+ ENGINE SHOP

# HOW BUD LIGHT HACKED THE HACKING OF THE CONSOLE WARS

OVERWATCH LEAGUE
HAPPY HOUR
BUD LIGHT
KUKI RETIRES
ATL HOMESTAND
SHANGHAI AND NY FINALIZE PLAYOFFS
STORYLINES GOING INTO THE PLAYOFFS
PLAYOFFS PREDICTIONS

BUD LIGHT
SELTZER
CHARITY ROYALE

BUD LIGHT
BEER
LEAGUE
A WEEKLY
TEKKEN 7
TOURNAMENT
SIGN UP TO COMPETE NOW!
twitch

BUD LIGHT
PAYLOAD
BUD LIGHT

BUD LIGHT

BUD LIGHT
SELTZER
BATTLE OF
THE BEST
16 STREAMERS
4 GAMES
1 CHAMPION
09/01 [QUARTER FINALS] 09/02 [SEMI FINALS] 09/04 [FINALS]
TIMTHETATMAN • SHROUD • DRLUPO • CLOAKZY
WATCH LIVE AT 7PM EST
TWITCH.TV/BUDLIGHT
JORDANFISHER • KINGGEORGE • GOLDGLOVE • QUARTERJADE • BMANS • JONSANDMAN • ACTIONJAXON • AUTUMN • VERNNOTICE • SNIPEDOWN • AVAGG • ANTHONY_KONGPHAN

CLEVELAND BROWNS
When the Browns win Cleveland wins.
BUD LIGHT
CLEVELAND BROWNS
When the Browns win Cleveland wins.
BUD LIGHT
CLEVELAND BROWNS
When the Browns win Cleveland wins.
BUD LIGHT

BUD LIGHT
VICTORY FRIDGE

Greetings Earthlings. This is the famous Area 51. We know of no space beer by any other life form which is brewed and aged to be more refreshing. Our cryogenic aging produces a light bodied space lager with a fresh taste, crisp, clean finish and a smooth drinkability. Take us to your leader... for drinks.
THE UNIVERSALLY RENOWNED
BUD LIGHT
Bud Light
@budlight
Screw it. Free Bud Light to any alien that makes it out.
BUD LIGHT
BREWED USING THE CHOICEST HOPS, BARLEY, WATER, AND RICE
WE COME IN PEACE
BUD LIGHT

