 4 Total				\$0	
Strategy 5: Develop partnerships with a new generation of celebrity athletes and influencers					
Pitch sponsorships to agents	√	\$20	20 hours	\$400	Cost is average hourly rate of employee
Collaborate with eSports streamer		\$80,000	1	\$80,000	Cost is for sponsorship of streams
Partner with popular YouTuber		\$80,000	1	\$80,000	Cost is for sponsorship of one video
Strategy 5 Total				\$160,000	
GENERATION X MEN					
Strategy 6: Leverage relationships with trusted media outlets to share news about the Better World plan					
Draft bylined articles and op-eds	√	\$20	80 hours	\$1,600	Cost is average hourly rate of employee
Place advertorials in papers		\$15,000	7	\$105,000	Cost for placing an advertorial
Discuss Better World on TV shows	√	\$20	30 hours	\$600	Cost is average hourly rate of employee
Strategy 6 Total				\$105,000	
Strategy 7: Encourage Generation X men to interact with AB InBev brands at sporting events					
Host in-person pop-up events		\$2,000	4	\$8,000	Price to purchase items for events
Host giveaway for products		\$50	11	\$550	Price to produce swag items
Capture photos of fans at games	√	\$20	11 games	\$1,320	Cost is average hourly rate of employee for 6 hours at each game
Strategy 7 Total				\$8,550	

	Internal	Cost Per Item	Quantity	Subtotal	Notes
<b>EVALUATION METHODS</b>					
Partner with key bloggers	√	\$20	20 hours	\$400	Cost is average hourly rate of employee
Track blogger social media posts		\$0	4	\$0	No cost, handled outside by blogger
Approve eSports contracts		\$0	1	\$0	No cost for finalizing contract
Approve YouTuber contracts		\$0	1	\$0	No cost for finalizing contract
Review analytics, online streams		\$0	8	\$0	No cost, handled through contracts
Pre-test of Better World Plan	√	\$20	50 hours	\$1,000	Cost is average hourly rate of employee
Post tests of Better World Plan	√	\$20	100 hours	\$2,000	Cost is average hourly rate of employee
Track mentions of Better World	√	\$20	100 hours	\$2,000	Cost is average hourly rate of employee
Evaluate social media activity	√	\$20	100 hours	\$2,000	Cost is average hourly rate of employee
Analyze click-through rates	√	\$20	100 hours	\$2,000	Cost is average hourly rate of employee
Count followers FB and Twitter	√	\$20	0.5 hour	\$10	Cost is average hourly rate of employee
Re-count above followers	√	\$20	0.5 hour	\$10	Cost is average hourly rate of employee
Leverage relationship with media	√	\$20	60 hours	\$1,200	Cost is average hourly rate of employee
Measure media placement's reach	√	\$20	15 hours	\$300	Cost is average hourly rate of employee
<b>Evaluation Total</b>				<b>\$0</b>	
<b>Plan Total</b>				<b>\$307,050</b>	

## MEASUREMENT AND EVALUATION

The goals and objectives in this communications plan will be achieved with the strategies and tactics outlined above. To ensure this plan is successful, the following evaluation methods will be utilized.

### **Establish relationships with 10 consumer influencers by June 30, 2019.**

The evaluation method is determined by whether or not AB InBev is able to partner with women bloggers, YouTubers and eSports athletes and in the first six months of the campaign. If so, the objective will be achieved. To determine the depth of these relationships, the AB InBev team will review various analytics. The partnerships with female bloggers will be tracked with posts that include the key phrase “Brewing a Better World” and include photos of AB InBev products in social settings. The partnerships with the chosen YouTubers and eSports athlete will be tracked by AB InBev’s marketing and communications teams who will be handling the contracts for sponsorships with each individual influencer. The success of the blog posts will be tracked with online monitoring and analysis as bloggers will provide AB InBev with a report a month after their post is published that details the number of visitors and the average time spent on the post. YouTubers will provide a similar report to AB InBev with analytics of how many viewers watched the sponsored video and where these users were from. The eSports athlete and YouTuber will share details of their sponsored stream with AB InBev that details how many people were watching the stream when the ad appeared and what comments were left, if any, about the sponsored posts.

