

Carl Conrad

American Whiskey

**2018
COMMUNICATIONS
PLAN**

November 16th, 2018





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**TASTING
MANAGER/
COPYWRITER**

MEET YOUR TEAM



TODAY'S GOAL:

Introduce Carl Conrad to the Whiskey Category

WHAT WE'LL COVER

1. Research and market analysis
2. Target deep dive
3. Creative ideation
4. Communications strategy
5. Media Strategy
6. Timeline
7. Reach



RESEARCH



STRENGTHS

- Well established/branded
 - “King of Beers”
 - American branding
- Global distribution
- Large advertising budget

WEAKNESSES

- Budweiser dropping in popularity
- Perceived as cheap beer
- No whiskey credibility



OPPORTUNITIES

- Whiskey business expected to grow by double digits within the next several years
- Beer drinkers tapping into new kinds of alcohol
- Pre-existing Anheuser-Busch partnerships
 - MLB
 - NFL

THREATS

- The whiskey category is already highly competitive
(Jack Daniels, Jim Beam, Jameson)



SITUATION ANALYSIS

- Budweiser strives to establish a new **credible** whiskey brand -- Carl Conrad.
- Carl Conrad can tap into Anheuser-Busch's **mass distribution and partnerships** to drive awareness.

The Brand Hierarchy



BRAND MISSION:

To Become America's Whiskey

The Next Natural Step



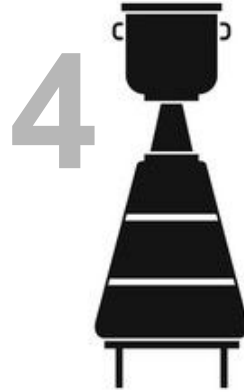
PREPARATION



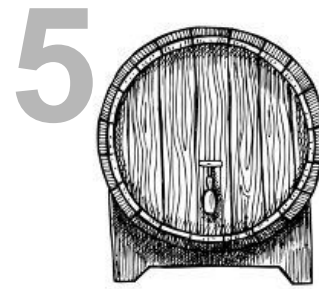
MASHING



FERMENTING



DISTILLING



AGING



BOTTLING

Where Beer Ends....

Whiskey Begins

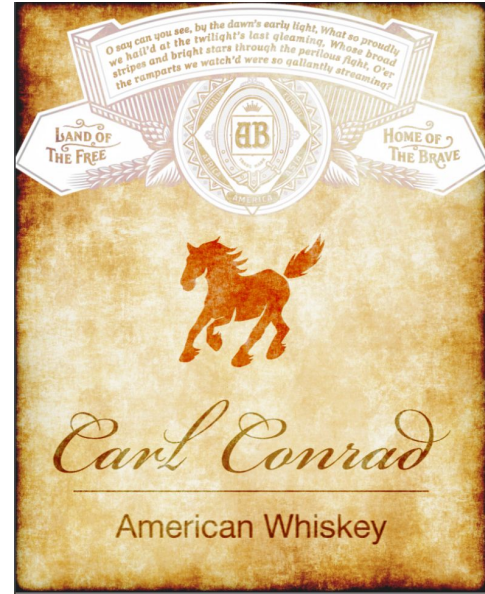
MEET CARL CONRAD

We are the **king of beer making** and have perfected the craft of developing America's favorite lager. The next natural step for us was to take the same strategy and approach that we applied to our beer, but **go one step further to distilling whiskey.**

In life we all make big decisions that are apart of life's natural process. Let us be apart of your life's celebrations. Just as we made our next step, what is yours?

