



Bud Light “The Difference Is Drinkability”

Introduced:	1982
Beer Category/Style:	Premium Light – American-style light lager.
Taste Profile:	Light-bodied brew with a fresh, clean and subtle hop aroma, delicate malt sweetness and crisp finish for ultimate refreshment.
Ingredients/Brewing:	Bud Light is brewed using a blend of premium aroma hop varieties, both American-grown and imported, and a combination of barley malts and rice. Its superior drinkability and refreshing flavor makes it the world’s favorite light beer.
Advertising Highlights:	<p>Bud Light’s most recent campaign titled “The Difference Is Drinkability” continues the focus on product attributes defining Bud Light’s key characteristic, drinkability, while delivering the message with humor consistent with previous Bud Light ads. This tagline is currently featured on Bud Light TV, radio, print and billboard advertising.</p> <p>Bud Light’s humorous “Real Men of Genius” campaign has earned more than 100 advertising awards since it was launched in 2000. Most recently, it captured a Gold Lion at the 2008 55th Annual International Advertising Festival in Cannes, France. The ads have won two radio golds and two Grand Prix awards in the past four years.</p> <p>Bud Light Super Bowl commercials also have enjoyed tremendous success. On five occasions the brand has captured the top overall spot in USA Today’s “Ad Meter,” the top Super Bowl advertising consumer poll. Bud Light has also created memorable campaigns such as “I Love You, Man,” and “Yes, I Am” and “Real Men of Genius.”</p>

Bud Light has also successfully moved into the digital space highlighted by the Emmy Award-winning “Swear Jar.” The viral ad depicts what happens to an office when a swear jar is introduced and workers are told a case of Bud Light will be bought with the proceeds. “Swear Jar” has been viewed more than 12 million times on the Internet despite having never aired on television. Additionally, it has received a National Gold Award at the 2008 ADDY® Awards, a Silver Lion at the 55th Cannes International Advertising Festival and a Silver Clio at the 2008 Clio Awards.

Sponsorship Highlights:

Bud Light is currently a sponsor of Major League Baseball, the National Hockey League and a number of domestic teams within each league. Other sports sponsorships include 28 National Football League teams, the Ultimate Fighting Championship, the Association of Volleyball Professionals, Major League Lacrosse, and Vail Resorts.

Interesting Facts:

Bud Light is the world’s best-selling beer. Its share of the premium-light segment is 47 percent and for years has grown market share among adults across virtually every age, gender and demographic group.

Further Information:

Visit www.budlight.com or www.anheuser-busch.com.

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