

bud light sports chassis and build-a-bar 1 of 2

Client: AB InBev – Bud Light brand

- Six custom vehicles with crews
- Vehicles designed to serve Bud Light
- Integrated sound system and video
- Onsite at large scale, multi-location events (e.g. Super Bowl, concerts, Major League Baseball, college and NFL football games, state and county fairs)
- 160 locations, 415 event days

Strategy

Deploy Bud Light vehicles at major events to engage consumers and serve as command center for wholesalers, staff and clients alike.



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bud light sports chassis and build-a-bar 2 of 2

Kerry Group Responsible For

- Design and development of Bud Light Sports Chassis & Build-A-Bar
- Tour management
- Hiring, training and management of staff
- Post event analysis

Business Results

The client provided qualitative data showing that the event was successful in generating significant consumer sales at key events and providing valuable venue for distributor customer relations.



Elements Handled By Vendors

- Build out of vehicles



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