#MyNextStep

LABEL



LOGO



Carl Conrad

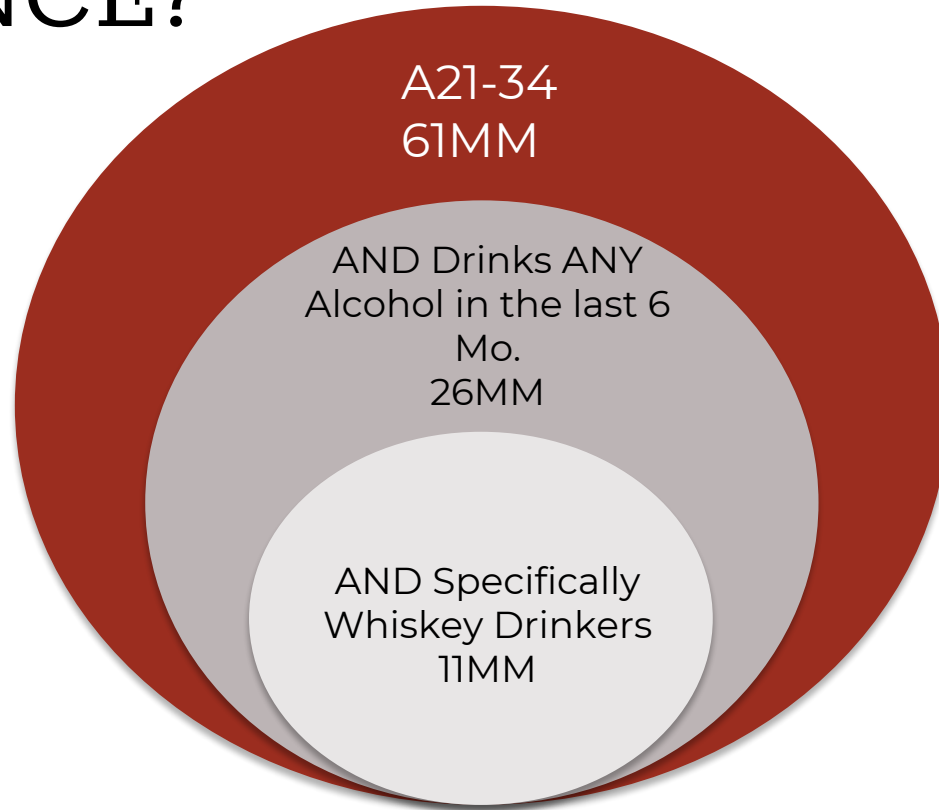
American Whiskey



TARGET DEEP DIVE



HOW BIG IS OUR TARGET AUDIENCE?



TARGET OVERVIEW



21-34
Median: 28



M 65%
W 35%



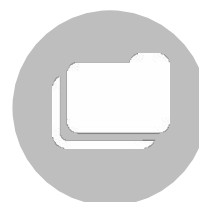
Single
61% (250)



Degree
27% (135)



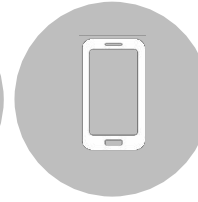
HHI
\$62K



Employed
82% (134)



White 81%
AA 10%
USH 16%



95% own a
mobile phone

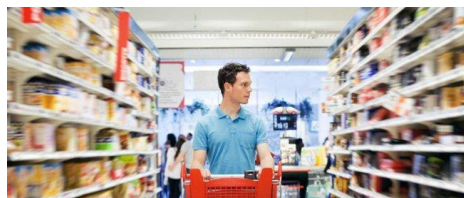


Adventurous

Always looking for new thrill
(165)

Enjoy taking risks (153)

Crave excitement often (133)



Full-Fledged Shopper

Make impulse purchases (120)

Share opinions about

products/services online (118)

First to try new products (114)



Confident, Curious & Courageous

Like taking the lead (117)

Exploring & learning (115)

Stimulating experience (122)



New Technology

Have a lot of gadgets (153)

Value control (133)

Like to be socially connected
to brands (129)

DEMOGRAPHIC SNAPSHOT

Occupation

Professional/Related: 18% (132)

Sales/Office: 17% (132)

Management/Business/Financial Operations: 10% (101)

Natural Resources/Construction/Maintenance: 11% (185)



Geography – County Size / Region

A County: 45% (108)

North East: 19% (108)

B County: 31% (106)

South: 37% (99)

C County: 15% (100)

Midwest: 20% (93)

D County: 9% (65)

West: 23% (102)



Majority of the target live in large urban areas...