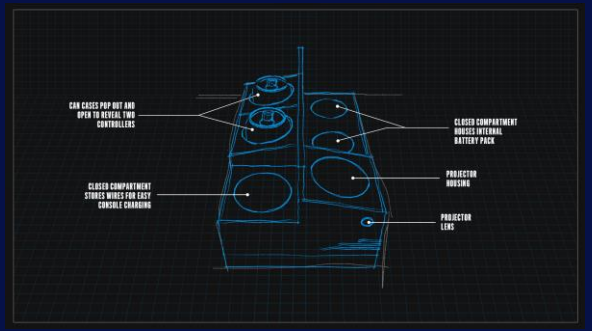
ENGINE SHOP
BUD LIGHT

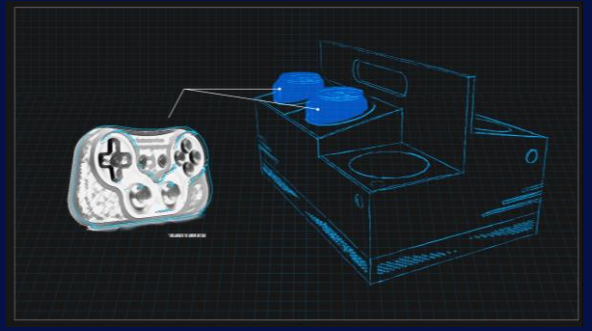
ENGINE SHOP

BUD LIGHT

# WHAT IF WE HIJACKED THE CONSOLE WARS?

BUD LIGHT

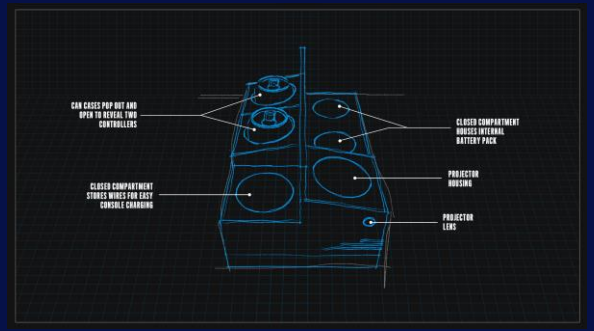


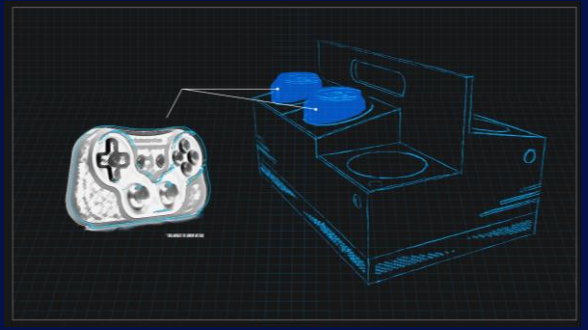



# “COOL, BUT IT HAS TO WORK!”



BUD LIGHT



JAN — 5 MOS — JUN — 2 MOS — OCT — NOV

IDEA — APPROVAL — XBOX / PS5 + KFCONSOLE — CONSOLE LAUNCH DELAY

