

## **Report Objectives**

This report aims to summarize Budweiser's classic product marketing strategy and introduce Budweiser's non-alcoholic beer. We will analyze Budweiser's non-alcoholic beer market positioning, target audience, marketing channels, and brand communication strategies. Through this report, we aim to explore its methods and practices in classic product marketing, as well as its innovation and development in the non-alcoholic beer market, to gain an in-depth understanding of Budweiser's success as the world's leading beer brand and to provide relevant practitioners with, investors, scholars and the majority of drinking enthusiasts offer inspiration.

## **About Budweiser Asia Pacific**

Anheuser-Busch Asia Pacific Holdings Limited (from now on referred to as "Busch Asia Pacific") is a significant subsidiary of Anheuser-Busch InBev (from now on referred to as "Busch Group"), and its shares are listed on the Hong Kong Stock Exchange. The company's business covers 35 countries/regions around the world, with more than 50 brands in the Asia-Pacific region, covering ultra-high-end, high-end, core + value categories, including world-renowned brands such as Corona, Era, etc., as well as popular regional brands such as Kaishi, Haywards, and Harbin, etc. Anheuser-Busch Asia Pacific is known for its outstanding brand portfolio, excellent marketing, and sustainable business philosophy. As of the end of 2023, the company has funded 29 Hope schools in 14 provinces through the "Corona Specially Selected Green Lemon" project, demonstrating its commitment to social responsibility. In addition, Budweiser Asia Pacific is committed to innovation and continues to launch

new products that adapt to market needs, including non-alcoholic and low-alcohol beers, to promote the realization of sustainable development goals.

## **Classic Product**

### **Budweiser**

Budweiser is a traditional American lager beer that began in 1876. When founder Mr. Adolphus Busch set out to create America's first truly national beer brand, he brewed a drink that was so popular that its flavors transcended regional flavors. Every batch of Budweiser beer is made using a recipe passed down by the Busch family brewmasters for five generations. Budweiser's liquor is moderately fermented and has a unique flavor. The clear, crisp, refreshing liquor is blended with premium American and European hop aromas for the perfect balance of flavor and refreshingness. Budweiser has a long brewing history and uses a fermentation technology called "Kraeusening" and a unique beech wood fermentation method to achieve an unparalleled balance and distinctive taste.

### **Corona**

Budweiser is a traditional American lager beer that began in 1876. When founder Mr. Adolphus Busch set out to create America's first truly national beer brand, he brewed a drink that was so popular that its flavors transcended regional flavors. Every batch of Budweiser beer is made using a recipe passed down by the Busch family brewmasters for five generations. Budweiser's liquor is moderately fermented and has a unique flavor. The clear, crisp, refreshing liquor is blended with premium American

and European hop aromas for the perfect balance of flavor and refreshingness. Budweiser has a long brewing history and uses a fermentation technology called "Kraeusening" and a unique beech wood fermentation method to achieve an unparalleled balance and distinctive taste.

### **Goose Island**

Goose Island Craft Beer was born in 1988 and established the first craft beer bar in Chicago, marking a pioneering step for American craft beer. Goose Island is a pioneer in urban craft beer brands with a long history and impressive records. Many of Goose Island's beers are so popular that they have won crowns in various beer competitions. Goose Island took the lead in pairing beer with food and became a leading brand in the catering industry. It also promoted the development of craft beer in China and became one of the most well-known craft beers in China.

These classic products represent Anheuser-Busch's preeminent position in the beer industry and rich brewing history. Each product has a unique brand story and flavor profile, from Budweiser's traditional American lager to Corona's Mexican flair to Goose Island's craft beers. With its profound tradition and spirit of continuous innovation, Budweiser has won the trust and love of consumers and has become one of the most popular beer brands in the world. The success of these classic products also reflects Budweiser's unremitting pursuit of quality and brand building, laying a solid foundation for the company's sustainable development in the global market.