Top Markets:

Chicago

LA

NYC

Dallas

San Francisco

Minneapolis

Austin

Madison

Seattle

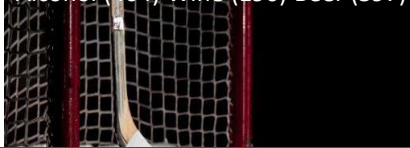


KEY PASSION POINTS



Socializing with friends

Billiards (324) Karaoke (247)
Bars/Nightclubs (253) Dancing (189)
Dining Out (123) Bowling (241)
Alcohol (404) Wine (190) Beer (397)



Sports: Active

Running (239) Hockey (299)
Weights (212) Basketball (237) Golf (200)
Snowboarding (387) Yoga (202)
Football (262) Rowing (360)



Entertainment

Movies (225) Music (272) Rock
Concerts (209) Country Music Concerts
(205) Fine Arts (115)



Sports: Passive

Fantasy Sports (335) Tailgating
(237) Video Games (417)
Watching: Mixed Martial Arts
(283) Basketball/NBA
(143) Ice Hockey (197)



Socially Connected Individuals

Meet new friends (140) Keep in
touch with family/friends (134) Find
people who have similar interests
(153)



Career Driven

Achieve a higher social status (166)
Consider to be sophisticated (126)
Make it to the top of my profession
(145) Ambition (139)



Tech/Connectivity

Smartphones (129)
Video games/console (317)
Video games/portable (305)



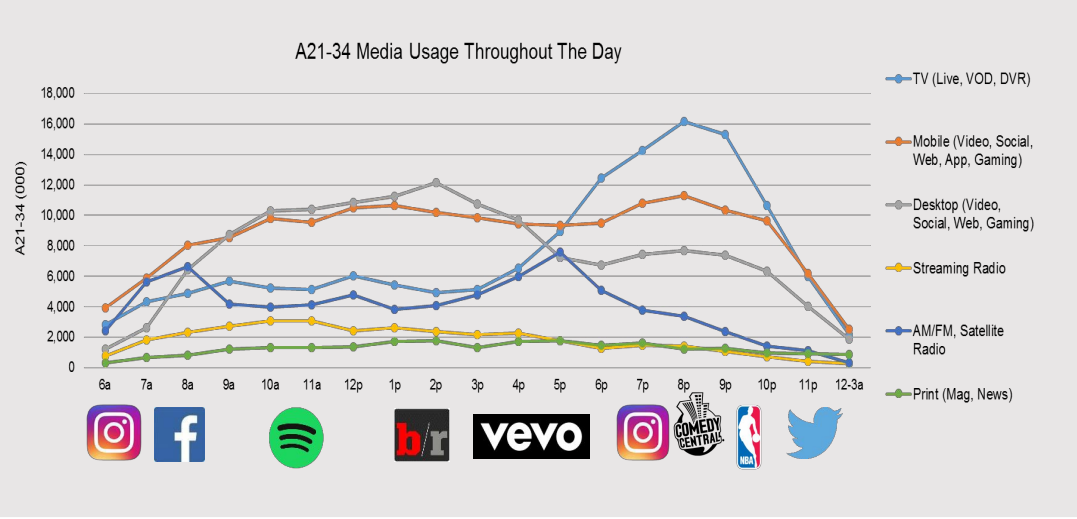
Entertaining at home (131)

BBQ (144) Cooking for fun
(137) Trivia Games (205)
Photography (239) Play
musical instrument (166)



MEDIA CONSUMPTION

- TV usage down slightly, but still represents largest time spent with media across all channels
- Digital channels, particularly mobile are driving growth YoY
- Mobile a constant companion, used to stay up to date with friends, interest at all hours of the day
- Traditional media usage heavier around specific times of day (TV = Primetime, Radio = AM/PM Drive)



