

2021 Young Ones Student Awards Budweiser

The Ask

Budweiser is challenging you to bring ideas that put our **beer** front and center to drive recruitment with our younger audience (21-34 beer drinkers).

Context & Challenge

Budweiser is the #5 beer brand in America, and commonly known as “America’s Beer.” While our brand is a beloved and iconic staple of American culture, our sales have struggled to keep up. In fact, Budweiser has been steadily declining for **decades**, due to key shifts in the beer & alcohol industry such as the introduction of light beer in the 1980s, the explosion of craft beer in the early 2000s, and the democratization of wine and spirits in recent years.

However, in 2020, we aimed to turn that trend around and set a goal for ourselves to stabilize our share of the Mainstream beer segment. This summer proved to exceed our goals, with **Budweiser growing its share of segment for 12 straight weeks**. Summer 2020 resulted in the strongest momentum Budweiser has seen in years.

When we look at *who* is driving these gains, it is predominantly 45+ beer drinkers. They are known as our loyal drinker base, make up 79% of our total volume, and are currently driving 71% of our gains. However, the other 29% of our volume gains are coming from a young audience (21-34), who we are recruiting to be Bud drinkers. This is an audience that we have consistently struggled to recruit, but have seen gains with over the summer.

We need to fuel the momentum with this Recruit 21-34 group, as they represent both a large volume and a long-term recruitment opportunity for Budweiser.

Looking at the barriers and opportunities we currently have with this group:

Barriers

- Perceive us as **outdated** and enjoyed by an older generation; “Dad’s Beer”
- Perceive Budweiser to be a **very heavy beer**. This is reinforced by our close association to Bud Light, and consumers refer to us by contrast as “Bud Heavy”

- Budweiser flagship beer **does not clearly fit into trends proliferating the beer category**; consumers are seeking options that satisfy their desire for variety and health & wellness (hard seltzers, light beers) as well as more premium options (import and craft beers).
- Budweiser is seen as ubiquitous, but **it is not clear to consumers what occasions are ownable to Budweiser**. By contrast, other beer brands have very clear strongholds in key occasions, such as Corona (Relax & Unwind/Beach) and Bud Light (Co-ed social occasions like watching sports and group parties/gatherings).

Opportunities

- **Our Brand:** We have noticed that this generation “wears us, but doesn’t drink us.” They are huge fans of the brand – from our Budweiser merchandise to our advertising campaigns – but there is a disconnect with choosing to drink our product
- **Future-looking & progressive initiatives:** The younger generation has positively responded to our more progressive campaigns & messaging. Examples of this are:
 - Our sustainability initiatives (we brew with 100% renewable electricity)
 - Our diversity & inclusion initiatives – predominantly what we have recent done with women, such as sponsoring the National Women’s Soccer League to drive equality for women’s sports
- **Occasions:** We’ve identified that our key occasions to win in are: [1] Relax & Unwind (ex. after a day of work, relaxing in the backyard), [2] Great American Sports, and [3] Casual Meals (ex. Budweiser & burgers)
- **Current sales momentum:** We currently have momentum with this group and hypothesize that the cause of this is due to (1) very clear product specific creative and (2) Americans are craving familiarity and normalcy in the wake of COVID-19, causing them to go back to established, mainstream brands and (3) we refreshed our packaging this year to be retro and we know that nostalgia/vintage is valued by this group.

Brand Positioning & Information

Brand Purpose: Budweiser exists to champion the best of America

Core Creative Idea: We raise our Bud to ordinary people doing extraordinary things

**THE
ONE CLUB
FOR
CREATIVITY**

450 W 31ST ST 6TH FL
NEW YORK NY 10001



Personality/Tone: Confident, Dependable, Empathetic

Brand "DNA" (Distinctive Assets): Classic Americana, Clydesdales, The Great American Lager

Founded: 1876

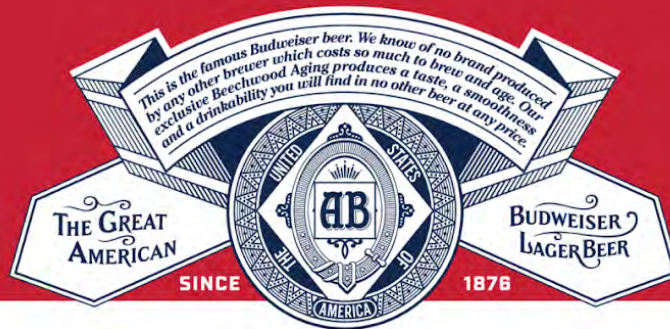
Budweiser Product Information: Budweiser is a medium-bodied, flavorful, crisp American-style lager. Brewed with the best barley malt and a blend of premium hop varieties.