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BUD LIGHT

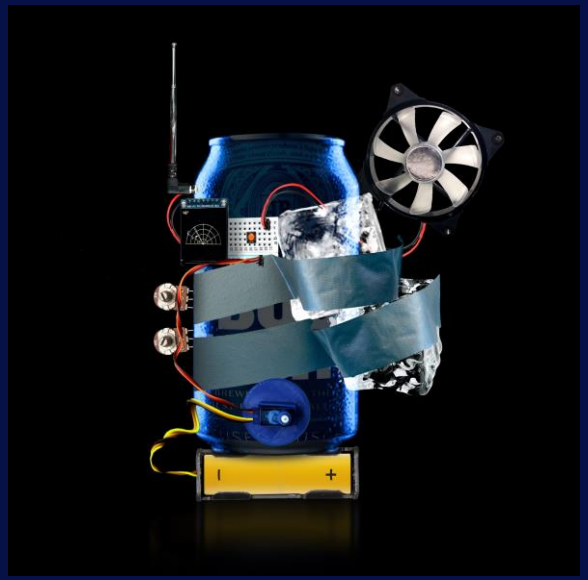
# CONSOLE DESIGN & BUILD

# UX/UI DESIGN & DEVELOPMENT

# QA + TESTING + DELIVERY

# CAMPAIGN DEVELOPMENT

MOBILE FUN



COOLS BEERS

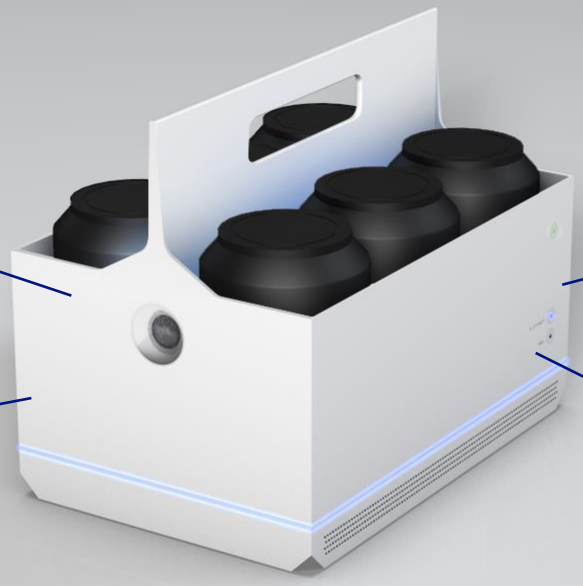
PLAYS GAMES

THE NEW

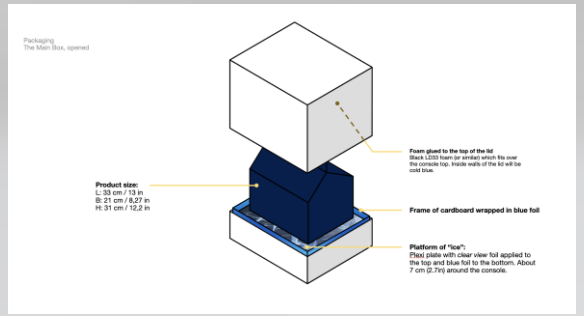
# THE PROTOTYPE

## THE ULTIMATE BEER KOOZIE

## EFFORTLESS GAMING



## EPIC PACKAGING

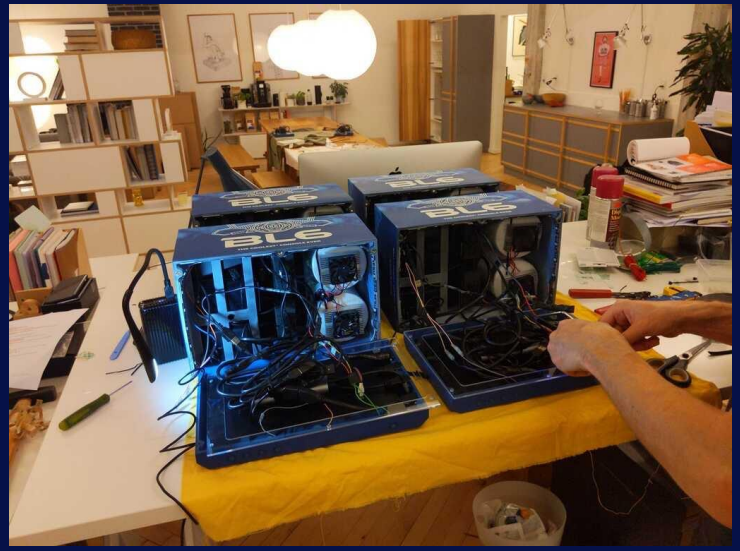