Live TV + Timeshifted TV



Radio



Mobile



Desktop



Gaming



Digital Video



Multimedia Devices

A21-34
Total = 65:29

| | | | | | | |
|-----------------------------------|--------------|---------------|--------------|-------------|--------------|--------------|
| 22:01 -5% | 11:10 +0% | 16:05 +37% | 6:55 +26% | 3:26 +3% | 3:19 +28% | 2:33 +51% |
| Weekly Time Spent (hr:min) | | | | | | |

Source: 2016 GfK MRI Doublebase; *Race does not add to 100% as people can self-identify as more than one

COMMUNICATIONS STRATEGY



2018 COMMUNICATIONS STRATEGY

GET

Age 21-34 occasional whiskey and beer drinkers

TO

Recognize that Carl Conrad is America's Whiskey. It has the spirit of craft whiskey, but the soul of a powerhouse

BY

Being placed and exposed to stories of Carl Conrad in relevant environments told in a modern, relevant and engaging way

WHO

Occasional whiskey drinkers who strive to stay true to themselves

WHEN & WHERE

At the intersection of their passions and interests in places that are right for Carl and Carl's stories

HOW

Help them discover the authenticity and craft of Carl Conrad to overcome the perception that Carl Conrad is a cheap, low quality whiskey



COMMUNICATIONS ARCHITECTURE

HOW

Help them discover the authenticity and craft of Carl Conrad to overcome the perception that Carl Conrad is a cheap, low quality whiskey

TACTICS

Awareness

Consideration, and bond/advocacy

RECOMMENDED CHANNELS

Sponsorship, video, custom branded content, digital/mobile, social, search

Digital, mobile/search

Use these tactics in order to communicate our Message my next step

Goal is to...

- **Use high reaching media channels in order to reach our target throughout the year**
 - **TV, Digital, Social**
- **Identify key pillars in order to promote our message through mass media**
- **Identify a large profile event to debut Carl Conrad**



MY NEXT STEP COMMUNICATION



LIFESTYLE







SPORTS



MUSIC



TACTICAL TIMELINE

| JAN | FEB | MAR | APRIL |
|---|--|--|--|
| <ul style="list-style-type: none">• Peyton Manning Sports Illustrated interview   | <ul style="list-style-type: none">• Super Bowl TV commercial  | <ul style="list-style-type: none">• Streaming music ad with David Ross  <p>Spotify®</p> | <ul style="list-style-type: none">• MLB merch• “Hit a Double, Get a Double”• David Ross Top 10 Plays• Whiskey taste tests |



MAY

- My Next Step tour poster ads



JUNE

- My Next Step tour event
- “Grandpa Ross” Father’s Day special
- BudFest social media ads