### **Channel Status**

Anheuser-Busch is a model of deep distribution theory in marketing. Through the deep distribution model, it continuously increases its market share and builds substantial channel barriers. Under the deep distribution model, Anheuser-Busch has close contact with manufacturers, sales personnel, dealers, and terminals. Sales personnel directly control the terminals and understand the terminals' sales situation. This close channel connection gives the company an in-depth understanding of consumers and the competitive landscape, forming profound channel barriers and making it difficult for new entrants to achieve a particular scale in the short term. However, in-depth distribution also requires a lot of workforce support. The revenue per salesperson of Budweiser is much lower than that of other direct beverage companies, which is a challenge it faces.

In its regular offline operations, Anheuser-Busch focuses on three high points: high terminal distribution rate, high market share, and high profit margin. A high terminal distribution rate means enhanced management of the number of terminals, a high share ratio emphasizes the sales contribution of a single store, and high-profit margins are achieved by adjusting product structure and reducing sales expenses.

In its online operations, Budweiser has adopted two different strategies. The first is the way mainstream beer operates at scale, creating profits through mainstream products and profits through personalized products. The second is imported beer, which uses personalization, diversity, and multiple flavor characteristics to compete for users and conducts data collection and analysis on consumers through online functions to more accurately understand user needs.

Budweiser has successfully built substantial channel barriers through its in-depth distribution model and differentiated online and offline operation strategies, achieving significant competitive advantages in the market.

### **Marketing Highlights**

Budweiser Asia Pacific launched the B2B e-commerce platform "China Xifenggou" in 2021 to interact with distributors and retailers in China. The platform's primary goal is to be customer-centric and promote customer success by streamlining customer operations and improving profitability. Budweiser Asia Pacific has accelerated the expansion of Xianfenggou to approximately 260 cities, accounting for approximately 70% of China's revenue in December 2023.

In addition, as part of Anheuser-Busch's dealer successor/manager development program, Anheuser-Busch held training sessions and provided comprehensive after-school coaching. The training covers key areas such as project management, finance, and personnel training. This measure successfully held various training batches, and 100 people received succession planning training. More than 80% of dealers' children successfully take over their father's company.

## **Budweiser 0.0**

### **Design Concept**

According to Budweiser Asia Pacific's disclosure, the company actively addresses the harmful drinking of alcohol in the market. It is committed to promoting a responsible drinking culture in line with the World Health Organization's global goal of reducing harmful alcohol consumption by 10% by 2025 and in line with the United Nations Sustainable Development Goal 3.5, which targets strengthening the prevention of unhealthy alcohol use in Asia and the Pacific. The company's policies include the Responsible Marketing and Communications Code, which clearly states that it promotes responsible drinking of alcohol, does not support drunken behavior, and respects individual drinking choices. In addition, the company has also formulated a "Responsible Drinking Policy," which prohibits drinking at work and when necessary for work. The company's vision and ambition is to foster a global culture of responsible drinking that promotes drinking wisely, minimizes alcohol-related harm, and prioritizes the well-being of people and the reputation of the company and brand, thus marketing and advertising products responsibly. The company aims to achieve 20% of its beer production as no-alcohol and low-alcohol beer (NABLAB) products by the end of 2025. To achieve these goals, the company is committed to promoting a culture of responsible drinking, working with public health experts and local authorities, and adopting the guidelines for marketing and commercial communications set out in the Responsible Marketing and Communications Code (RMCC) to ensure that only legally required People above the drinking age conduct commercial promotions and information releases to fulfill social responsibilities. The company's sales, marketing, legal, and corporate affairs colleagues, contractors, and agents receive RMCC training yearly. In addition, the company's product portfolio

continues to evolve to include no- and low-alcohol beers (NABLAB) and other sustainability-focused products to advance strategic sustainability goals.

## **Practical Reasons**

As the official beer sponsor of the Qatar World Cup, Budweiser paid US\$75 million in sponsorship fees. However, two days before the start of the World Cup, FIFA suddenly announced a ban on the sale of alcoholic beverages in the eight World Cup stadiums and surrounding areas, causing Budweiser to face the embarrassing situation of being unable to sell beer during the World Cup.

