



# 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.



#### 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 their share for soccer and its most representative values: passion, conviction, inspiration, diversity and friendship.

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



#### The Bud's team

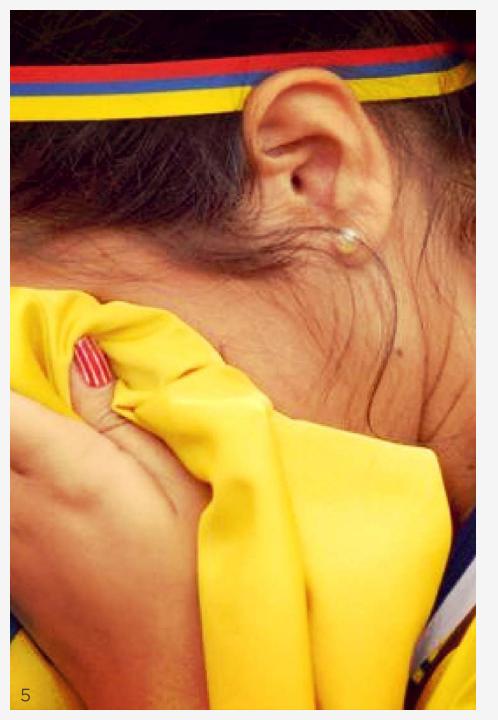
## **TARGET AUDIENCE**

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

#### SEPT-OCT

#### **NOV-DEC**

- -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.

- Conformation announcement of the Bud's Team, through Tier 1-2 sports and lifestyle media outlets, content creators (TikTok, YouTube, Instagrma) and landing page www.laseleccionbudweiser.com.co
- -Premium experiences: Inclusive soccer tournaments, music sessions, TED Talks with famouse soccer players (men and women),podcasts, webinars.

- -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.





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 FiIFA 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.



# 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, Instagrma) and landing page 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



Premium experiences to live the Catar World Cup in Fan Zones

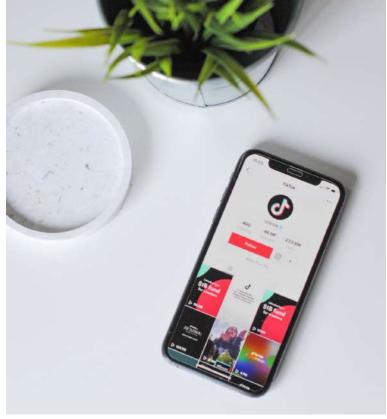
Fan Zones in 8 cities of the country for the members of Bud's Team



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.







Free Press 400 impacts

Earnedad media
15M impressions

Organic Influencers
29M impressions

The Bud's team

# STRATEGYC 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.