### **Raise awareness of AB InBev’s Better World plan by 50 percent by Dec. 31, 2019.**

Before the campaign begins, AB InBev will conduct a pre-test survey of customers and non-customers in early-January 2019 to determine the awareness of the Better World plan. This pre-test will be used as a baseline that will then be compared to post-tests of the same sized groups quarterly on March 31, 2019, June 30, 2019, Sept. 30, 2019 and Dec. 31, 2019. If the awareness increases, then the objective is achieved. AB InBev will also track the amount of social media activity and mentions of the “Better World” plan or #BrewingABetterWorld hashtag on Facebook, Twitter, Instagram, LinkedIn and YouTube throughout the length of the campaign using sites like Hootsuite. The evaluation of social media activity will be tracked on the first of each month from March to December to assess the tone of conversations surrounding the Better World plan. In addition, click-through rates to the Better World blog from the company’s e-newsletter or social media posts will be tracked.

### **Attract 5,000 more followers to AB InBev’s corporate Twitter and Facebook pages by Aug. 31, 2019.**

Before the campaign begins, AB InBev will count the number of followers it has on its Twitter page and its Facebook page. This number will act as the baseline for both social media channels throughout the campaign. Eight months into the campaign, on Aug. 31, 2019, AB InBev will take another count of its followers on its Facebook and Twitter pages. If each number increases by 5,000, the objective was achieved.

### **Highlight AB InBev’s small-business partnerships through earned media placements and local news stories in 10 U.S. markets by Oct. 31, 2019.**



This objective will be achieved if AB InBev leverages its relationships with media outlets to place stories about its small business partnerships in 10 U.S. markets in the first 10 months of the campaign. Depending on the nature of the publication and its audience, these earned media placements can be bylined articles, advertorials or op-eds. However, they must appear in top markets like Los Angeles, New York and Chicago to capitalize on the reach of each publication. Each earned media will be measured by its reach, which is based on the readership of each publication.

## APPENDICIES

### Appendix – SWOT Analysis

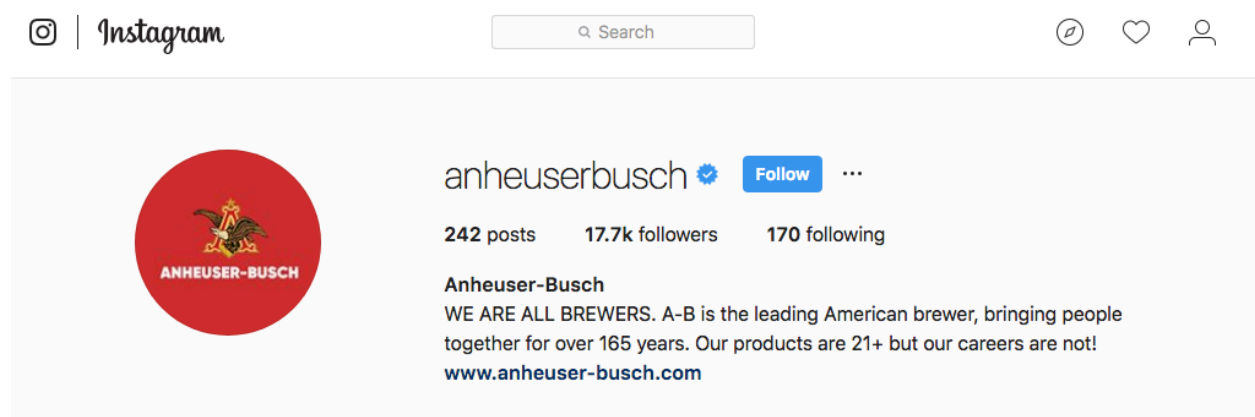
<b>Strengths</b> <ul style="list-style-type: none"><li>- Largest brand in beer market</li><li>- AB InBev has the biggest market share with the largest number of beers</li><li>- Its brand and its beers are easily recognizable</li><li>- Longtime beer drinkers are usually loyal consumers</li><li>- Current marketing efforts bring humor and fun to products</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>- Largest brand in beer market</li><li>- Speculation that the company is trying to squash smaller craft companies</li><li>- Company is struggling to maintain its relevance</li><li>- Communications campaigns focus on individual brands and not AB InBev as a whole</li><li>- Brand's beers do not appeal to all newly legal drinkers</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>- Potential partnerships with NBA and MLB athletes</li><li>- CSR practices with focus on sustainability, community engagement and small business growth</li><li>- Products are seen as affordable and accessible</li><li>- Demonstrate how AB InBev has supported the communities it manufactures its beers in</li><li>- Leverage social media for greater engagement with younger consumers</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>- Changing consumer tastes for more niche beer products</li><li>- Competition with a growing number of craft beer producers</li><li>- Some consumers are trying to limit their alcohol consumption</li><li>- Consumers want to support small businesses and not large corporations</li><li>- Craft breweries are more embedded in local communities than AB InBev is</li></ul>

