



+ ENGINE SHOP

**HOW BUD LIGHT HACKED THE
HACKING OF THE CONSOLE WARS**



Gamers: There are no console wars

Also gamers:





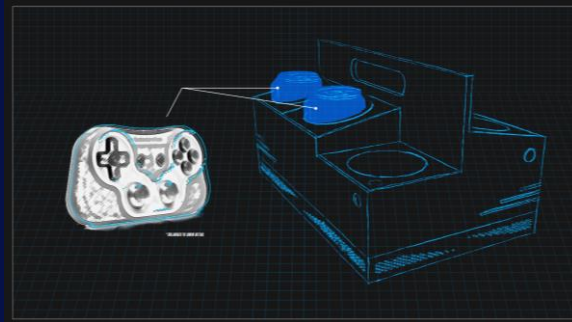
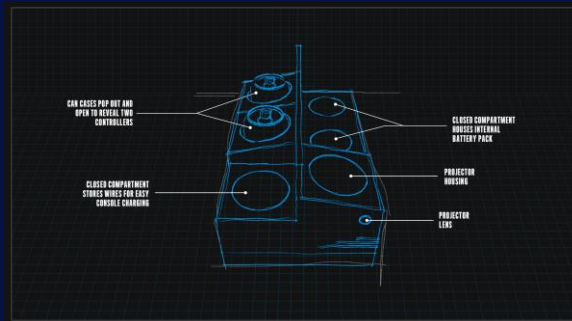
ENGINE SHOP

BUD LIGHT

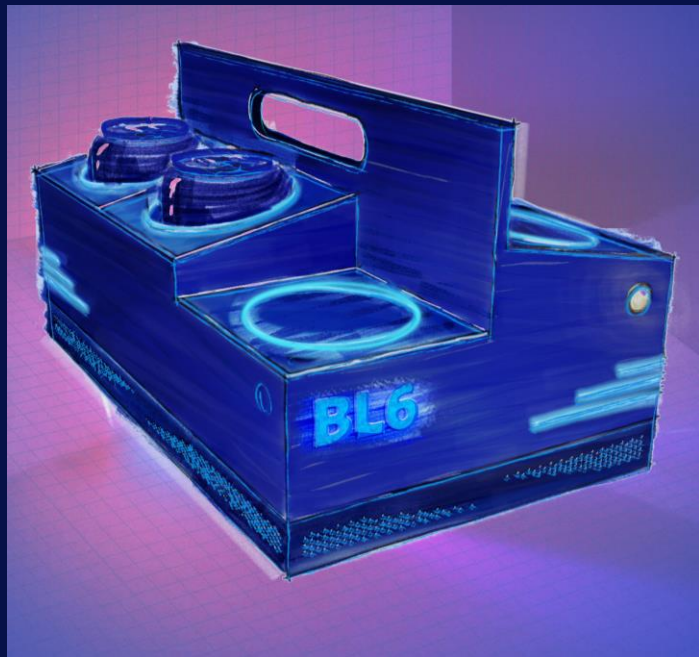
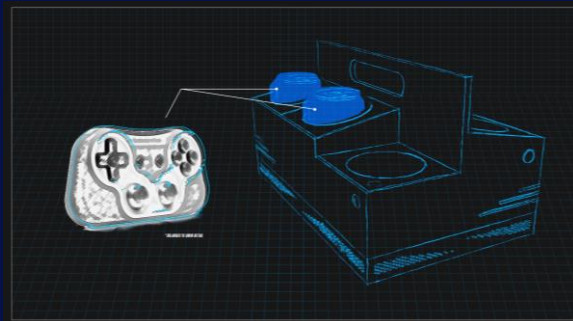
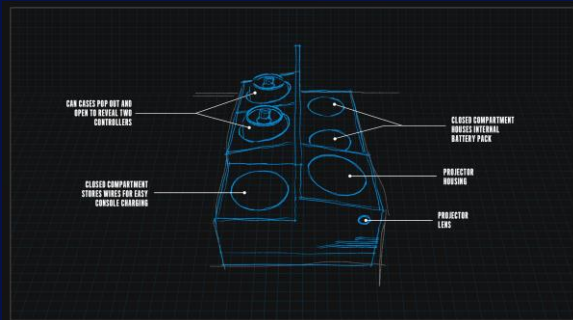


**WHAT IF WE
HIJACKED THE
CONSOLE WARS?**

BUD LIGHT



“COOL, BUT IT HAS TO WORK!”