In the face of this challenge, Anheuser-Busch did not surrender but actively responded to it and turned this challenge into a marketing opportunity. They used the World Cup platform to promote the non-alcoholic beer product Bud Zero and turned "Prohibition" into a new marketing campaign, demonstrating the company's flexibility and innovation capabilities.

According to data released by the US market research company IRI, US non-alcoholic beer sales reached US\$188.2 million in 2020, a 37.7% year-on-year increase. This shows that the non-alcoholic beer market has huge potential and room for growth.

Bud Zero, the non-alcoholic beer product launched by Anheuser-Busch in 2020, became the focus of the Qatar World Cup, and its sales are expected to hit a new high.

In addition to Budweiser, other beer brands have set their sights on the non-alcoholic beer market. Brands such as Heineken have also successfully promoted non-alcoholic beer products through platforms such as sports events. With the improvement of

consumers' health awareness and the formation of new consumption trends, alcohol-free beer has begun to be favored by more people as a healthy drink and has become a new favorite in sports marketing.

The story of Anheuser-Busch demonstrates the company's ability to respond flexibly and innovate when faced with challenges. It also highlights the potential and importance of non-alcoholic beer products in the market. This case not only highlights Anheuser-Busch's responsiveness but also reveals the emerging status and market prospects of non-alcoholic beer in sports marketing.

## **Life Cycle**

Our country's beer industry has developed to a medium maturity level, but non-alcoholic beer products are currently in the market introduction stage.

**Market introduction period** Alcohol-free beer is currently in the market introduction period. Although some regions already have a specific market presence, awareness of non-alcoholic beer still needs to grow globally. The company needs to increase its marketing efforts, especially in areas with higher health awareness, such as European and North American markets. At the same time, in response to consumer concerns, product recognition and credibility can be improved by holding tasting events and cooperating with health institutions.

**Growth period:** With the increasing popularity of healthy eating concepts and increasing restrictions on alcohol consumption, non-alcoholic beer is expected to enter a growth period. During the growth period, the company should increase its



efforts in product research and development and launch more flavored products to meet the needs of different consumers. In addition, expanding into new sales channels, such as online retail platforms and health food stores, is also an effective way to promote sales growth.

**Maturity stage** Although alcohol-free beer has not yet reached maturity, it will gradually arrive as the market grows. In the mature stage, companies must focus on product differentiation and quality improvement to maintain competitive advantages. At the same time, looking for new market opportunities, such as expanding into emerging markets such as Asia, is also the key to increasing product sales.

**Decline** Although it is unclear whether non-alcoholic beer will enter a recession, as market saturation increases and competitors join, the risk of recession needs to be considered. When faced with the challenge of recession, companies can consider product innovation, such as launching more attractive packaging or cooperating with other brands to launch co-branded products to stimulate consumer interest and delay product decline. At the same time, we can also increase our efforts to explore emerging markets and find new growth points.

## **SWOT Analysis**

### **Strengths**

The product is healthier than traditional beer and aligns with modern consumers' health concerns.

For those who need to avoid alcohol, such as motorists or those with allergies, non-alcoholic beer provides an alternative, bringing additional market opportunities.

### **Weaknesses**

The taste of non-alcoholic beer is worse than that of traditional beer, which will affect consumers' choices.

The lack of alcohol content may reduce the product's appeal in social situations, as drinking is closely associated with social connections.

### **Opportunities**

The popularity of health concepts has brought development opportunities for non-alcoholic beer. Consumers are more likely to choose non-alcoholic beer as they pay more attention to health.

Prohibition or restrictions on alcoholic beverages will be implemented in certain regions, boosting the growth of the non-alcoholic beer market.

### **Threats**

Traditional alcoholic beer is still the leading product in the market, and non-alcoholic beer needs to face competitive pressure from conventional products.

