

A female performer with short brown hair, wearing a dark blue sleeveless top and black shorts, is captured in profile on a stage. She is holding a microphone in her right hand and has her left hand on her hip. The background is a large, dark, perforated metal structure, likely part of a stage set or backdrop, with some blurred lights and structures visible. The overall scene is brightly lit, suggesting an outdoor or well-lit indoor venue.

*Budweiser* + BuzzFeed

**SUMMER  
MUSIC  
PROGRAM**

# Program Objectives

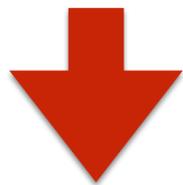
## Overview

-  **Position AB-InBev as the leading beverage brand behind emerging artists.**
-  **Drive awareness within the crucial 21-34 age demo via music-themed video content distributed across BuzzFeed's YouTube and Facebook channels.**
-  **Amplify campaign impact via a unique partnership between BuzzFeed, AB-InBev, and Glassnote Records, a leading tastemaker in the music industry.**
-  **Launch a multi-phase campaign that epitomizes Budweiser as the premiere drink of millennial music enthusiasts.**
-  **Create 3 co-branded videos and an exclusive, invite-only concert on BuzzFeed's Hollywood campus.**

# Program Components

## Sponsored Music Video

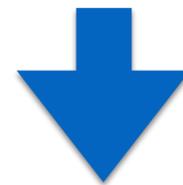
- Create a Budweiser sponsored music video for an emerging artist.
- Connect the emerging artist with the BuzzFeed audience.
- Drive awareness to Budweiser's summer program objectives.



23 Ways To Get Over Your Crush

## Co-Branded Videos

- Video 1: Incorporate the music video artist into a traditional co-branded video.
- Video 2: Use footage from our exclusive live show to create a second co-branded video.



13 Things Only Siblings Understand

## Live Event

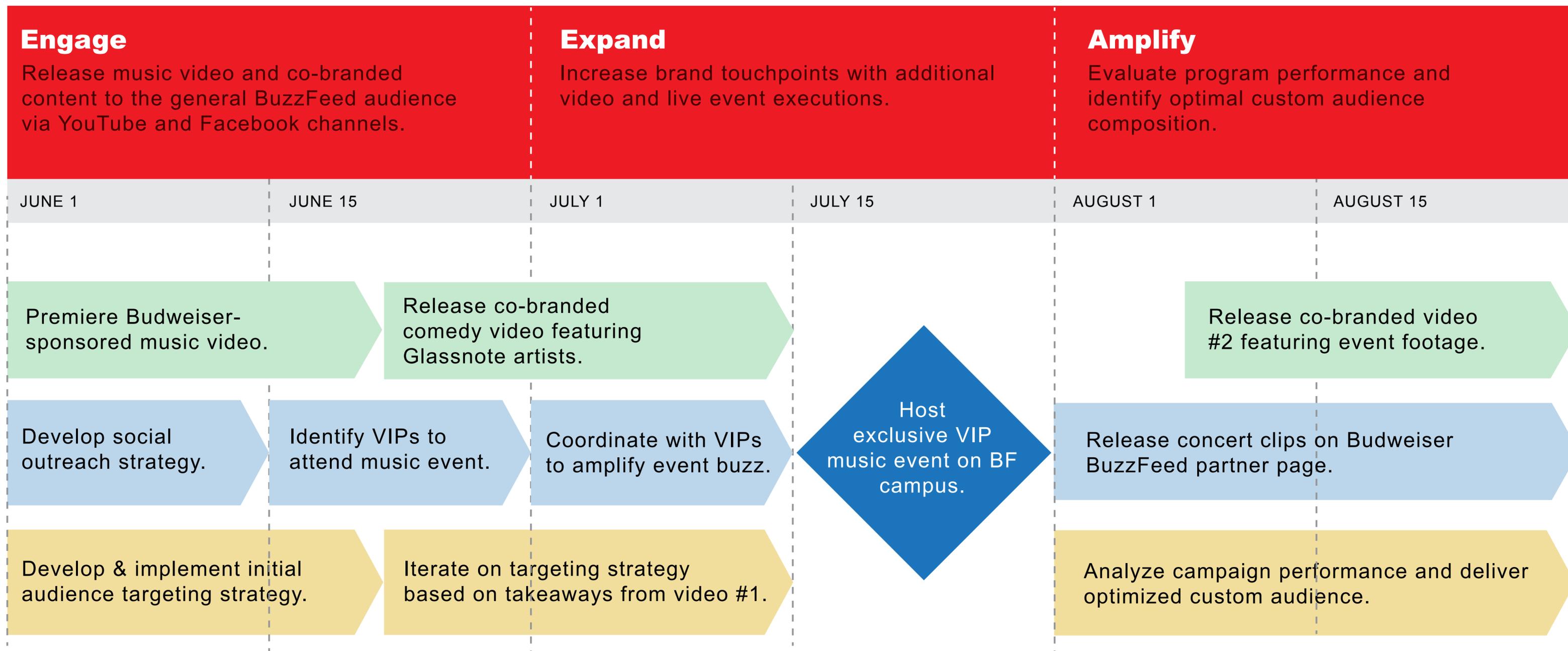
- Host invite-only event at BuzzFeed Motion Picture's Los Angeles Campus.
- Populate event with influencers to generate interest and engagement.