## Appendix – Confirmation Table

<b>Key Public</b>	<b><i>Millennial Women</i></b>	<b><i>Recent Male College Graduates</i></b>	<b><i>Generation X Men</i></b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>- Establish relationships with 10 consumer influencers</li> <li>- Raise awareness of Better World plan</li> <li>- Attract 5,000 more followers to AB InBev's Facebook and Twitter pages</li> </ul>	<ul style="list-style-type: none"> <li>- Establish relationships with 10 consumer influencers</li> <li>- Raise awareness of Better World plan</li> <li>- Attract 5,000 more followers to AB InBev's Facebook and Twitter pages</li> </ul>	<ul style="list-style-type: none"> <li>- Establish relationships with 10 consumer influencers</li> <li>- Raise awareness of Better World plan</li> <li>- Establish earned media placements in 10 U.S. markets</li> </ul>
<b>Self-interests</b>	<ul style="list-style-type: none"> <li>- Passions outside of work to stand out</li> <li>- Desire to break away from traditions</li> <li>- Prioritizing family</li> <li>- Optimistic about futures</li> <li>- Inclusion and diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Desire to build careers</li> <li>- Grow relationships over time</li> <li>- Interact with family and friends online</li> <li>- Devote time to fun experiences</li> </ul>	<ul style="list-style-type: none"> <li>- Happiness is dependent on decisions</li> <li>- Chooses what brings them most joy</li> <li>- Forge own success through entrepreneurship</li> <li>- Bohemian spirit</li> </ul>
<b>Primary Messages</b>	<ul style="list-style-type: none"> <li>- Every purchase you make of an AB InBev beer helps save the planet</li> <li>- AB InBev's beers are for all</li> </ul>	<ul style="list-style-type: none"> <li>- AB InBev is its own trendsetter</li> <li>- Because of its reach, AB InBev is available in every bar and restaurant</li> </ul>	<ul style="list-style-type: none"> <li>- AB InBev believes in supporting the entrepreneur</li> <li>- The joy you get from drinking an AB InBev beer</li> </ul>
<b>Influencers</b>	<ul style="list-style-type: none"> <li>- Friends</li> <li>- Social media influencers</li> <li>- Celebrities</li> </ul>	<ul style="list-style-type: none"> <li>- Friends</li> <li>- Colleagues</li> <li>- Celebrities/Athletes</li> </ul>	<ul style="list-style-type: none"> <li>- Industry leaders</li> <li>- Friends</li> <li>- Experts</li> </ul>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>- Develop a digital marketing program</li> <li>- Create an online conversation about business practices</li> <li>- Position AB InBev as popular choice among thought leaders</li> </ul>	<ul style="list-style-type: none"> <li>- Develop a digital marketing program</li> <li>- Utilize time spent on social media</li> <li>- Develop partnerships with a new generation of celebrity athletes and influencers</li> </ul>	<ul style="list-style-type: none"> <li>- Develop a digital marketing program</li> <li>- Leverage relationships with trusted media outlets to share Better World plan</li> <li>- Encourage interaction at sporting events</li> </ul>
<b>Tactics</b>	<ul style="list-style-type: none"> <li>- Create a video series about AB InBev employees</li> <li>- Host monthly Twitter chats with brewery owners</li> <li>- Establish a Better World blog</li> <li>- Feature female employee on blog</li> <li>- Share condensed version of blog post on social media</li> <li>- Craft monthly e-newsletter</li> <li>- Establish relationships with female bloggers</li> <li>- Feature on blogger on Facebook and Twitter accounts</li> <li>- Host meet-and-great events at U.S. breweries with bloggers</li> </ul>	<ul style="list-style-type: none"> <li>- Create a video series about AB InBev employees</li> <li>- Host monthly Twitter chats with brewery owners</li> <li>- Establish a Better World blog</li> <li>- Develop a Reddit channel at u/AnheiserBusch</li> <li>- Host quarterly Reddit AMAs</li> <li>- Write and share Twitter posts with #BrewingABetterWorld</li> <li>- Pitch sponsorships</li> <li>- Foster partnerships with eSports streamer</li> <li>- Partner with famous YouTuber</li> </ul>	<ul style="list-style-type: none"> <li>- Create a video series about AB InBev employees</li> <li>- Host monthly Twitter chats with brewery owners</li> <li>- Establish a Better World blog</li> <li>- Draft bylined articles and op-eds from leaders</li> <li>- Place advertorials about AB InBev</li> <li>- Discuss Better World plan on morning TV shows</li> <li>- Host pop-up events at major football games</li> <li>- Host monthly Twitter giveaway for AB InBev products</li> <li>- Capture photographs of sports fans drinking AB InBev at games</li> </ul>