Other beverages, such as soda and soda, are also gaining ground in the market as competitors to non-alcoholic beer, especially among those looking for non-alcoholic drinks.

Although non-alcoholic beer has some advantages and opportunities, it also faces the challenges of poor taste, weakened social attributes, and fierce competition. However, with the increase in health awareness and policy support, alcohol-free beer is expected to succeed in the market, but continuous product quality and marketing efforts are required.

## **STP Analysis**

### **Segmentation**

Market segmentation divides an entire market into groups with similar needs and desires. For Budweiser non-alcoholic beer, the market can be segmented into the following aspects based on different factors:

#### ***Generation***

Young people: This group may pay more attention to fashion and social activities. They may choose non-alcoholic beer as a drink at social gatherings while also paying attention to health and weight management.

Middle-aged people: Middle-aged people may pay more attention to health and quality of life. They may choose non-alcoholic beer to control alcohol intake while enjoying the delicious taste of beer.

Older adults: This group may value health and eating habits more and choose non-alcoholic beer as part of a healthy lifestyle.

#### ***Life style***

Health seekers: People who pay attention to a healthy lifestyle, such as sports enthusiasts, maybe the leading consumer group of non-alcoholic beer and may choose non-alcoholic beer as part of their health drinks.

Social partiers: People who like to attend social events but don't want to consume too much alcohol may be interested in non-alcoholic beer as it provides an option to enjoy with friends.

### ***Drinking Habits***

Frequent drinkers: This group is more interested in traditional alcoholic beers.

Occasional drinkers: People who drink occasionally but don't want to consume too much alcohol may be interested in non-alcoholic beer as it offers a healthy alternative.

Non-drinkers: This group does not drink alcoholic beverages but will choose non-alcoholic beer at social gatherings or when relaxing.

### **Targeting**

Targeting part, that is, the market segment that Budweiser non-alcoholic beer hopes to focus on

### ***Health Seeker***

Consumers in this market segment are very concerned about healthy lifestyles, and they are the leading target customer group for Budweiser alcohol-free beer. Since they pursue health, they prefer non-alcoholic beer as a nutritious drink.

### ***Social Gathering Person***

1. **Women** At social gatherings, women are more likely to choose low- or no-alcohol drinks because they have a lower tolerance for alcohol or due to health and body image concerns.
2. **Pregnant women** generally need to avoid drinking alcohol during pregnancy, but they may still participate in social events. In this case, non-alcoholic beer can be an option for them as it provides an alcohol-free drink that tastes like beer.
3. **People who are sick** Some people may need to avoid drinking alcohol for health reasons, but they still want to participate in social activities. Alcohol-free beer can be an option for them as it provides a drink that will not affect their health conditions.
4. **Religious groups** Some religious teachings prohibit or restrict alcohol consumption so that non-alcoholic beer can be the choice of these religious groups during religious ceremonies or social gatherings.
5. **Motorists** Motorists need to drive home after social gatherings and, therefore, choose safe alcohol alternatives to avoid drinking and driving.
6. **Fitness People** Those who focus on fitness and healthy living may choose non-alcoholic beer, as it provides hydration and flavor enjoyment without adding extra calories or alcohol.
7. **People who are allergic or sensitive to alcohol:** In addition to people who drink alcohol occasionally, some people are allergic or sensitive to alcohol. For these people, non-alcoholic beer is a safer option to avoid unpleasant reactions or allergy symptoms.

Therefore, in the social gathering segment, Budweiser Alcohol-Free Beer can serve the needs of various consumer groups, including those who choose not to drink

alcohol or to limit their drinking due to religious, health, safety, or personal preference considerations. Crowd, thereby expanding its market share and improving the competitiveness of its products.

## **Positioning**

### ***Health Comes First***

Make health the main selling point and emphasize the advantages of Budweiser alcohol-free beer, such as low calories, no alcohol, and no sugar. Consumers can choose this kind of beer and enjoy the beer culture without worrying about the impact of alcohol on their health.