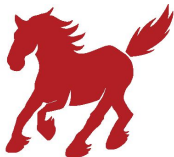
JULY

- Memorial Day commemorative whiskey bottle
- BudFest event with merch



AUGUST

- Made in America event sponsorship with flyers



Sports Illustrated

Peyton Manning
for
Carl Conrad

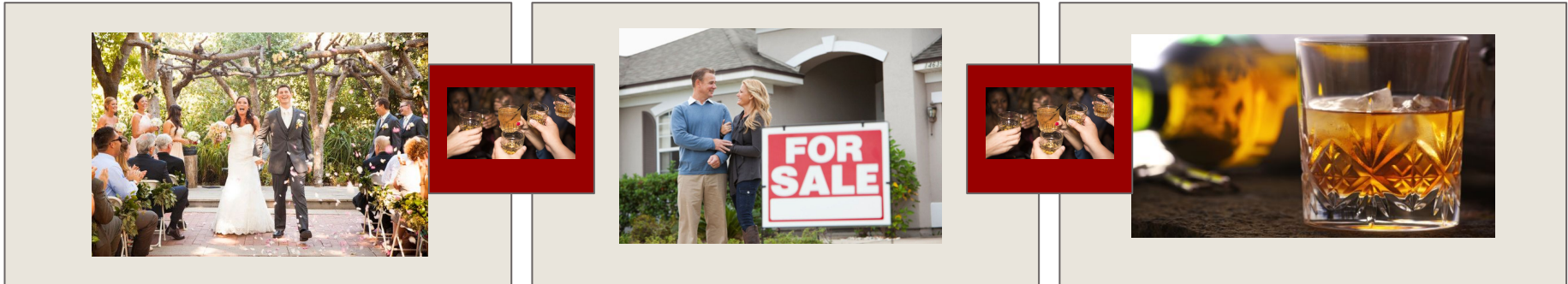


SUPER BOWL COMMERCIAL

**General Commercial to build brand image*



**Cue Music* With speaker (Morgan Freeman or deeper male voice): In life we all make big decisions that take us to the next step...*



Carl Conrad believes in being there to help celebrate life's big moments. We took our beer to the next step big step what is yours.





LIFESTYLE



CARL CONRAD WHISKEY

BLIND TASTE TESTS



the r... ung?

LAND OF THE FREE

HOME OF THE BRAVE

AB

AMERICA

Bud Fest

Friday-Sunday
July 6th-8th
11AM-9PM

Come enjoy all Anheuser-Busch has to offer including our newest addition, Carl Conrad whiskey! Food, games, live music, and more!

eat. drink. repeat.
food & whiskey pairings

Stop by our *merchandise tent* for limited time Carl Conrad items!

Get your tickets at budfestevents.com

VIP PASS \$45


Carl Conrad
American Whiskey

#mynextstep

FOOD & MUSIC FESTIVAL

- In top market cities



MERCHANDISE





SPORTS



RADIO AD

SCENARIO 1

SFX: [ALARM CLOCK ...
COFFEE POUR ... CAR HORNS]

Man: “Yeah, I’ll have bowl of potatoes topped
with mac and cheese topped with beef
topped with gravy topped with cake?”

SFX: [CASH REGISTER ...
CAR HORNS]

SFX: [Soothing jazz music, Clinking glasses,
Background conversation, Drink pouring ...]

SCENARIO 2

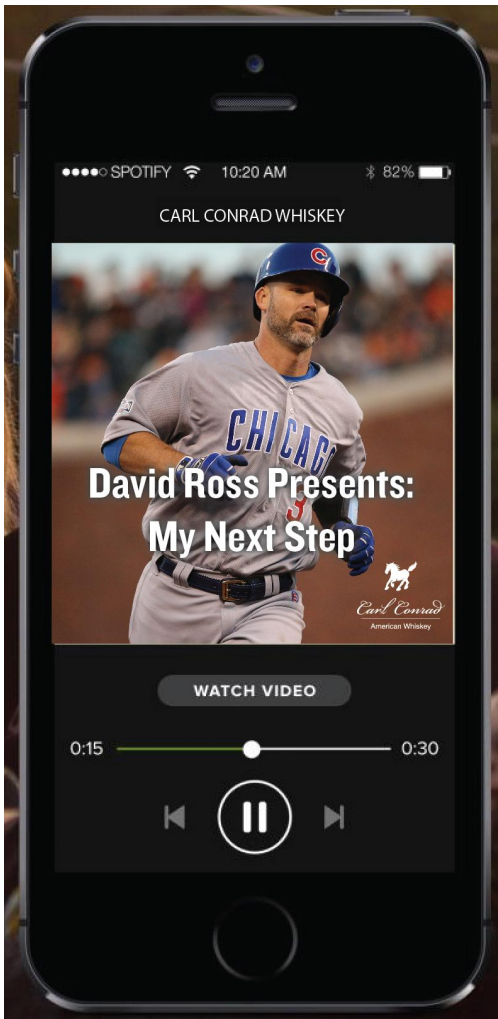
SFX: [ALARM CLOCK ...
COFFEE POUR ... CAR HORNS]

Man: “ ... TPS reports.”

