



CASE STUDY

BUDWEISER
INTERACTIVE TV CAMPAIGN

“We’re delighted our first efforts into interactive TV have been such a success. It’s provided Budweiser with a cool way to connect with beer drinkers, and helped cut through the clutter of football messages bombarding consumers during the build up to the World Cup finals.”

Oliver West, Consumer Marketing Controller, Anheuser-Busch.

BACKGROUND

In 2005, Budweiser became the official partner of the FIFA World Cup and needed to make consumers aware of this new association. As an American brand, they also knew they needed to earn the right to be part of the “beautiful game”.

The original executions of their “YOU DO THE FOOTBALL, WE’LL DO THE BEER” campaign ran as linear TV ads. The two new iterations, “Coach” and “Wave”, were Budweiser’s first foray into Interactive Advertising.



OBJECTIVES

- To engage Budweiser’s target market, 18-34 year old consumers
- To communicate that Budweiser are official sponsors of the FIFA 2006 World Cup
- To offer consumers the chance to win FIFA 2006 World Cup tickets
- To drive purchase consideration for Budweiser

INSIGHT

Research was conducted to assess the effect of the campaign on awareness; brand immersion and impact on purchase consideration.

With the first burst of activity, “Coach”, 24% of Sky adults recognised the Budweiser interactive ad, with almost 400,000 of those interacting. The second burst using the “Wave” creative, with the same call to action, saw ad recognition increase to 32% with nearly 490,000 pressing red.



Ad Awareness

Three sample groups were researched - ad interactors; viewers; and non-viewers to the ad. When asked, “Do you know who any of the official partners or sponsors of the 2006 World Cup are?” - Budweiser was more than twice as likely to be mentioned by interactors than non-interactors. Budweiser was 11 times more likely to be mentioned by interactors than non-viewers of the ad.

The research also asked, “Which beer or lager have you seen or heard any advertising for, or seen sponsoring events recently?” - nearly 9 out of 10 interactors spontaneously mentioned Budweiser.

Call to Action & Brand Immersion

Interaction levels for Budweiser were nearly 50% higher than the average response rates for an iA ad (Sky Media averages).

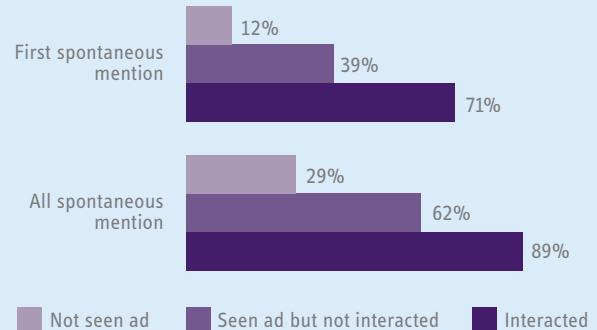
Interactors claimed to have spent an average of over 7 minutes interacting, with 38% saying they'd spent 10 minutes or more in the site. The most popular section was the “Heads Up” game:

“The thing I liked the most was the heading game. It was quite addictive actually. I played it once and I've been on it every day since”.

(Continental Budweiser Research)

ADVERTISING AWARENESS

(first spontaneous mention & all spontaneous mentions)



Source: Continental Research. Base 101 interactors. 100 not used ad. 100 not seen ad.

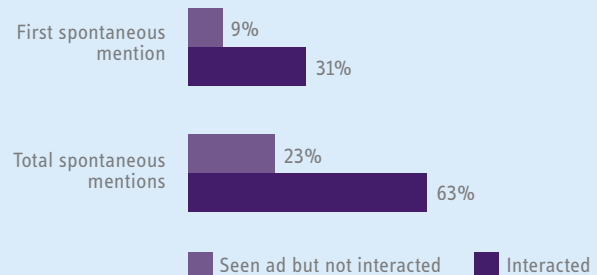
Purchase Consideration

When asked “if you were going out drinking tomorrow in a pub/ bar which brand of beer or lager would be your first choice and which others would you consider?” Interactors were 127% more likely to spontaneously mention Budweiser than non-viewers and were 24% more likely to mention Bud above any of the other major competitors.

Showing the effectiveness of interactive ads - 90% said they were more likely to choose Budweiser having interacted, regardless of pre-disposition to the brand.

BUDWEISER PURCHASE CONSIDERATION

(first and total spontaneous mentions)



Source: Continental Research. Base 101 interactors. 100 not used ad. 100 not seen ad.

“The ticket promotion was an ideal hook giving the brand real value by using the platform to give consumers a great brand experience, which has enhanced the brand image and driven claimed propensity to purchase.”

Oliver West, Consumer Marketing Controller, Anheuser-Busch.

CONTACT

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The logo for Sky Media, featuring the word "sky" in a lowercase, rounded, sans-serif font, followed by the word "media" in a similar lowercase, rounded, sans-serif font. The letters are light grey and have a subtle drop shadow.

what do you want to know?