BUD LIGHT

A.A. CONSULTING

FINAL RESEARCH REPORT

MEET THE TEAM





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EXECUTIVE SUMMARY

CHALLENGES

- BUD LIGHT FACES SIGNIFICANT CHALLENGES CONNECTING WITH GENERATION Z CONSUMERS
- CHANGING CULTURAL DYNAMICS AND RECENT CONTROVERSIES
- NEED TO ADAPT WHILE MAINTAINING CORE IDENTITY

RESEARCH METHODOLOGY

- FOCUS GROUP WITH 8-10 COLLEGE STUDENTS
- 9 IN-DEPTH INTERVIEWS (21-22 YEAR OLDS)
- QUANTITATIVE SURVEY (64 RESPONDENTS, 88% AGED 18-24)
- SECONDARY RESEARCH ANALYSIS

KEY RESEARCH FINDINGS



CONSUMER INSIGHTS

- GEN Z SHOWS DIFFERENT ALCOHOL PREFERENCES VS. PREVIOUS GENERATIONS
- HARD SELTZERS AND SPIRITS DOMINATE CONSUMPTION CHOICES
- PRICE AND TASTE ARE PRIMARY PURCHASE DRIVERS
- SOCIAL ACCEPTABILITY CRUCIAL IN BRAND SELECTION

KEY RESEARCH FINDINGS

(continued)



BRAND PERCEPTION

- BUD LIGHT ASSOCIATED WITH OLDER DEMOGRAPHICS (MEN 35-55)
- CONSUMPTION PATTERNS: 2-3 TIMES PER WEEK
- MONTHLY SPENDING: $0-50
- LIMITED DIRECT IMPACT OF CONTROVERSIES ON PURCHASES
- BROADER BRAND PERCEPTION AFFECTED


BUD LIGHT
STRATEGIC
RECOMMENDATIONS

LIGHT UP YOUR NIGHT

On Campus

- INTERACTIVE PHOTO OPPORTUNITIES
- LIVE MUSIC PARTNERSHIPS
- LIMITED EDITION MERCHANDISE
- EXCLUSIVE SAMPLING EVENTS
- LOCAL SPORTS EVENT INTEGRATION


BUD LIGHT
FUCK DOOK, GO HEELS
I GOT A FREE BUD LIGHT AT TOPO
BUD LIGHT
LIGHT UP YOUR NIGHT
on Franklin St
BUD LIGHT
BUD LIGHT
BUD LIGHT
BUD LIGHT
BUD LIGHT
BUD LIGHT
BUD LIGHT
BUD LIGHT
BUD LIGHT
BUD LIGHT

LOCAL LIGHTS

- REGION-SPECIFIC CAN DESIGNS
- LOCAL LANDMARKS AND TEAM COLORS
- COLLEGE TOWN IMAGERY
- SEASONAL THEMES
- QR CODES LINKING TO LOCAL EVENTS



(CREATED WITH AI)



CAMPUS BUDS

- STUDENT BRAND AMBASSADORS
- BRANDED SOCIAL EVENTS
- AUTHENTIC SOCIAL MEDIA CONTENT
- SAMPLING PROGRAMS
- RESPONSIBLE DRINKING INITIATIVES



LIGHT INFLUENCE

- USER-GENERATED CONTENT
- BEHIND-THE-SCENES BREWERY TOURS
- LOCAL INFLUENCER PARTNERSHIPS
- INTERACTIVE INSTAGRAM ENGAGEMENT
- TIKTOK CHALLENGES

LIGHT POINTS

- “LIGHT POINTS” RESONATES WITH GEN Z'S PREFERENCE FOR INTERACTIVE, ENGAGING EXPERIENCES.

- PARTICIPANTS EARN POINTS BY SCANNING QR CODES, COMPLETING CHALLENGES, ATTENDING EVENTS, OR SHARING CONTENT ON SOCIAL MEDIA.

- ENCOURAGES FRIENDS TO COMPETE OR COLLABORATE, ENHANCING SOCIAL INTERACTIONS AND CONNECTIONS.

- POINTS UNLOCK REWARDS, DISCOUNTS, AND ACCESS TO UNIQUE EXPERIENCES TIED TO THE BUD LIGHT BRAND.



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METHODS AND APPROACH

- FOCUS GROUPS: REVEALED SOCIAL ROLE OF ALCOHOL AND PREFERENCE FOR VARIETY
- INDIVIDUAL INTERVIEWS: HIGHLIGHTED COMPLEXITY OF BRAND PERCEPTION
- SURVEY RESEARCH: CONFIRMED SHIFT IN CONSUMPTION PATTERNS
- MARKET ANALYSIS: VALIDATED GENERATIONAL SHIFT FINDINGS

KEY FINDINGS

- SPIRITS/COCKTAILS: 40-80% OF TOTAL CONSUMPTION
- FREQUENCY: 2-3 TIMES PER WEEK AVERAGE
- PRIMARY FACTORS: PRICE AND TASTE

FUTURE RESEARCH DIRECTION



- LONGITUDINAL TRACKING OF GEN Z CONSUMPTION PATTERNS
- CROSS-GENERATIONAL BRAND POSITIONING STRATEGIES
- REGIONAL VARIATIONS ANALYSIS
- DIGITAL MARKETING IMPACT STUDY
- BRAND REPOSITIONING CASE STUDIES

KEY QUESTIONS

- CULTURAL/SOCIAL FACTORS IN COLLEGE ENVIRONMENTS
- SOCIAL MEDIA'S ROLE IN BRAND PERCEPTION
- TRADITIONAL BRAND ADAPTATION STRATEGIES


BUD LIGHT
THANK YOU