



VISIONING



SOLVING



RELATING



RESOURCING

CONSUMER PROMOTION AND LOYALTY PROGRAM DRIVES SHARE

CHALLENGE

Anheuser-Busch (A-B) wanted to increase share of Budweiser family products in the premium beer category. To take share away from other brewers, A-B developed and tested a loyalty program in the Southeast that allowed consumers to collect points printed on the inside of certain packages and redeem them for Budweiser merchandise.

The Budweiser brand team developed television and radio spots to promote the program via mass media. Since A-B television buys consist mainly of national television spots, the mass media support of the program in the Southeast test markets was minimal. Busch Media was given “reward points” to use as prizes for radio station promotions, but the points did not have significant value for stations to develop on-air promotions. The loyalty program was in jeopardy of failing due to a lack of mass media support.

ACTIONS

- Developed a supplemental promotional program using high profile prizes available via the Bud Rewards Program (i.e. keg-refrigerators, foosball tables, etc.) as prizes for radio promotions.
- Presented program to beer distributors in assigned territory and influenced them to commit funds for the program.
- Developed presentation outlining all aspects of promotional program (on-air, on-premise, at high profile events, etc.) and traveled to assigned markets to sell stations on promotional concept.
- Negotiated on-air, on-premise and event-driven promotions with stations in conjunction with media buys.
- Ordered prizes and had them shipped directly to the stations.
- Worked closely with legal team to ensure that the rules for the promotion met A-B legal requirements.
- Secured air checks and recaps of promotions from stations to determine value of promotions relative to prize and media investments.

RESULTS

- Influenced 90% of distributors in assigned territory to participate in promotions.
- Achieved a 3 to 1 ROI on promotional and media dollars in assigned territory.
- Increased share of Budweiser family products by 2% in assigned territory.
- Received positive feedback on promotions from distributors and radio stations.