

Rebranding Bud Light's 2015 #UpForWhatever Campaign

Paige Beaufort, Shaley Dehner, Paul Hazelton,
Katie Salka, Natalie Wendl

Phase 1: Research

Research Plan

- Information on Budweiser was accessed through secondary research.
- The research was directed towards: A better understanding of the history, benefits and downfalls of the company and its advertising campaigns
 - To understand messages
 - To identify the purpose of these messages



History of Anheuser Busch Co.



- Large amounts of German migrants to the U.S. introduced the people to a new style of beer called Lager
- Eberhard Anheuser bought out Bavarian Brewery and changed it to E. Anheuser & Co.
 - Adolphus Busch married Lilly Anheuser (Eberhard's daughter) and went to work for Eberhard at the brewery
- Adolphus purchased half ownership of the brewery becoming a partner
 - The brewery was later renamed Anheuser Busch Co.
- Called the beer “Budweiser” because the American-style lager appealed to German immigrants, like himself, and was easily pronounced by Americans

History of Anheuser Busch Advertising



- Innovators of advertising beer to the public
 - Started as word of mouth or traveling salesmen/“beer drummers”, then moved onto hanging wall signs in local taverns
 - Adolphus Busch was the first brewer to use a multi-year, single-themed coordinated advertising campaign
- Prohibition didn’t halt progress
 - To stay in business they created more than 25 different non-alcoholics drinks
 - Continued to brew Budweiser, just de-alcoholized
- Memorable Slogans
 - “This Bud’s for you”
 - “Bring out your “Best”

Problematic Portrayals

- Mabel: an early brand character
 - Waitress, communicated mainly through her signature wink
 - Responded to the call of “Hey Mabel-- Black Label”
- The introduction of Lite Beer
 - Used the manliest men possible- football stars, celebrity icons
 - Putting a macho spin on a low calorie beverage
 - “Less filling”... so you can drink more of it.



(Miller)

Current Problematic Portrayals

- Budweiser's "Macro Beer" 2015 Super Bowl campaign
 - Attributed masculine traits to mass-produced beer and its consumers
 - Referred to craft beer as fussy, weak, fruity, and too trendy
 - Showed only men drinking beer, and women serving it
- Even contemporary beer ads continue to struggle with alienating women

(Lauter)



Issue Analysis

Bud Light: #UpForWhatever Campaign



#UpForWhatever



Tagline: “The perfect beer for removing ‘no’ from your vocabulary for the night.
#UpForWhatever.”

- Can be interpreted as a rape culture innuendo or the green-light to drive drunk.
- Alexander Lambrecht, Vice President of Bud Light, says, “It’s clear that this particular message missed the mark, and we regret it. We would never condone disrespectful or irresponsible behavior. As a result, we have immediately ceased production of this message on all bottles.”

(Slate.com)

St. Patrick's Day #UpForWhatever



On #StPatricksDay you can pinch people who don't wear green. You can also pinch people who aren't #UpForWhatever.



RETWEETS 156 FAVORITES 333



11:53 AM - 17 Mar 2015

In 2015, for St. Patrick's Day, Bud Light promoted pinching people who weren't wearing green.