Thoughts Every Woman Has In Target

# Activation Timeline

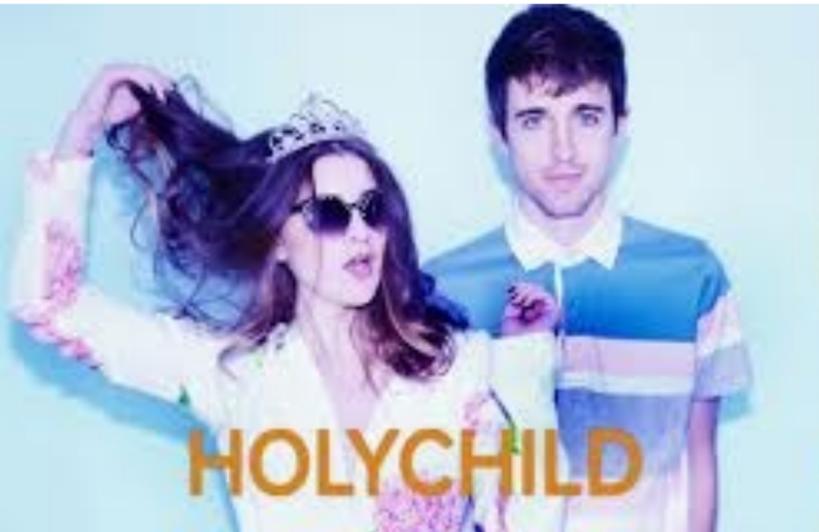
■ Video   
 ■ Event   
 ■ Social Discovery



# Talent

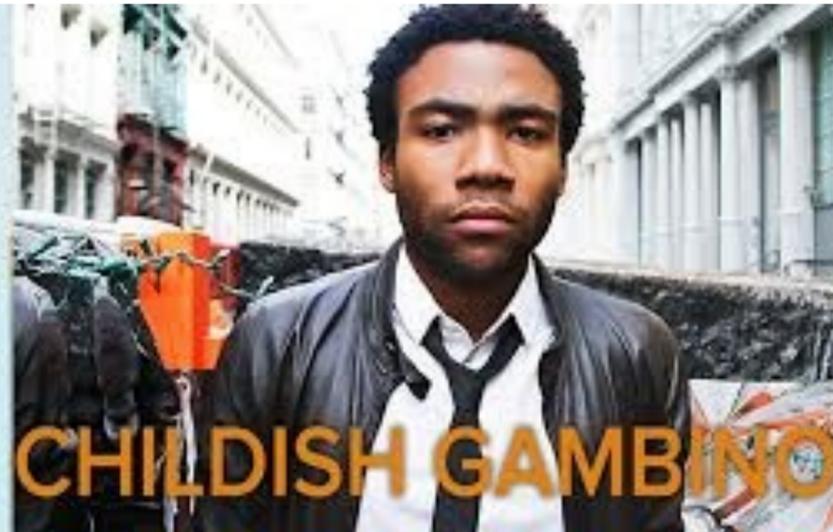
## BuzzFeed And Glassnote

Glassnote records has one of the strongest reputations in music when it comes to turning emerging alternative artists into mainstream icons. We're excited to feature a variety of their artists in our program.