### ***Social Ease***

Position Budweiser Alcohol-Free Beer as ideal for social gatherings, emphasizing its qualities as a drink that can be enjoyed with friends. Consumers can choose this beer socially without worrying about alcohol affecting their mood or judgment.

### ***Refreshing Taste***

Emphasize the refreshing taste and ease of drinking Budweiser alcohol-free beer so that consumers can enjoy beer without worrying about the influence of alcohol. This beer can be a refreshing choice for consumers on a variety of occasions, whether it's an outdoor barbecue, party, or casual moment.

## **Pain Point**

1. **Taste difference:** Alcohol-free beer needs to remove alcohol, which affects the taste and flavor. This makes consumers feel different from traditional beer and reduces its appeal and willingness to choose.
2. **Innovation bottleneck** Although non-alcoholic beer is an innovative product, many low-alcohol or non-alcoholic beverage options, such as fruit juices or carbonated drinks, are already on the market. This competitive pressure will limit non-alcoholic beer's promotion and market share growth.
3. **Attribute recognition** Beer is a symbol of socialization and celebration in many cultures, and non-alcoholic beer cannot fully meet people's needs for this attribute recognition, so it may not be accepted or marginalized on certain occasions.
4. **Marketing challenges** Promoting alcohol-free beer requires overcoming consumers' lack of understanding, conducting extensive education and publicity work, and changing their perceptions and habits. Negative consumer perceptions of the taste and quality of non-alcoholic beer, such as perceptions that it does not taste good or is not "authentic" enough, also need to be overcome.
5. **Traditional competition** The beer market is highly competitive. In addition to non-alcoholic beer, other emerging products, such as low-alcohol beer, are competing for market share. Traditional beer brands are also innovating and expanding their product lines, increasing the competitive pressure on non-alcoholic beer.

## **Maslow's Hierarchy of Needs**

1. **Physiological Needs** As a beverage, non-alcoholic beer first meets the basic physiological needs of consumers, including thirst and thirst quenching.
2. **Safety Needs** Choosing alcohol-free beer can avoid the potential harm to health caused by alcohol and meet consumers' needs for health and safety.
3. **Social Needs** Traditional beer consumers associate beer with socializing and celebration and regard it as a social tool and activity. However, non-alcoholic beer is less attractive than traditional beer at this level because it reduces the cultural experience of beer in conventional social situations to a certain extent.
4. **Personal Needs** Choosing non-alcoholic beer is more out of respect for health and the need for self-care than to satisfy traditional social identity or status needs.
5. **Self-Actualization Needs** Choosing alcohol-free beer makes consumers feel more self-worth and pursue personal goals because they see it as a healthy lifestyle choice and an investment in their own health and personal growth.

The gap in the third level of social needs is reflected in consumers' feelings of social pressure or discomfort when choosing a non-alcoholic beer. Traditional beer culture associates beer with socializing, celebrations, etc., while non-alcoholic beer can only partially meet consumers' expectations and habits in social situations. People may be more inclined to choose traditional beers in some social events or festivals because they align with traditional culture and social habits. Therefore, there is a particular gap in non-alcoholic beer's ability to meet social needs, which is also one of the challenges facing the promotion of non-alcoholic beer.



According to the particularity of the homogeneous hyper-competitive state of the domestic market, Zhang Bo, a consultant of China Hejun Consulting, innovated the marketing mix model and structured the 1P+3P strategy combination to determine the strategic integration center, which constitutes the four aspects of marketing. The basic model, a channel-centered model, has practical significance for domestic beer companies.

Precision marketing and continuous brand activation. To promote beer culture and capture the leading beer consumption group of young people born in the 1980s and 1990s, AB InBev has spared no effort to use its imaginative creativity to lead the trend time and time again. The company has done an excellent job in brand marketing, increasing consumers' stickiness to the brand. To promote beer culture and capture the leading beer consumption group of young people born in the 1980s and 1990s, Anheuser-Busch InBev has spared no effort to use its imaginative creativity to lead the trend time and time again. The company has done an excellent job in brand marketing, increasing consumers' stickiness to the brand.