- Per 12 oz
 - Alcohol by Volume: 5%
 - Calories: 145
 - Fat: 0 g
 - Carbs: 10.6 g

- Functional Benefits
 - Brewed with 100% American ingredients
 - Brewed with 100% renewable electricity from wind power

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Budweiser's

VALUES BASED BRAND POSITIONING

BRAND PURPOSE

Budweiser exists to champion the best of America

CCI

We raise our Bud to ordinary people doing extraordinary things

VALUES

Community, Progress, and Freedom

HUMAN TRUTH

I don't think I have what it takes to make an impact

BRAND DNA

Classic Americana, Clydesdales, The Great American Lager

BRAND PERSONALITY

Confident, Dependable, Empathetic

ARCHETYPE

Hero – The Hero's core desire is to prove one's worth through courageous acts

Anheuser-Busch, Inc.

2021 Young Ones Student Awards

Open Business. Open Source. Open Brief.

Objective

Across the world, small businesses are preparing to re-open. Their challenge is to encourage shoppers to come back while asking them to be cautious. It almost seems like a losing proposition from the get-go but it's vital to the thousands of local businesses that need to get back to normal levels.

Issue

Not only do these small businesses have to remind their customers that they are ready for business, but each shop must communicate the New Normals; Social distancing, masks for all, or special circumstances such as curbside service or shopper limits within stores.

Insight

Most folks are settling for simple shop window signs using Sharpies(™) and poster board. We think their messages could be a great deal more effective if they were a little more creative. Solutions might extend for example beyond shop windows to incorporate street art, or applications that turn whole areas into a tourist attraction like the way Graffiti changed the Wynyard district of Miami.

Challenge

Think of creative ways to encourage shoppers to come back, albeit in a socially responsible manner. It's up to you to decide what enterprise you wish to solve for. You can choose anything from hairdressers to juice bars, or all the businesses in a city block. Simply state with your submissions "This is an idea for..."

2021 Young Ones Student Awards Spotify - Your Daily Drive

Some Background

The car is one of the biggest settings for audio listening but Spotify remains underpenetrated in this sizable & valuable market. There are over 270 million cars and 123 million commuters in the US alone, presenting a significant opportunity for both MAU growth and increased Spotify listening. We know that drivers still rely heavily on traditional and satellite radio to get relevant content — but we're excited to introduce a new personalized set designed specifically with these kinds of listeners in mind.

Your Daily Drive supports our mission to become a Global Audio Network by introducing a mixed-media playlist to Spotify. This evolves our definition of a playlist by bringing the best of terrestrial radio (timeliness, personality) with the best of streaming (on demand, personalization), blending a mix of familiar and discovery-oriented tracks with short-form podcasts and timely news updates. The set updates regularly, keeping both the music and news updates fresh.

So what's the problem?

Traditional commuting has declined in many parts of the world due to stay at home orders and an increase in white collar workers working from home.

The Opportunity

Despite the changes in listening behavior, people are still listening to news, podcasts and music on Spotify. In fact, people have turned to artists and podcasters to help them make sense of the time to learn more about the world around them or welcome a distraction from all that is going on.

And people are still in their cars. Though it may not be for a commute to work, people are using their cars to take long trips or just escape for a few moments. Additionally, more people may find themselves in cars with the increase in rideshare options for commute.

**Show how Your Daily Drive can play a role in the car, beyond the traditional commute drive.
Who is it for?**

New + Existing Spotify users: We need to educate new and existing Spotify users about the existence of their playlist and get them to build habits around listening whenever they're in a car.

How can Spotify still play a role in the car?

There are some key listening behaviors that we have the ability to speak to.

