

case study

Bud Light - Delivering Efficiency via "Bud Light MXT Mobile Program"

Client Objective: AB InBev's Sourcing department reached out to The Kerry Group to execute its Bud Light MXT custom vehicle program – an integral part of the brand's annual promotion plan. This grassroots effort supports the trade and key customers by conducting sampling and driving brand awareness at both on and off-premise events. AB InBev's Sourcing team wanted an agency that could deliver bilingual staffing, superior execution at a competitive price, and meet the demands of today's stringent regulatory environment.

Why They Chose The Kerry Group: AB InBev recognized that The Kerry Group exceeded normal "table stakes" industry requirements for event liability, staffing and event operations. The Kerry Group goes beyond the requirements set by the Department of Transportation Federal Motor Carrier Safety Administration, and the Occupational Safety and Health Administration. To ensure these high standards are met, The Kerry Group uses PICS for external auditing to ensure compliance in our hiring, safety policies and other procedures. We are the *only* brand activation agency that uses a third party company to audit its regulatory compliance.

We use our own proprietary procedures for hiring and training of our field personnel (which goes beyond just "talking points" since we include in-depth brand training, consumer engagement role playing, proper on-site safety techniques and reporting, TIPS training, first aid and CPR along with how to provide detailed on-the-road reporting).



The Results: The logistics management of this 300 stop tour was flawless and accident-free. We visited some of the biggest events in the country like the Super Bowl stopped at some of the coolest venues (Baseball Hall of Fame, the Osh Kosh Air Show). Oh, did we mention we also hitched a ride on cruise ship?

As an outright marketing tool? The direct peer-to-peer aspect of the Bud Light MXT engagement virtually tattooed the brand on the long-term memory of everyone who experienced it - And it generated more than 2.5 million gross impressions!



the **kerry** group

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