

Budweiser's

PLAY-
PACK
SERIES



Young Ones Student Awards 2021

TABLE OF CONTENTS

01

The Task

Our interpretation of the task at hand.

02

The Insights

The fruit of our research.

03

Journey To The Solution

Our process leading up to the solution.

04

The Solution

How we solved the task.

05

The Mock Ups

Examples of what our solution looks like.

06

The Conclusion

Why we think our solution addresses the problem.

Budweiser's Play-Pack Series

The Task

To change young people's perception of Budweiser as a brand in order to change their buying habits. To develop the brand among the target audience without changing its position among the already loyal drinkers.

Target audience: People aged 21-34

Shortcoming Keypoints



Younger people buy into the brand, not the beer.



No clear USP, though it's the American go-to.



Perceived as outdated and unoriginal.



A gap between brand and perceived image to the consumer.

The Insights

In a time when young people highly praise individualistic expression and creativity, every brand attempting to target young adults needs a USP. Some brands make their selling point by offering low prices and premium ingredients. In contrast, other brands aim for originality in flavor and design. Budweiser belongs to the first category.

While the older drinkers mainly choose Budweiser because of its taste, the reality is that many younger people aren't that into it. When they want a drink to enjoy with their friends, they're probably more likely to buy a craft beer from a local brewery or even have a go at mixing their own cocktail. They seek originality, or something "different".

So how do we get these people to choose Budweiser, if not for the taste? How can we change the perception of the product, without changing the beer?

These questions led us to the first step of our idea: *How do we make Budweiser more than a beer?*

Journey To The Solution

Obviously, the product is the beer. We don't want to change that. We want to change the reason why people buy the product. Budweiser already has excellent taste and price, but so do many other brands. So why should the consumer choose Budweiser over competitors?

It's simple, by offering something more than a beer, providing an experience that doesn't require copious amounts of drinking.

In our solution, we focused on the social aspect of drinking. Younger people use drinking as a way to connect, so we developed the product to be more fitting to that purpose. We developed an idea to help further people's social skills.

The Solution

Introducing: The Budweiser Play-Pack - the beer pack with more than just beer. The play-pack comes in all the classic sizes. Six-packs, twelve-packs, twenty-four-packs, you name it. Still containing the same beer, still in the same bottles, now in a different carton.

The packaging folds out into small maps and boards with mini-games. Choose between a variety of quizzes, daring drinking games, or friendly get-to-know-challenges.

Using the cases' existing shapes creatively, the only real difference to the product is the printing onto the cardboard cutouts - thus keeping the idea cheap, easy to manufacture, and open for new creative takes.

How it works?

It's easy, buy a case of the play-pack Budweiser, unfold the carton, and enjoy a good time over a cold one with your buddies.

The Mock Ups

This is the shape of a
folded-out six-pack:



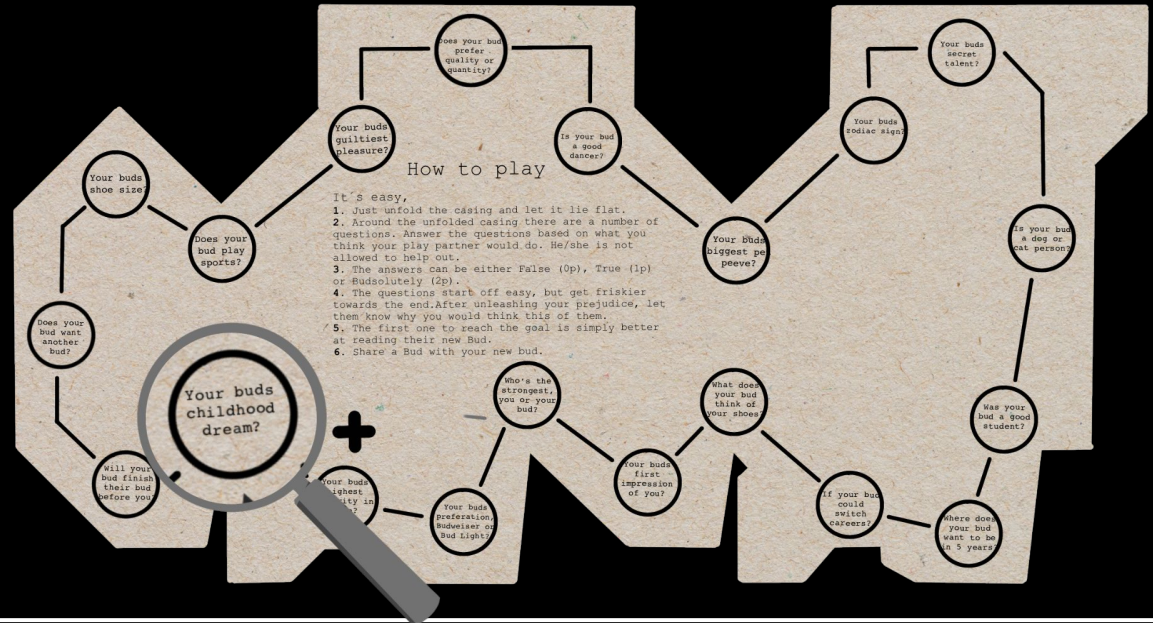
Here's what we did to it:

New-Buds

New buddies are sometimes hard to come by. Luckily, here's Budweiser's New Buds - the board game capable of breaking any ice.

How To Play:

1. Unfold the casing and place it on a flat surface.
2. Around the casing, there are a number of questions. Answer the questions based on what you think your partner would do. He/she is not allowed to help.
3. Answers can be false (0p), True, (1p), or budsolutely (2p). 1 point = 1 step forward
4. The first one to reach the finish line is simply better at reading their new bud.
5. Share a Bud with you new bud.

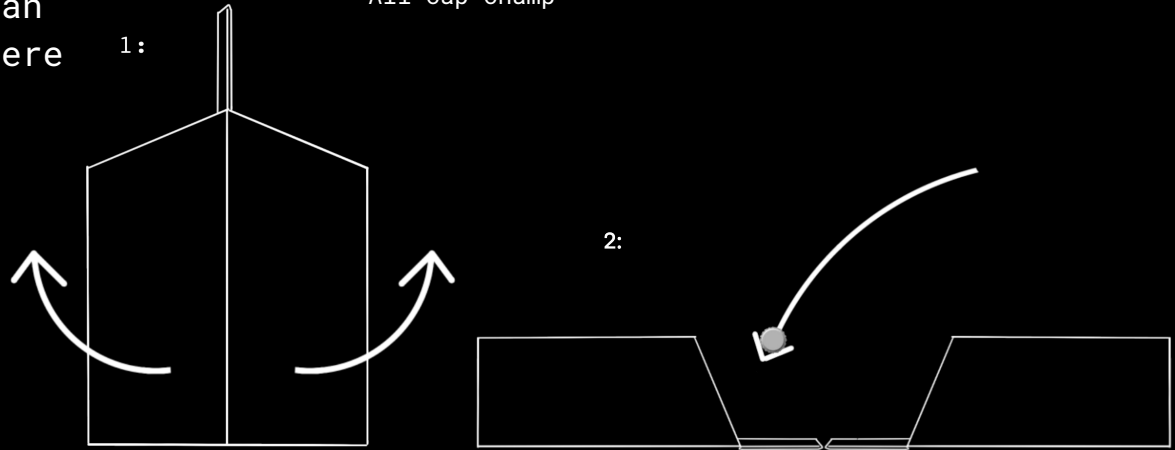


All CAPS

There's no better feeling than beating your friend in a competitive game. With Budweiser's All CAPS, you can bring the competition anywhere you go - no excuses.

How To Play:

1. Unfold the casing according to the instructions
2. Place the casing between you and your opponent.
3. Remove the bottle cap from your Bud.
4. Throw the cap into the opposite goal. Ten feet earns you two points, fifteen earns you four.
5. No bounces.
6. First one to twenty-four points is crowned All-Cap-Champ

