

Anheuser Busch

OVERVIEW

Anheuser-Busch (A-B) is one of the most well-known beverage companies in the world, producing the most iconic beer, craft, and cider brands. However, even a company as prominent as A-B, with countless Madison Avenue marketers and agencies at hand, can struggle to create a positive, powerful reputation with the nation's "Opinion Elites." To deliver on this public affairs goal, A-B sought the counsel of Gunster Strategies Worldwide, known for our great successes within the beverage industry and this key audience. As the first campaign in the company's history branded specifically for A-B, Gunster Strategies Worldwide strategically led a multi-year effort to raise corporate awareness and favorability amongst national Opinion Elites.

This Reputation PMO initiative, referred to as the "Purpose Beyond Brewing" campaign, was a significant departure from traditional product marketing and brand positioning. As media strategists, we worked

alongside our research and publication partners to design, analyze, and interpret research instruments, such as message testing and brand awareness studies. These instruments were paramount in determining the strategy of the campaign and benchmarking the various tactical teams associated with the campaign, both internal and external.

The campaign's digital strategy included a premier national programmatic partner and top consumed native news publications, along with pushing paid promotion through A-B's existing social media channels. While our creative messaging and audience tactics sharpened based on research analysis, our main goal focused on targeting Opinion Elites through four core pillars: Economic Impact, Environmental Sustainability, Emergency Drinking Water, and Responsible Drinking.

Among a few notable campaign milestones was the migration of the Purpose Beyond Brewing microsite, a living advocacy hub for the four core pillars, onto the A-B corporate site. Gunster Strategies was so successful in developing and managing the microsite that A-B wanted to engage the highly influential, national Opinion Elite visitors with their corporate content.

When the pandemic swept the nation, Gunster Strategies provided senior strategic insights on how to navigate A-B's communications among Opinion Elites. During these unprecedented times, Gunster Strategies recommended and executed swift digital and social responses.

Gunster Strategies Worldwide knows that engaging Opinion Elites requires a special balance of insightful digital targeting and knowledgeable, compelling creative and copy. The Purpose Beyond Brewing campaign, sustained by yearly quantitative and qualitative research, successfully and effectively reported raises in favorability and familiarity metrics year after year.



PROJECT INFORMATION

National Public Affairs
Campaign
Digital Media
Social Media
Crisis Communications

CAMPAIGN COVERAGE

Nationwide