JAN

5 MOS

JUN

2 MOS

OCT



NOV

IDEA

APPROVAL

XBOX / PS5 +
KFCONSOLE

CONSOLE
LAUNCH
DELAY

CONSOLE DESIGN & BUILD

UX/UI DESIGN & DEVELOPMENT

QA + TESTING + DELIVERY

CAMPAIGN DEVELOPMENT



MOBILE FUN



COOLS BEERS



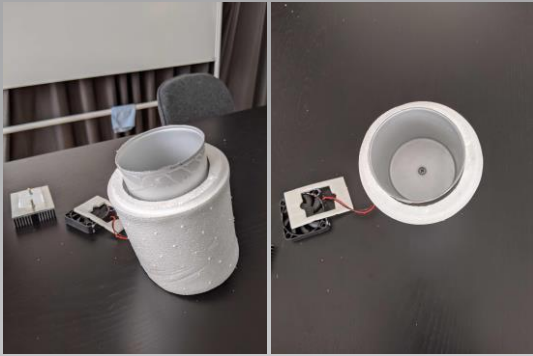
PLAYS GAMES

T H E N E W



TM

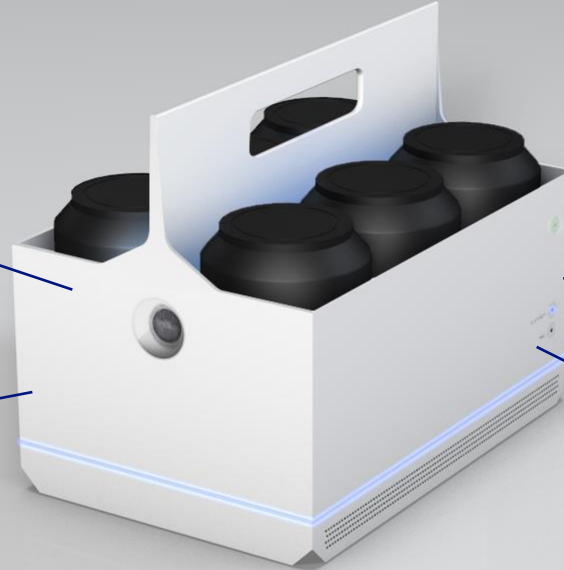
THE PROTOTYPE



THE ULTIMATE BEER KOOZIE

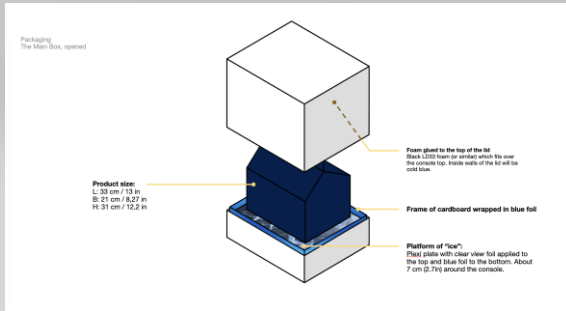


EFFORTLESS GAMING



ICONIC DESIGN & ONE-OF-A-KIND FEATURES

EPIC PACKAGING





**We didn't
think it would
work either.**



Introducing the BL6

Intended for consumers 21+



INTRODUCING THE BL6.





Bud Light Enters the Console Wars with the BL6

by JOE MIRAGLIOTTA NOV 17, 2020

If you have opened up Facebook this past week, then you have probably been inundated with PS5 and XBOX Series X news. But have you heard about the new player in the ongoing console war saga?



Meet the BL6, Bud Light's Game Console

It's a gaming PC. It's a projector. It's a giant six-pack holder!



Will Greenwald Senior Analyst, Consumer Electronics

November 17, 2020 3 min read This story originally appeared on PC... If you thought the new console the PlayStation 5 and Xbox... Now it's Bud Light's turn to market. The brewer just as...

Bud Light made a video game console that also cools two beers

It's a marvel of engineering by Brian Stapleton | Nov 17, 2020, 12:11pm EST

Facebook, Twitter, Email, Share icons



Image: Bud Light

Bud Light, the beer brand produced by Anheuser-Busch, has created a video game console. It's called the BL6, and yes, it will keep two of your beers cold. It has 16 gigabytes of memory and six games, including Tekken 7 and Soulcalibur VI. It has a built-in Asus projector. It has the form factor of a six-pack of beer.

