



**THE BUD'S TEAM IS YOURS TO TAKE!**

**The Bud's Team**

# **MAIN GOAL**

**Bring-back the FIFA World Cup Qatar 2022 party in Colombia by enhancing the most important values of soccer -associated to the brand's principles- so that young Colombian fans can celebrate the greatest international soccer event with Budweiser to the fullest.**



**FIFA WORLD CUP  
Qatar 2022**

**The Bud's team**

# How will we achieve this?

**We will relive the enthusiasm for the FIFA World Cup Qatar 2022 among the young Colombian fans, through an element that unites them around the love they share for soccer and its most representative values: passion, conviction, inspiration, diversity and friendship.**

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**We will promote a new way of living and enjoying international soccer, without flags or labels: **The Bud's Team****



**The Bud's team**

# TARGET AUDIENCE

**Belief driven and passionate Gen-Z and younger Millennials soccer fans (18-30 years old), who enjoy premium and unconventional experiences, along with their friends**

**Young people without labels who take the risk of finding their own path, encouraged by their creativity, collaboration and boldness.**



# BACKGROUND AND STARTING POINT

After qualifying for two World Cups in a row, the Colombian National Team was eliminated from the **World Cup Qatar 2022**, leaving thousands of fans without a team to support during this event.

These feelings of confusion and distress among Colombian fans will become more evident in the second half of the year, when the World Cup begins to be experienced more and more strongly, leading to the creation of Budweiser's **#HinchasSinEquipo** (#FansWithoutTeam) campaign.

Therefore, to save the most awaited sports event of the year, we will announce the conformation of **THE BUD'S TEAM**, a way for all #FansWithoutTeam to live and share this World Cup to the fullest, based on the most representative values of soccer that bring them together: passion, conviction, inspiration, diversity and friendship.

# ACTION PLAN

## ACTIVITIES, CHANNELS AND TIMING

JUL-AUG

**-Conversations in Social Media (Instagram and Twitter)** about the situation of these #FansWithoutTeam, powered by sports and lifestyle KOL's

**-Viral Challenge (Tiktok, Instagram)** for people to show how a #FanWithoutAteam lives the World Cup to win a trip to Qatar 2022.

**-Photobooths sets in the main cities of Colombia** for fans who will be part of the Bud's Team. They must upload this image as their profile picture in social networks during the next 4 months. to acces premium experiences and special prices.

SEPT-OCT

**- Conformation announcement of the Bud's Team**, through Tier 1-2 sports and lifestyle media outlets, content creators (TikTok, YouTube, Instagram) and landing page [www.laseleccionbudweiser.com.co](http://www.laseleccionbudweiser.com.co)

**-Premium experiences:** Inclusive soccer tournaments, music sessions, TED Talks with famous soccer players (men and women),podcasts, webinars.

NOV-DEC

**-Fan zones instalation in the main cities of Colombia** with free access to all the matches of the World Cup

**-Special concerts** of urban artist in top moments of the Wordl Cup from the campaigns BudX Records.



## Social Media Conversations

Position #FansWithoutTeam as Trending Topic in Colombia between July and August in Twitter and Instagram, through brand ambassadors and opinion leaders.



## Viral Challenges

Position the Challenge of How a #FansWithoutTeam celebrates the FIFA World Cup in TikTok and Instagram with 100.000 challenges reached.



## Photobooths all around

40 Photo booths sets installed around the country in the main cities: Bogotá, Medellín, Cali, Barranquilla, Cartagena, Bucaramanga, Ibagué, Manizales.

**FIRST MOMENT ACTIONS AND KPI'S (JULY-AUGUST)**



# Viral Challenge

## #FansWithoutTeam

<https://bit.ly/38q0yw5>





## Announcement of the Bud's Team

Conformation announcement of the Bud's Team, through Tier 1-2 sports and lifestyle media outlets, content creators (TikTok, YouTube, Instagram) and landing page [www.laseleccionbudweiser.com.co](http://www.laseleccionbudweiser.com.co)



## Premium experiences - Diverse and inclusive Football tournaments

8 simultaneous soccer tournaments in 8 cities of Colombia for two months.



## Premium experiences - day and nights of beers and music sessions

30 nights of beers, music and TED-talks with soccer legends

**SECOND MOMENT ACTIONS AND KPI'S (SEPTEMBER-OCTOBER)**



### **Premium experiences to live the Qatar World Cup in Fan Zones**

Fan Zones in 8 cities of the country for the members of Bud's Team



### **Premium experiences - music concerts in top moments of the World Cup**

Three urban concerts for The Bud's Team members in top moments of the World Cup - quarters finales, semifinal and final.

**THIRD MOMENT ACTIONS AND KPI'S (NOVEMBER-DECEMBER)**



## Free Press

400 impacts



## Earned media

15M impressions



## Organic Influencers

29M impressions

**GENERAL KPI'S (JULY-DECEMBER)**

The Bud's team

# STRATEGIC IMPACT IN INDUSTRY

**The Bud's Team manages to lead the change from the feeling of frustration to that of inspiration, with a different and inclusive expression of unity, which recovers the interest for the World Cup, through the most representative values of this sport -associated to those of the brand- to reinforce the feelings of passion, conviction, inspiration, diversity and fraternity among the young fans.**



HAZ TUYA LA COPA MUNDIAL DE LA FIFA

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VIVE EL MUNDIAL  
**SIN**  
ETIQUETAS

¡SÉ PARTE DE NUESTROS  
EVENTOS EXCLUSIVOS!

PHOTOBOOTS, TORNEOS DE FÚTBOL,  
MUSIC SESSIONS Y ENCUENTROS  
CON LOS MÁS GRANDES DEL FÚTBOL



#  
# **Hinchas  
SinEquipo**



¡PARTICIPA POR UN  
VIAJE A CATAR!

MUÉSTRANOS COMO VIVE  
#UN HINCHA SIN EQUIPO  
EL MUNDIAL



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