## Appendix – Creative Materials

**Creative Sample 1:** This mock-up Instagram post is an example of a social media post found in Strategy 2 and Tactic 2b. The Instagram post features a female entrepreneur who contributes to the AB InBev brewing process. The photo and is pulled from a 2014 article featuring Rebecca Reid.



Top brewmaster Rebecca Reid is [#BrewingABetterWorld](#) by using science to perfect Budweiser's taste and color.

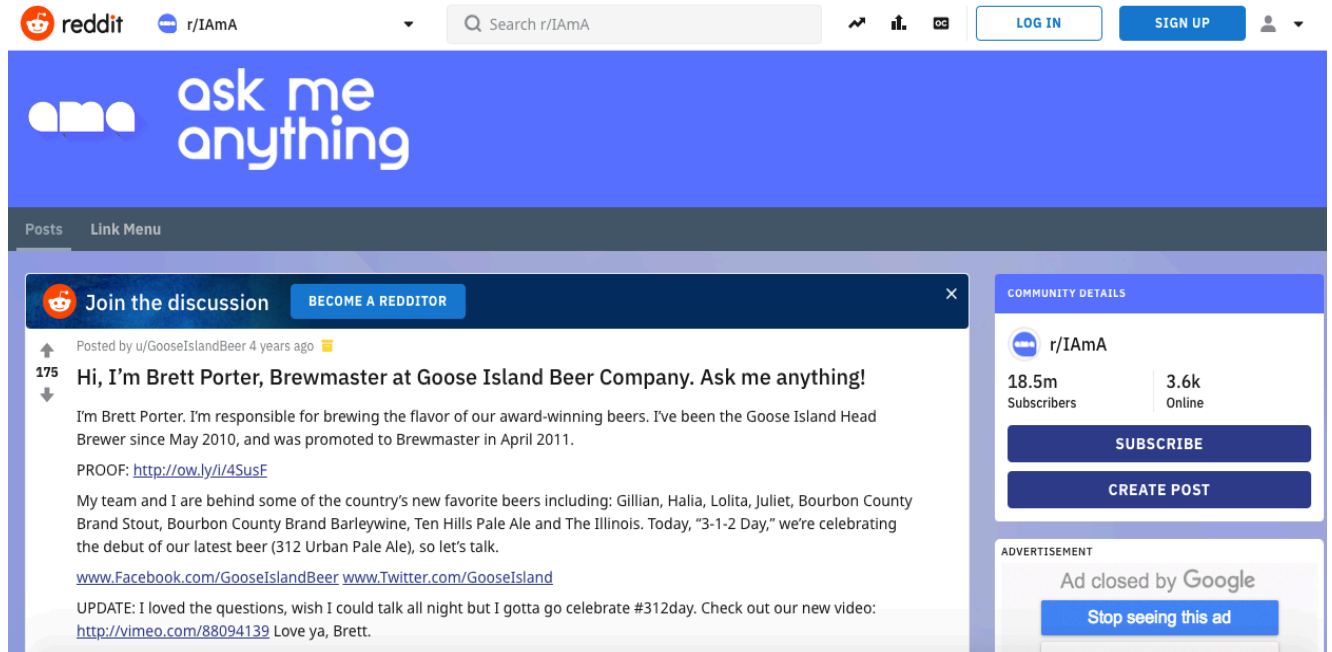
According to [@RebeccaReid](#): "Brewing a truly consistent, high-quality beer that is enjoyed all over the country requires real science and engineering"