Robotic voice: “Paper jam. Paper jam.”

SFX: [CAR HORNS]





Announcer:

“After paying some dues, you’re feeling ready to take the next step in your life. I respect that. Even after 15 great years in the Majors and two World Series wins, I never quit looking ahead or stepping up my game. Hi, I’m David Ross.

Whether I’m stepping onto the ball field or into a ballroom, I like to wind down from my day with an American-made whiskey and consider my next great play.

Carl Conrad: What’s your next natural step?”



PROMOTIONS



**Hit a double,
get a double!**

Enjoy a FREE Bud Light & shot of Carl Conrad everytime a double is hit in the 7th inning!
*at participating bars & restaurants

BUD LIGHT
BREWED USING THE BEST BARLEY MALT
HEUSER-BUSCH


Carl Conrad
American Whiskey



DAVID ROSS

presents
MLB: Top 10
plays of the
week

brought to you by:

Carl Conrad

American Whiskey

What's your next natural step?



**"GRANDPA ROSS"
FATHER'S DAY SPECIAL**

**BUY 1 SHOT OF
CARL CONRAD
GET 1 FREE
FOR ALL FATHERS!**

*participating restaurants


MAJOR LEAGUE BASEBALL





MUSIC



MY NEXT STEP TOUR

- Launch a tour of artists that are self-made and have taken the next step in their careers.
- Each artist embodies the philosophy behind Carl Conrad Whiskey.
- Run ads in Magazines such as Rolling Stone for the tour and posters that will be posted in various cities.

CARL CONRAD PRESENTS
THE
**MY NEXT
STEP TOUR**
FEATURING



LADY GAGA

6/1 NEW YORK
6/6 BOSTON
6/10 COLUMBUS
6/15 DETROIT

**BLAKE
SHELTON**
6/18 CHICAGO
6/21 MINNEAPOLIS
6/25 LAS VEGAS
6/30 LOS ANGELES

**CHANGE
THE RAPPER**

MYNEXTSTEPTOUR.COM #MYNEXTSTEP



- Individual poster for each musician.

CARL CONRAD PRESENTS

THE
MY NEXT
STEP TOUR

FEATURING
CHANCE
THE RAPPER
#MYNEXTSTEP

18 JUNE
GRANT PARK
7:00 PM



CARL CONRAD PRESENTS

THE
MY NEXT
STEP TOUR

FEATURING
LADY GAGA
#MYNEXTSTEP

18 JUNE
GRANT PARK
7:00 PM



CARL CONRAD PRESENTS

THE
MY NEXT
STEP TOUR

FEATURING
BLAKE
SHELTON
#MYNEXTSTEP

18 JUNE
GRANT PARK
7:00 PM





Made in America
PRINT FLYER



Carl Conrad



BUDGET & REACH

| Program | Cost | Estimate Reach | Elements |
|----------------------|---|----------------|---|
| Musical Tour | \$7MM | 63% | *Includes production, artists license, music, talent, promotion |
| Super Bowl Spot | \$5MM | 15% | *Includes just 1x:30 |
| Baseball Sponsorship | \$13MM | 60% | Includes spots in the MLB |
| Standard Media | \$18MM | 76% | *Includes OOH, Digital, TV, Search, Audio |
| TOTAL | \$43MM | 55% | |
| | *In line with past launches for Bud Light | | |

| PROGRAM | Carl Conrad Year Round | | | | | | | | | | | |
|---|------------------------|-----|-----|-----|-----|------|------|--------|-----------|---------|----------|----------|
| | JAN | FEB | MAR | APR | MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
| Local | | | | | | | | | | | | |
| Music | | | | | | | | | | | | |
| Sports | | | | | | | | | | | | |
| Standard Media: Social, TV, Digital | | | | | | | | | | | | |
| *Use standard media to Support tent pole events | | | | | | | | | | | | |





CHEERS!