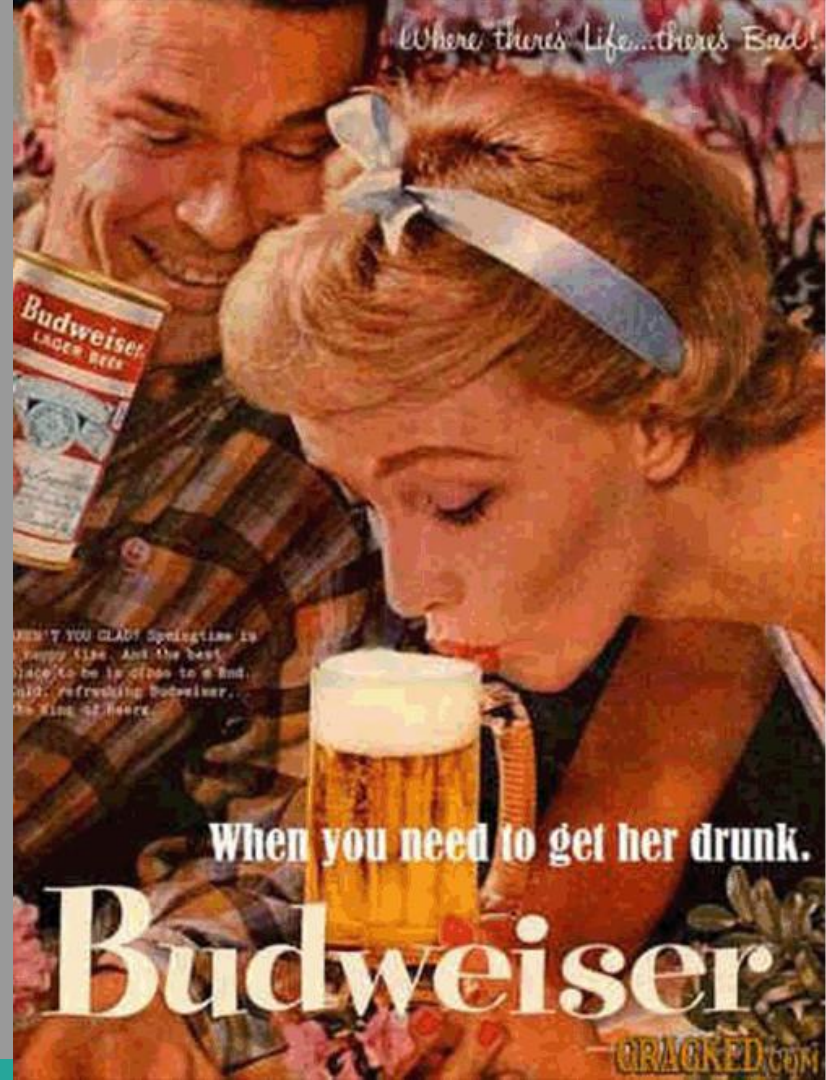
This is normal on St. Patrick's Day, but the negative connotations of the #UpForWhatever tag line made it seem that the pinching would be unwanted and inappropriate.

1950's Budweiser Advert

The goal of this ad is to get a woman drunk. . .

And taking advantage of her is a thought that lingers to this day.

(TheCarouser.com)



Communication Tactics: #UpForWhatever

Target Audiences for both include men and women, 21 years of age or older.

Traditional Media

Television

Print

Social Media

Facebook - 7 million likes



Twitter - 149 thousand followers



Instagram - 116 thousand followers

Key Messages for Traditional & Social Media

Take “no” out of vocabulary

Have a good time

Subconsciously alienating women

SWOT Analysis

Strengths



Wide media presence and saturation

Successful large-scale events

High advertising budget

Weaknesses



Can be interpreted as rape culture or taking advantage of women.

Can be seen as promoting drunk driving or other reckless behavior because “no” is taken out of vocabulary.

SWOT Analysis Continued

Opportunities



Change messages to support & target women

Advocate having a good time without taking
“no” out of vocabulary

Promote safe drinking

Threats



Rival Beer Companies

Coors

Miller

Pabst Blue Ribbon

Microbreweries

Opportunities/Problem Statement



Based on secondary research, the problem surrounding the Bud Light #UpForWhatever Campaign lies in current message strategies that Bud Light has implemented. This lack of smart messaging toward the public could possibly hinder support and consumption of Bud Light by not only women, but men as well. This leads to a tremendous opportunity for this campaign to rebrand itself in order that the target audiences continue to enjoy Bud Light.

Phase 2: Planning

Goal

To raise awareness of rebranded campaign.

To reinforce positive attitudes surrounding rebranded campaign.



Target Audiences

Primary Target Audience

Women, 21 years of age or older



Secondary Target Audience

Men, 21 years of age or older



Primary Target Audience: Women

- The Market in 2014
 - Women consume 25%
 - Equal to millennial men
 - Decrease in total consumption
- Coors Light - “Climb On”
- Craft Beer
 - Women consume 32%
 - Largely free of stigma



Creative Concept Overview

Stepping out of your comfort zone and having adventures.

Show women in a normalized, empowered setting.

70% women

Relatable message to all audiences.

Primary Target Audience Messages

#LightUpYourLife

#LightNight Events



Primary Target Audience Impact Objectives

To raise awareness of Bud Light's #LightUpYourLife campaign by 50% by November 30, 2016.

To create positive attitudes about Bud Light's #LightUpYourLife campaign by 20% by January 1, 2017.