## ICONIC DESIGN & ONE-OF-A-KIND FEATURES

# We didn't think it would work either.

## Introducing the BL6

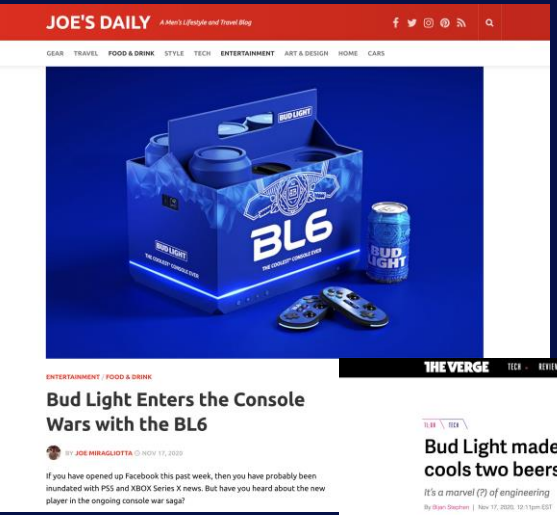
Intended for consumers 21+

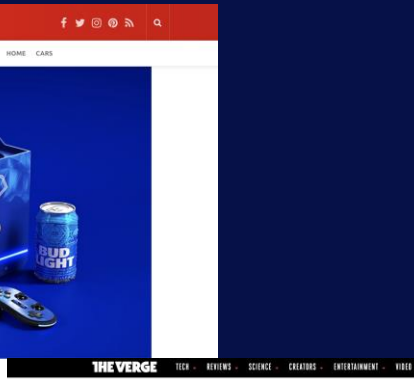

BL6

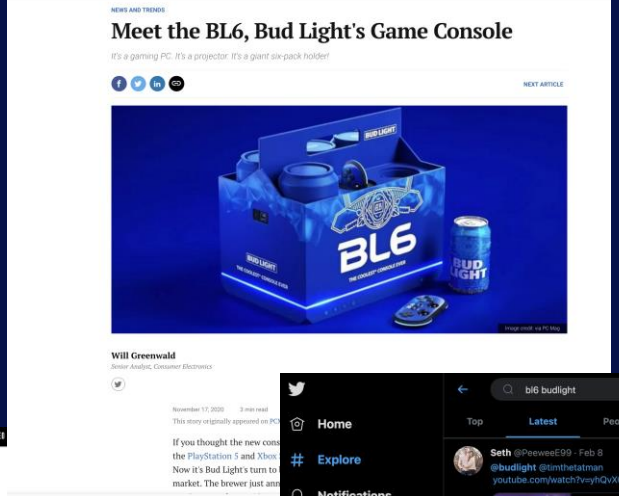
BUD LIGHT
BL6

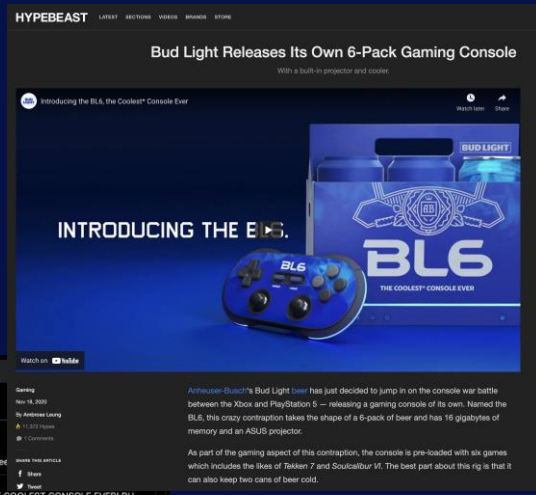
BL6
BUD LIGHT
BL6

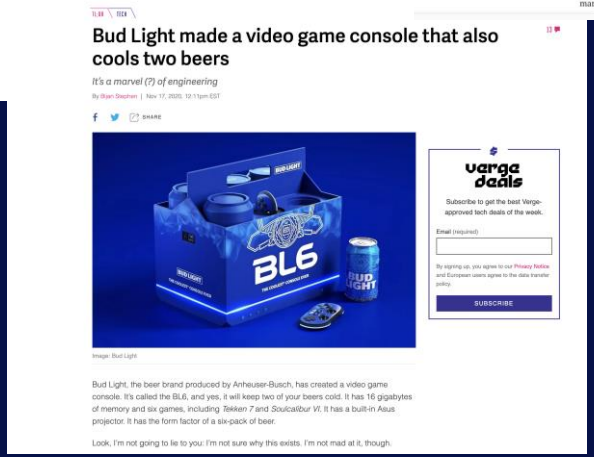
# INTRODUCING THE BL6.