The product structure is an inverted pyramid. Anheuser-Busch InBev (China) positions itself as the most high-end beer in China and continues to introduce its overseas high-end brands (Corona, Stella Artois, Hoegaarden, and Lefei). It accounts for 46.6% of the market in the high-end and super-high-end beer categories. Its share ranks first in China's beer consumption market, with almost no low-end products. Major beer manufacturers have gradually entered the high-end market in the context of complete competition between mid-end and low-end beers and the continuous upward movement of the beer consumption structure. Different competitors have hit the sales channels of Budweiser and imported overseas brands. , sales performance growth has been subject to fierce competitive pressure.

1. Product: Design Budweiser alcohol-free beer with a healthy and high-end product image, launch a limited edition product for the Year of the Dragon and add Year of the Dragon elements to the packaging design to highlight the festive atmosphere. At the same time, product quality and taste are ensured to meet consumer demand for high-quality, alcohol-free beer.
2. Price: Adopt an appropriate price positioning strategy and determine the price level based on product positioning and the spending power of the target consumer group. For Year of the Dragon limited edition products, you can set a slightly higher price than regular products to reflect their rarity and specialness and increase the product's added value.
3. Place: We carry out pre-sale activities and cloud cup online activities through online channels, such as e-commerce platforms and social media, to attract consumers' attention and purchases. At the same time, we cooperate with offline retailers to sell products in supermarkets, convenience stores, and other retail venues to increase product exposure and sales channel coverage.
4. Promotion: Use social media and WeChat to develop a special cloud cup linking applet, attract users to participate in the event through online promotion, real-time live broadcast, etc., and increase the event's influence and participation.

### **Pricing Strategy**

The strategy of selling this non-alcoholic beer only on Douyin, one day a week, with a limit of three bottles per person and a price of 9.9 yuan, may create scarcity and

uniqueness, stimulate consumers' desire to buy, and create a unique consumer experience.

1. Create scarcity and uniqueness: Limiting sales to one day per week, limiting purchases to three bottles per person, and lowering prices can trigger consumer tension and desire for the product. This is a unique opportunity because the product is only available for a specific time and quantity, creating a scarcity.
2. Establish social sharing and word-of-mouth effects: Limited sales and Douyin online sales strategies will trigger social sharing and word-of-mouth among consumers. Since the product is only available at a specific time and platform, consumers will share their purchase experience after a successful snap, increasing the product's exposure and appeal.
3. Control supply and demand: Companies can better control supply and demand for their products by selling one day a week and limiting purchases to three bottles per person. This ensures there is no oversupply while maintaining the product's scarcity, thus increasing its value and appeal.
4. Establish brand image and special experience: This limited sales strategy helps shape the product's unique brand image and provides consumers with an exceptional purchasing experience. Because of its uniqueness and limited edition, consumers will be more interested in purchasing the product, thereby enhancing the brand's appeal and recognition.

In summary, the strategy of selling this non-alcoholic beer in limited quantities on Douyin may be to create scarcity, establish social sharing and word-of-mouth effects, control supply and demand, and shape the brand image, thereby increasing the

product's appeal and market value, while avoiding the uncertain risks caused by direct investment in the market.

### **Promotion Method**

1. Event co-branding: Budweiser alcohol-free beer can be co-branded with sports events or fitness activities, such as cooperation with fitness competitions, marathons, or outdoor sports. By sponsoring these events, the brand is linked with positive images such as health and sports, attracting more sports enthusiasts and consumers with solid health awareness.
2. Campus ambassadors: Recruit a team of campus ambassadors on the university campus to allow student representatives to become brand spokespersons and conduct promotional activities, product demonstrations, and experience activities on campus. Campus ambassadors can spread brand concepts through social media, campus activities, and other channels to increase product visibility and influence.
3. Launch of the Year of the Dragon limited series: To celebrate the traditional Chinese New Year, launch the Year of the Dragon limited edition Budweiser non-alcoholic beer. The specially designed packaging and logo attract consumers' attention and desire to buy.
4. Online cloud cup clinking event: Hold an online cloud cup clinking event and invite consumers to participate in the cloud. Through video conferencing or live broadcast platforms, welcome the New Year with friends, share happy moments, and taste the limited edition Budweiser alcohol-free in the Year of the Dragon.

