

Bud Light Pours On The Fun With Radio

Objective: Deliver Bud Light's overall marketing message and generate interest among men 21-34 in Bud Light promotional events.

Media Strategy: Multimedia approach, with Radio driving consumers to on-premise promotions.

Radio Plan: Buy nationally to promote "brand sell" and work locally to create interest in promotions.

Results: "Superlative. Radio is doing a good job."



The people whose job it is to keep Bud Light the number one light beer in the world rely on Radio not only because it's powerful and efficient, but also because it's fun.

"Bud Light has a two-pronged strategy for using Radio," explains Peter McLoughlin, vice president, corporate media at Anheuser-Busch, Inc. "The first prong is the national 'brand sell' creative." In fact, Bud Light's lead agency - DDB Worldwide/Chicago - made industry headlines in 2001 by taking home the coveted \$100,000 Radio Mercury Award for Bud Light's humorous "Heroes" campaign ... for the second year in a row.

"The second prong is utilizing Radio's uncanny ability to drive promotions. Selling beer is all about selling fun," he says, "and on-premise promotions are a great way to create an atmosphere off un. Radio is by far the way to jump-start these promotions. So when we need to tell people about promotions and send them out into the marketplace looking for places where it's happening, we turn to Radio."

Anheuser-Busch receives strong grassroots support for Radio from inside the company and its partners. "Our local people," he said, "tell us that Radio does a superlative job in terms of reaching our audience in an entertaining way. Plus, when Radio personalities get excited about a specific promotion, they often talk it up, adding a sense of endorsement and creating a lot of extra buzz and awareness."

One of Bud Light's most successful on-premise promotions supported by Radio is its "Bubble Boys" game. The promotion involves an air-hockey-like game with a plexiglass bubble over it. Customers compete against each other both for the sheer fun of it and to win the honor of attending the Stanley Cup finals, where they may get a chance to play the "Bubble Boys" game against Wayne Gretzky and Phil Esposito.

Bud Light's promotions for "Bubble Boys" are organized primarily on local stations that deliver adults 21 to 27, one of Radio's strongest audiences and Bud Light's key demo. "The DJs on these stations," McLoughlin said, "have an edge that the younger demographic is attracted to."

"Bud Light uses Radio to reach not only the general market of contemporary adults 21 to 27, but also Latinos and African-Americans," McLoughlin said. He said it's important to be sensitive to the different language stratas within the Latin market - taking into account that Spanish is both a primary and secondary language within that culture. "Ultimately," he said, "you need to really

concentrate some of your ad dollars on Spanish language media to reach the Spanish language consumer."

Whatever the language of the consumer, McLoughlin and the Bud Light team are convinced that Radio is speaking it. ●



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