

THE VISION: THE CHRONOLOGY OF YOUR BUD FROM FARM TO BREWERY TO BAR

*Sample reference for user experience. Not final look + feel.

Mechanics



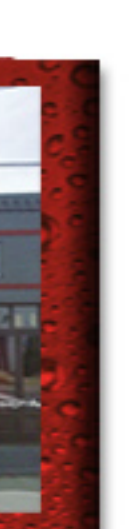
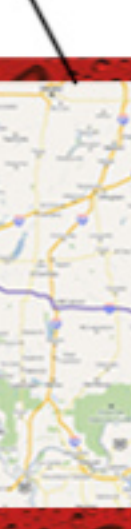
Type in your Bud's unique ID to begin experiencing the life-cycle of your Bud.



Enter an exclusive, immerse journey following the life of your Budweiser from farm to brewery to bar.



Insight into the ingredients, the care of their selection, and their unique combination that sets Budweiser above and apart from any other beer.



Launch Experience

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QR Code on secondary packaging

To: 2000

RECEIVED

SMS/textmessage

URL



Connect with Facebook to tailor experience with user's Facebook history.



A timeline of the user's Facebook status and photo updates, starting from when their beer was "born," runs side-by-side with the journey of their tracked Bud.

Tapping/clicking on a Facebook indicator reveals their status update from that day.

Brewer's Dozen

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QR Code on secondary packaging

To: phone

SMS/textmessage

URL



Connect with Facebook to tailor your experience to your Facebook history.



45 DAYS AGO



35 DAYS



30 DAYS AGO



The historical record of your Facebook status and photo updates seamlessly synchronizes with the life story of your Bud.



Tapping/clicking on a Facebook indicator reveals their status update from that day.

DAYS AGO





3 DAYS AGO



1 DAY AGO



NOW!

Facebook Integration