HOLYCHILD

- Featured in newest Apple Watch commercial.
- Debut LP to be released this summer.
- Recent Billboard Article.



CHILDISH GAMBINO

- Nominated for 2 Grammy Awards this past year.
- Multi-week stay on the Billboard Top 100.



MADISEN WARD & THE MAMA BEAR

- Highly anticipated debut album to drop early 2015.
- Recently appeared on The Late Show and at South By Southwest.



CHVRCHES

- Sophomore studio album to be released this year.
- Appeared on the soundtrack for the 2014 blockbuster, *The Hunger Games: Mockingjay Part 1*
- Additional highlights.

Additional Bands to Include: Panama Wedding and Oberhoffer,

**PHASE 1:**  
**ENGAGE**  
**JUNE 2015**



# ENGAGE

June



**Kick off the program with a music video that aligns both BuzzFeed and Budweiser with emerging musical talent and the summer music experience.**



**Create a never been done before piece of content that marries the traditional music video format with BuzzFeed's unique editorial voice.**



**Strategically target music fans on both BuzzFeed and Budweiser's platforms to build awareness of the program.**



**Set the stage for the remainder of the program which will feature co-branded videos, a live event, and additional content distributed across both Budweiser and BuzzFeed's platforms.**

# Sponsored Music Video

## Barbie Nation

**We'll feature the band HOLYCHILD as our ambassadors of summer excitement.**

**We'll use the song "Barbie Nation" by HOLYCHILD to explore the themes of why summer is better when you're single, in this first of it's kind BuzzFeed produced music video.**

**This video utilizes BuzzFeed's popular post-literate format to tell the story of a heroine who overcomes a breakup to have the best summer of her life.**

**She learns how to surf, she meets a new guy while crashing a stranger's wedding, she stays up all night to watch the sun rise over the beach.**

**Through all of these fun times, Budweiser is there.**



### BRAND INTEGRATION

We'll integrate Budweiser through product placement in the video. We will also include a custom end card that drives awareness to Budweiser. With a strong thematic tie-in, we can show product and signage throughout the piece in an organic, natural way.

# Sponsored Music Video

## Concept Inspiration

### ▶ "Moments All Lazy Girls Understand"



**2,154,191**  
views

Conceptually, our video will be similar to this, but instead of featuring Lazy Girl Moments, we'd feature those moments that everyone experiences during a wild summer. These moments would play out over a song by HOLYCHILD. We'd shoot our video in a similar style and be sure to focus on situations that are hyper-relatable.

**PHASE 2:**  
**EXPAND**  
**JULY 2015**



# EXPAND

July

-  **Build off of the momentum generated by the release of the music video to further align Budweiser and BuzzFeed with emerging artists.**
-  **Create and release additional content, based on proven BuzzFeed formats, designed to reach new members of the music loving audience.**
-  **Expand BuzzFeed's co-branded video vocabulary by incorporating musicians as actors in a way that has never been done before.**
-  **Optimize the July paid media strategy based on learnings garnered from the first phase of the program.**

# Co-Branded Video #1

## “Being In A Band: Expectations vs Reality”

Everyone at some point has wanted to be a rockstar. In this video, we’ll explore what everyone thinks it’s like to be a professional musician, versus what it’s really like.

Leveraging the popular “Expectations VS. Reality” format, HOLYCHILD will appear as actors in the video representing both the fantasy and reality of what it’s like to be a successful musician.