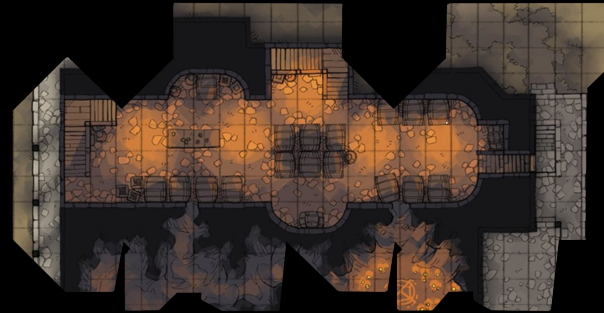
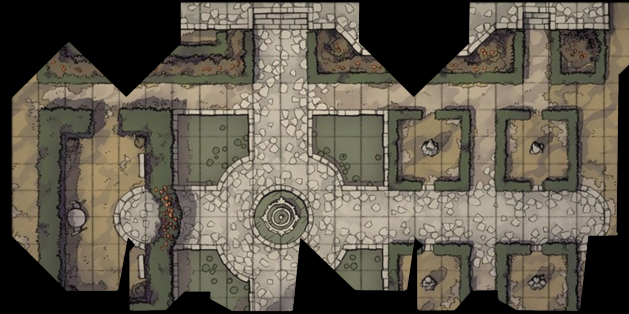


Collaborative idea:

The D&D Edition

Dungeons & Dragons has had a massive resurgence in popularity during recent years, especially with Covid forcing people to find new ways to spice up their everyday.

The D&D Edition of the Play-Pack series introduces free combat maps for the Budweiser-drinker to unfold and explore.

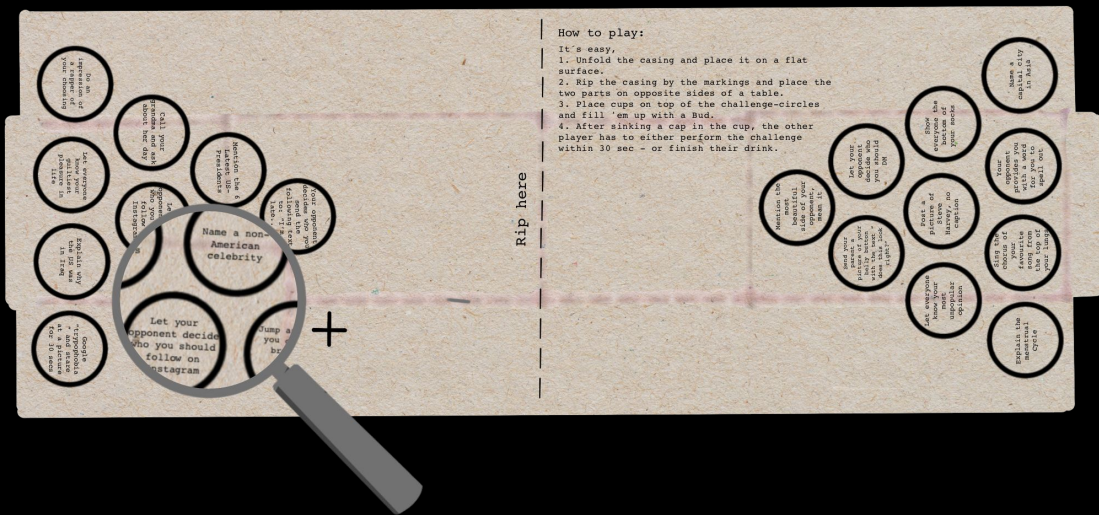


Fear Pong

Using the shape of a folded-out twenty-four pack, we created Fear Pong - The game forcing you to chug the beers, or face your fears.

How To Play:

1. Unfold the casing and place it on a flat surface.
2. Rip the casing by the markings and place the two parts on opposite sides of a table.
3. Place cups on top of the challenge-circles and fill 'em up with a Bud.
4. After sinking a cap in the cup, the other player has to either perform the challenge within 30 sec - or finish their drink.



The Conclusion

As we interpret it, Budweiser's problem as a brand and product is that it's not perceived as anything more than a beer. A quality option, but just a beer among many others. So, we solved the problem by creating a USP around the entire purchase and not just the beer - selling the means to a good time, not just the promise of one. Because why would you buy just a beer when you can buy a beer AND a good time?

The Play-Pack series offers the target audience something extra, without forcing them to strain their wallet. Making not only Budweiser, but the purchase as a whole, stand out.

Using the cases' existing shapes creatively, the only real difference to the product is the printing onto the cardboard cutouts - thus keeping the idea cheap, easy to manufacture, and open for new creative takes.

The Play-Pack campaign is a fun and intuitive way to bring back a sense of youth into Budweiser's brand.

We believe this is an idea that will resonate with most people within the target audience, we should know - we are part of it.

Thanks for your consideration!

Max Mohlin,
Jakob Engwall

Forsbergs skola, Stockholm, Sweden