Beer. Interesting interactive links can be set up in the event, such as lottery games, guessing activities, etc., to increase participation and fun.

## **TOCC**

### ***Target Audience***

Health-conscious consumers: Pay special attention to non-alcoholic beer's health attributes and nutritional content.

Festival celebrants: They are strongly interested in Year of the Dragon limited edition products and pursue special experiences related to the festival.

Online interaction enthusiasts: are interested in online activities such as cloud cup linking and are willing to participate in interactions through the Internet platform.

### ***Objective***

Increase brand awareness: Increase brand exposure by sponsoring top domestic business competitions, banquet events, and other activities.

Enhance consumer participation: Use university resources and Douyin e-commerce platforms to attract the participation of target audiences and increase product sales.

### ***Communication Channels***

Douyin e-commerce: Use the Douyin e-commerce platform to sell and promote products to attract the attention and purchase of young consumers.

Banquet event sponsorship: Through banquet event sponsorship and other activities, expand brand influence and establish emotional connections with target audiences.

### ***Communication Contents***

Sponsor the top domestic business competitions: connect brands with business elites and convey high-end quality and successful values.

Use university resources: Cooperate with universities to hold lectures, competitions, and other activities to inject fresh ideas and youthful vitality. Through event participation and product experience, we can promote brand value and product features, attracting more consumers' attention and purchases.

### **Critical Thinking**

1. Unclear competitors: Are alcohol-free beer competitors traditional alcoholic beer, zero-calorie sparkling water like Yuanqi Forest, or traditional soft drinks? Unclear competitors will lead to inaccurate positioning of subsequent marketing strategies.

2. Is Budweiser marketing Budweiser 0.0 alcohol-free beer, or is it training the entire beer market and marketing the concept of alcohol-free to consumers? Budweiser officials believe that the brand attribute of Budweiser's alcohol-free products should be emphasized, and the relevant team believes that as the beer industry leader, Budweiser should lead the development and transformation of the market and even the entire beer industry.

3. Should alcohol-free be incorporated into Budweiser's original classic brand "Budweiser" or a new sub-brand? According to Budweiser's previous marketing operations, a new brand may be a more readily accepted solution by the market.
4. Should the logo be smaller? The relevant college team pointed out that an important application scenario for alcohol-free beer is for people who don't like drinking to "block alcohol" on social occasions. If the "alcohol-free" label is diluted on the packaging, it may be more suitable for drinking in this scenario. Although downplaying the "alcohol-free" label may be detrimental to product promotion, Budweiser's change from "alcohol-free" to "0.0" on the packaging has accepted the proposal to downplay zero alcohol.

### **Conclusion**

Anheuser-Busch Group recognizes that consumers are increasingly demanding health care. More and more people are paying attention to product ingredient lists and pursuing healthy drinks, such as products focusing on zero sugar and zero fat. In the beer field, consumers are turning to low-alcohol and non-alcohol beers to protect their health or avoid drunkenness. As competition in the beer industry's health track intensifies, more and more new products, such as purine-free beer and alcohol-free beer, are emerging.

For a long time, the beer industry's growth has mainly relied on channel advantages. However, companies must break this single growth model for long-term development and explore more business possibilities. Therefore, Anheuser-Busch Group decided to promote non-alcoholic healthy beer from the consumers' perspective to expand and

occupy new markets. The company has carried out the digital layout in many aspects and is committed to using this data, combined with health concepts, to accurately solve consumer needs and explore new development directions in healthy beer.