Visually, we will show the fantasy moment, followed by the reality. A potential moment could include:

### THE INTERVIEW

**EXPECTATION:** The band parties near a pool while being interviewed by a major website.

**REALITY:** The band wakes up at 5am to start calling radio stations for 30 second interviews.



### BRAND INTEGRATION

An example beat in this video might look something like this...

**BACKSTAGE:** Everyone thinks the green room will be loaded with cases and cases of Budweiser. In reality, you’d be lucky to get 2 drink tickets, which you’ll definitely use to grab a Bud to bring on stage during the show.

# Co-Branded Video #1

## Concept Inspiration

▶ **"Dating: Now vs The 90s"**



**2,929,085  
views**

This is a successful example of an Expectations vs Reality video. While this video focuses on two friends debating the virtues of dating in simpler times, ours would focus on ideas everyone has about being in a band. It's not all glitz and glamour, a lot of times it's just sleeping in the back of a van.

# The Live Event

## BFL 2015

**Because everything is better in person...**

BuzzFeed Live 2015 will be the first of its kind, bringing together influencers, artists, and a few lucky fans.

They will all convene at the BuzzFeed Motion Pictures campus for an exclusive live event with performances by 4-5 bands.

Video content captured at the event, as well as tweets and other social content generated by influencers, will sustain interest in the program through the end of the summer.

We'll also create our second co-branded video using footage captured at this once in a lifetime event.



### BRAND INTEGRATION

Budweiser signage will be prominently placed throughout the event. We'll employ a unique Budweiser hashtag to align fans and influencers posting about the event.

**PHASE 3:**  
**AMPLIFY**  
**AUGUST 2015**



# AMPLIFY

August

-  Incorporate moments from the live event in the co-branded video, which will serve as a recap to all who have enjoyed the summer live music experience.
-  Select concert clips released on Budweiser's platforms to continue the social conversation that began with the co-branded video.
-  Analyze key campaign analytics as a possible prelude to future versions of the program.

# Co-Branded Video #2

## “Things That Happen At Every Summer Music Festival”

### Summer Music At It's Best

This concept will be centered around the theme of summer parties, notably music festivals.

This video will be a hot, sweaty, love letter to sun, fun, and great music.

We'll showcase a series of scenes that you'll only find at a huge summer concert: Everyone from the bad dancer who had to take his shirt off, to the girls who treat these concerts like a fashion show.

Budweiser will be front and center throughout, as the drink that fuels the party.



#### BRAND INTEGRATION

Budweiser's sponsorship of the live event itself will be present throughout the video. It will also add to the relatability and identity of summer music festivals by featuring a brand so prominently associated with such events.

# Co-Branded Video #2

## Concept Inspiration

▶ **'Thoughts Every Woman Has In Target'**



**1,804,259**  
views

While the above video focuses on thoughts, our video will take a similar approach by touching on various identifiable things you see at every summer music festival. Summer music festivals are a hotbed for fashion and lifestyle trends. We'll use our videos to present Budweiser as the beverage of choice at these events.

# Music Video Example



A Year In Less Than 3 Minutes shows how a song by a Glassnote artist can be the driving force behind a BuzzFeed video.

# Co-Branded Video Example



Things Everyone Does But Doesn't Talk About featuring President Obama is a great example of how BuzzFeed can engage our audience with a theme and message through video.

# Examples of Brand Integration

## ▶ "Dear Kitten"



### PRODUCT PLACEMENT

"Dear Kitten" is a video concept that stands alone without brand sponsorship but includes subtle product placement of Friskies wet food halfway through the video. The video includes a branded intro card and title card before the endslate.

## ▶ "Are You A Visual Thinker?"



### THEMATIC

The overall video concept addresses a theme set forth by the brand: inventors and thinkers in celebration of Inventor's Month. No specific product or brand message is mentioned but it leads into a branded video endslate, driving to the brand's video of choice.

# Appendix

- **Age demo: 18-34**
- **15M+ BuzzFeed Network subscribers**
- **1B+ monthly views for Facebook**
- **1,300 videos with over 1M views each**
- **~55% of views on mobile**