Primary Target Audience Message Strategies

Appeal: Pathos (emotional)

Media Strategies

Executed through unified social media campaign

Twitter

Instagram

Facebook

Other media channels

Television

Online (website)

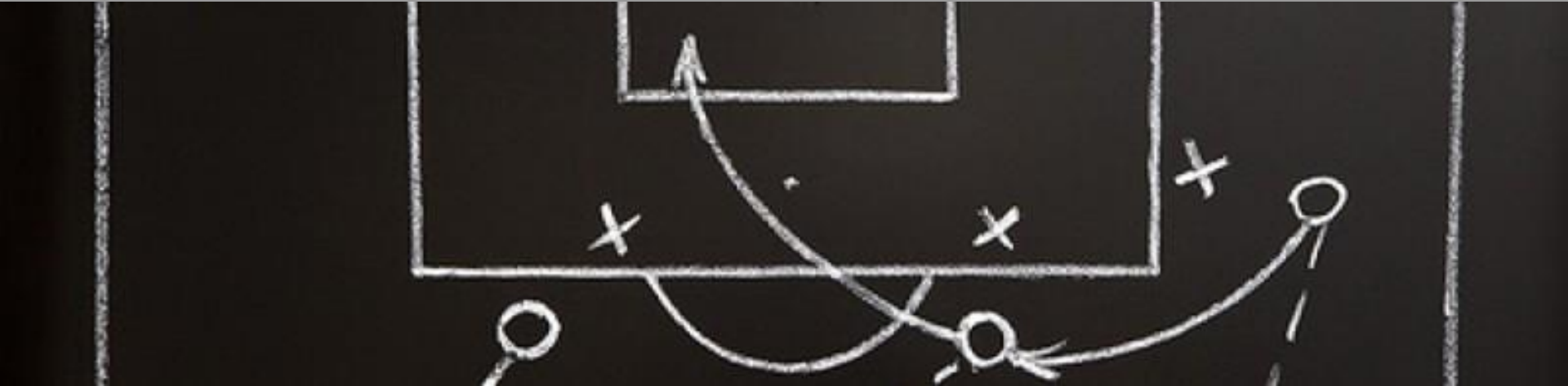


Tactics

#LightUpYourLife implemented on Instagram, Twitter, and Facebook as well as through Television commercials

Events

Public relations coverage



Tactic: Events

Light Night

Lantern festivals

Hot air balloons

Music festival- Lumineers headliner

Light up the city events

Massive bonfire nights

Light artists (neon techs, fire spinners/poi)



Tactic: Social Media Campaign



Bud Light @budlight · Mar 26

Beer lovers- It's finally campfire and cooler season. Tell us what you're doing to #LightUpYourLife this weekend.



RETWEETS

56

LIKES

105



2:48 PM - 26 May 2016 · Details



Tactic: Social Media Campaign



Tactic: 30-second TV Commercial

Airs at prime time

Multiple versions

30-second (TV)

1 minute (TV/online)

Online version promoted through social media



















#LightUpYourLife



Phase 3: Implementation

Planning Matrix

Publics	Objectives	Concerns of Public	Key Messages	Media Tactics
Women	To raise awareness of Bud Light's #LightUpYourLife campaign by 50% by November 30, 2016.	Safety Does it promote safe drinking? Does it promote drunk driving after events?	#LightUpYourLife #LightNight	Interpersonal Events Instagram Twitter Facebook TV Commercials

Schedule

Action Step	Person(s) Responsible	Start Date	Target Completion Date	Actual Completion Date
Present social media campaign online	Paige Beaufort Shaley Dehner Katie Salka	March 30, 2016	March 30, 2016	
Implement social media campaign on social media accounts	Shaley Dehner Katie Salka	April 1, 2016	April 15, 2016	
Plan #LightNight Event	Paige Beaufort Paul Hazelton Natalie Wendl	April 1, 2016	April 25, 2016	

Budget

Roughly \$10 million to produce tactics

Budweiser's yearly advertising budget is one of the top 25 highest in the U.S.A. at \$449 million

(Advertising Age)



Phase 4: Evaluation

Output Evaluation

Count how many new followers on all social media sites Bud Light gained and retained 5 years after campaign end

Count the number of Facebook 'check-ins' #LightUpYourLife receives over the course of 5 years after campaign end

Monitor event attendance and social media interaction on #LightNight

Monitor media mentions from Light Night events across traditional and online media

Count the number of hashtags, #LightUpYourLife, is used over the course of 5 years after campaign end

Monitor the number of negative conversations online over the course of 5 years after campaign end

$$f(x) = \frac{f(N)}{f(B)} = \frac{S}{k}; \quad \sum_{i=1}^d x_i + \sum_{i=1}^n x_{n+i}$$
$$\int f(x,y,z) dz \quad x^2 \operatorname{Arth} t = \ln\left(\frac{1+t}{1-t}\right)$$
$$ch^2 x \cdot sh^2 x = 1; \quad a+c = b+d$$
$$\iiint f(x,y,z) dT \quad \int_a^b dx \int_c^d dy \int_e^f f(x,y,z); \quad f(x)$$

Thank you!
Questions?

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