Look, I'm not going to lie to you. I'm not sure why this exists. I'm not mad at it, though.

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Bud Light Releases Its Own 6-Pack Gaming Console

With a built-in projector and cooler.

Introducing the BL6, The Coolest Console Ever

INTRODUCING THE BL6.



WATCH ON YouTube

Anheuser-Busch's Bud Light beer has just decided to jump in on the console war battle between the Xbox and PlayStation 5 — releasing a gaming console of its own. Named the BL6, this crazy contraption takes the shape of a 6-pack of beer and has 16 gigabytes of memory and an ASUS projector.

As part of the gaming aspect of this contraption, the console is pre-loaded with six games which includes the likes of Tekken 7 and Soulcalibur VI. The best part about this rig is that it can also keep two cans of beer cold.



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bl6 budlight

Seth @PeeweE99 - Feb 8 @budlight @timthetaman youtube.com/watch?v=yhQVXC... I nee



UNBOXING THE COOLEST CONSOLE EVER! BU... LIKE AND SUBSCRIBE WITH NOTIFICATIONS ON IF YOU ENJOYED THE VIDEO! Don't forget to choose me ... youtube.com



Syrus Industry @SyrusIndustry - Jan 23 La KFConsole y la BL6: nuevas competencias de las grandes franquicias de consolas syrus.es/la-kfconsole-y-epiconfilley #BL6 #BudLight #canastadepollo #consoladejuego #CoolerMaster #intel #KFC #K



La KFConsole y la BL6: nuevas competencias de ... Siempre que hablamos de consolas de videojuegos pensamos en aparatos de última ... syrus.es

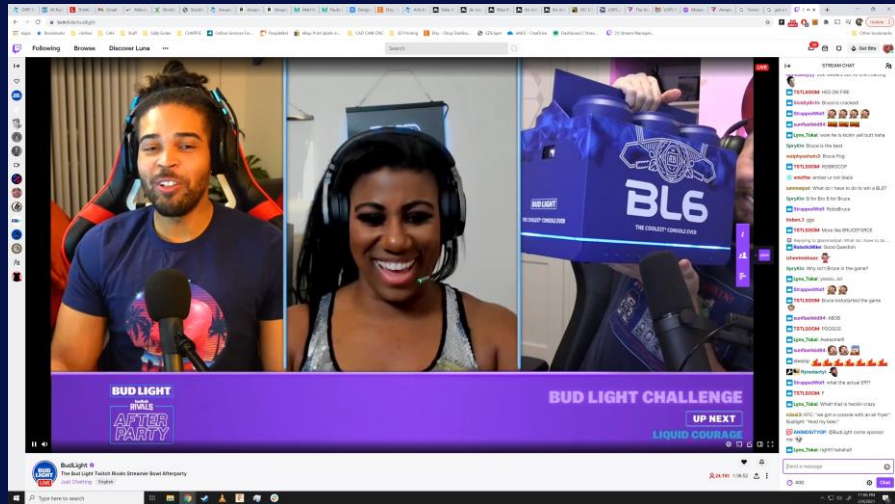


Will Helton @WillHeltonCom - Jan 21 Meet the BL6, Bud Light's Game Console bit.ly/3SFz8i4 #digitalmarketing #marketingskills #smallbusiness



Lil Flyer @LilFlyer_YT - Jan 12

minson...
 ThePunisher942:
 youngastro2: Better box than real consoles!!!!
 keywood1889: fuck off that insane
 shadical_ace: I am confused
 nathanbrooksmusic: What am I looking at?
 two_tone: take my money
 CasualBowlcut: 3000\$ console
 VizzzPro: 30 FRAMES LFG!!!!!!!
 bryan_2fyyyyy: WHY IS IT CALLED A COOLEST CONSOLE EVER
 yunworldz:
 @markosk: this is dumb af
 HALEHPAIO: AD AD AD AD AD AD
 themaninthecar: WHERE IS THE XBOX
 MAAAAAAAAAAAAAAAAANNNNNNNNNN
 doggydawson: i'm sTupid



241 PLACEMENTS

186M+ IMPRESSIONS

HIJACKED THE CONSOLE WARS

1 AUCTIONED FOR \$24K (ALL TO CHARITY)

PURCHASE INTENT +12%

TOP 3 FAVORITE BEERS +9%

THANK YOU!

