



Bud Light

Snap Ads Takeover + Audience Campaign

As the Bud Light Party raged on, Snapchatters were invited to join in on the fun!

SNAPCHATTERS REACHED: 3M+ TOTAL VIEWS: 9M+

Source: Millward Brown Digital Audience Insights and Brand Lift Insights among Snapchatters age 21+

The Story

With Bud Light’s redesign and new visual identity out in-market, the party was on, and of-age Snapchatters were invited. To kick off the campaign, Bud Light took over Snapchat’s SXSW Live Story, securing full share of voice for the highly followed tentpole. Bud Light also ran Snap Ads in several contextually relevant Discover channels to extend their reach and cement their message.

Bud Light’s Snap Ads campaign garnered over nine million views and significantly increased brand metrics like awareness and purchase intent – particularly among fans of competitors’ beers. Producing a 14% lift in purchase intent, Snapchat proved to be the perfect place for Bud Light to share their message and drive results while doing it.

Objectives

- Increase awareness of Bud Light’s modern, bold new look.
- Align the brand with a large event closely followed by millennials.
- Reach a large and engaged audience, age 21 and older.

Strategy

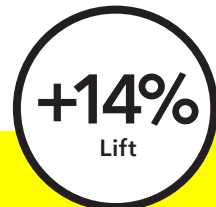
- Tailor video advertising to best fit Snap Ads’ creative standards.
- Run a 21+ takeover of Snapchat’s SXSW Live Story.
- Extend the campaign by placing additional Snap Ads in contextually relevant Discover channels.



Brand Awareness



Ad Recall



Purchase Intent