**Creative Sample 2:** Strategy 7 and Tactic 7b asks AB InBev to gift swag items like key chain bottle openers to people, especially Generation X men, who interact with the company's booths at major sporting events. The swag will feature logos from the flagship AB InBev brands including Budweiser and Bud Light, as well as the colors of red, white and blue. Instead of reading "This Bud's for You" the phrase appearing will be "Brewing a Better World."





**Creative Sample 3:** This Reddit AMA from the head brewer at Goose Island IPA is an example of what AB InBev can do to target recent male college graduates as found in Strategy 4 and Tactic 4b. The AMA will allow AB InBev to reach a larger audience and answer a variety of questions on its brewing process and corporate social responsibility goals in real time. The AMA will appear on the subreddit for Ask Me Anything at [www.reddit.com/r/iama](http://www.reddit.com/r/iama).



The screenshot shows the Reddit interface for the subreddit r/iama. At the top, there's a navigation bar with the Reddit logo, a search bar, and links for 'LOG IN' and 'SIGN UP'. Below this is a blue banner with the 'ask me anything' logo. The main content area features a post by u/GooseIslandBeer, titled 'Hi, I'm Brett Porter, Brewmaster at Goose Island Beer Company. Ask me anything!'. The post has 175 upvotes and includes a 'Join the discussion' button. The text of the post introduces Brett Porter as the head brewer at Goose Island Beer Company and mentions their 312 Urban Pale Ale. It also includes links to their Facebook and Twitter pages, and a video link. On the right side, there's a 'COMMUNITY DETAILS' section for r/iama, showing 18.5m subscribers and 3.6k online users, with buttons for 'SUBSCRIBE' and 'CREATE POST'. Below that is an advertisement for Google, with a 'Stop seeing this ad' button.

reddit r/iama Search r/iama LOG IN SIGN UP

ask me anything

Posts Link Menu

Join the discussion BECOME A REDDITOR

Posted by u/GooseIslandBeer 4 years ago

175 ↑  
↓

**Hi, I'm Brett Porter, Brewmaster at Goose Island Beer Company. Ask me anything!**

I'm Brett Porter. I'm responsible for brewing the flavor of our award-winning beers. I've been the Goose Island Head Brewer since May 2010, and was promoted to Brewmaster in April 2011.

PROOF: <http://ow.ly/i/4SusF>

My team and I are behind some of the country's new favorite beers including: Gillian, Halia, Lolita, Juliet, Bourbon County Brand Stout, Bourbon County Brand Barleywine, Ten Hills Pale Ale and The Illinois. Today, "3-1-2 Day," we're celebrating the debut of our latest beer (312 Urban Pale Ale), so let's talk.

[www.Facebook.com/GooseIslandBeer](http://www.Facebook.com/GooseIslandBeer) [www.Twitter.com/GooseIsland](http://www.Twitter.com/GooseIsland)

UPDATE: I loved the questions, wish I could talk all night but I gotta go celebrate #312day. Check out our new video: <http://vimeo.com/88094139> Love ya, Brett.

COMMUNITY DETAILS

r/iama

18.5m Subscribers 3.6k Online

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