- 1) **Intentional + Leisurely** Despite commutes being down, there is an **increase in leisurely drives** as drivers are more intentional about when they do get in their car.
- 2) **A place for information and escape** With so much going on in the world, people are looking to stay up to date or avoid the news altogether using music and podcasts for escapism
- 3) **More than music** People love listening to the news and talk radio in their car. With podcasts on Spotify, you can get caught up on whatever matters to you.
- 4) **Irregular Use** Commuting used to follow a predictable, daily pattern. Now, with offices not at 100% capacity, some people may only be commuting or getting in their cars a few days a week.

What we need to make?

Our recent TV spot has already helped make listening to Spotify in the car more top of mind for our audience with a relatable, human insight.

Let's build on this momentum and continue to build a connection between Spotify, car use and leisure driving with a campaign that makes use of media in a bolder way: including social and OOH.

Spotify's Tone of Voice

Often irreverent, and never afraid to have an opinion, Spotify speaks to consumers as a fellow fan, because we love music, podcasts and culture as much as they do. We're a youthful brand - occasionally even a little juvenile - and we're proud to be a bit weird sometimes. After all, aren't we all?

The tone for this creative should be fun and engaging, but also informative, educational and aware of the tough times many are living through. We want to emphasize the ease of using Spotify while commuting and the unique qualities afforded by YDD.

Spotify's Past Campaigns

Whether it's using data to celebrate our users, paying tribute to artists, or creating social impact, Spotify drives earned media that helps us compete with some of the world's biggest companies-- who will always have bigger budgets. Here are some examples:

<http://ourcase.study/spotifyforpets/>

<http://ourcase.study/thedecadewrapped/>

<http://ourcase.study/imwiththebanned/>

<https://www.youtube.com/watch?v=Q50E6dvvHc8>

<http://ourcase.study/pantheon/>

<http://ourcase.study/chaninicholas/>

2021 Young Ones Student Awards WhatsApp

Brand description and background

WhatsApp is an incredible product that's integral to people's lives: Simple, reliable, private. WhatsApp is the brand where people can be their true selves. Because when privacy is deeply felt people can communicate freely and experience real relationships. It trumpets the power of intimate human connection. By reflecting those big, small, every day and momentous moments when intimacy conquers isolation, helps people feel secure, seen, chosen, and loved and in giving them a sense of identity and belonging – every, single day. Now more than ever, the power and impact of intimacy deserves to be brought to light, celebrated, and powered on to live forever.

Target audience

Age 16-24 “Doers” who use the digital world as an active tool, not a passive escape, fiercely determined to fix the crises around them.

The Problem

“Gen Z will likely see its mental health deteriorate even further — and social lives will get even more insular.” - Business Insider

"The number of teens who get together with their friends every day has been cut in half in just fifteen years, with especially steep declines recently," - Twenge.

In the digital world, Gen Z don't feel truly safe from internal threats; trusted peers can turn on them at any given moment. In a way, their calculated nature is a survival mechanism. Anxious of being misread, judged — or worse, muted — they end up censoring their own voices. There's a need to feel safe. So while the Digital world is a powerful tool to shape yourself and the world; it is also a weapon that muzzles self and collective growth.

The Ask

WhatsApp is a safe space for Gen Z to be vulnerable without any judgements. Create an awareness campaign empowering young adults to solve mental health challenges through WhatsApp.

Brand tone of voice

Simplistic / Lighthearted / Empowering / Approachable / Real

What we need to make?

A digital-first campaign understanding where our target audience lives but bridges into the real world.

We believe when privacy is deeply felt we can communicate as our true selves and experience real relationships. Our purpose: Connecting the world privately.

Considerations:

So for mental health awareness month....how can we make them feel they can be themselves and vulnerable on WA?

How can we show how WhatsApp is a safe place to be vulnerable and supporting friends struggling with mental health?

How can you solve mental health through WhatsApp for Gen Z?

How is WhatsApp a safe place for Gen Z to be vulnerable about mental health challenges?

How can we empower young adults to get involved when they suspect a friend is experiencing mental health issues?

Empower our audience to express more vulnerability in their friendships. In doing so, they will create a safe space for opening up about mental health.