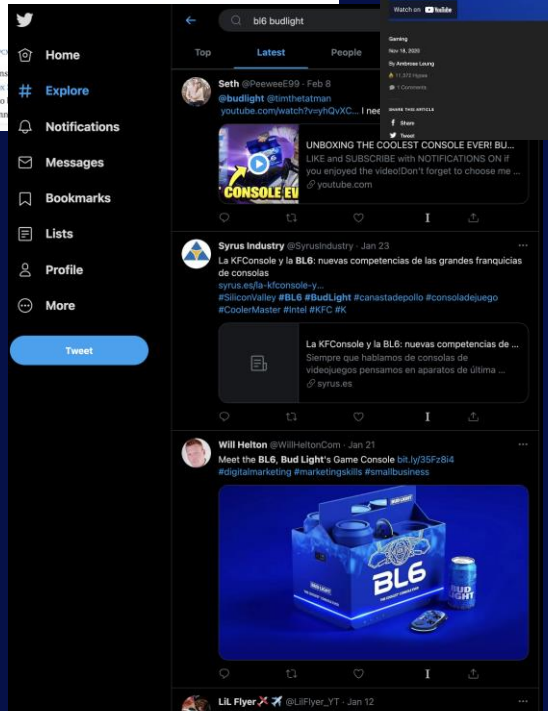
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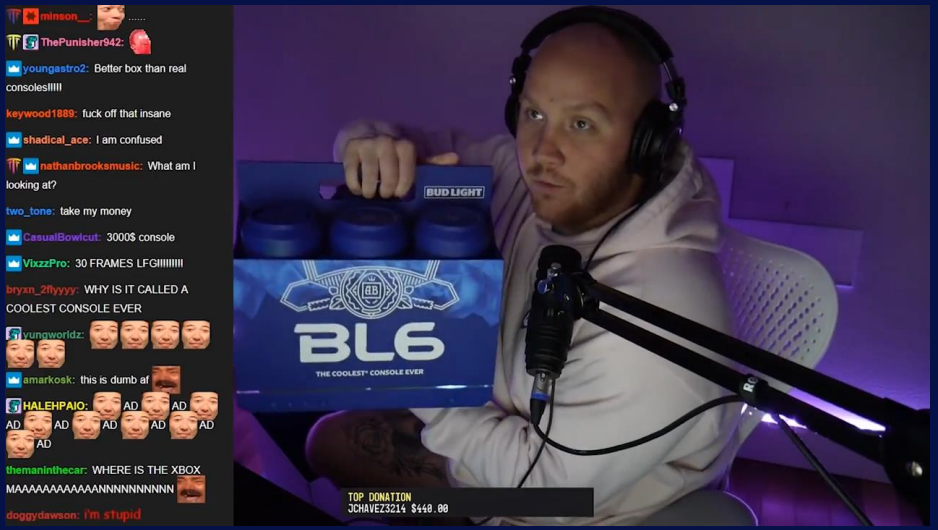


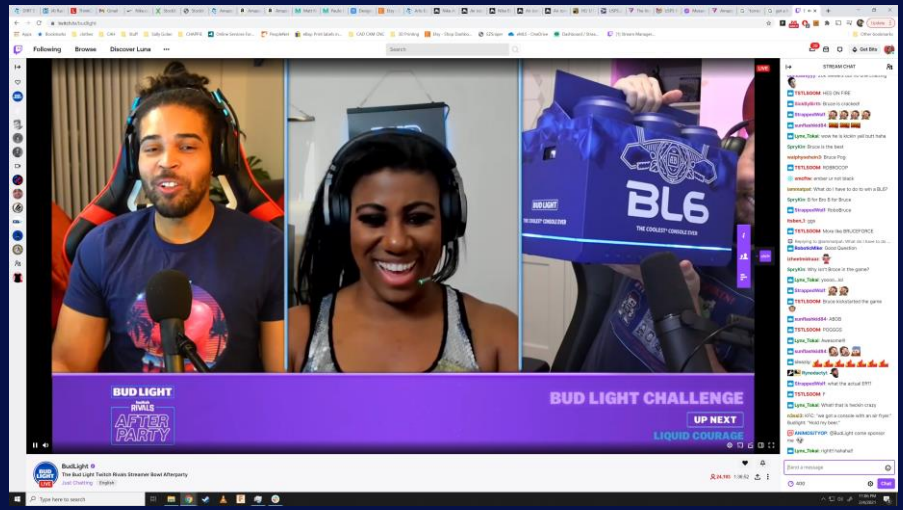


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# 241 PLACEMENTS

# 186M+ IMPRESSIONS

# HIJACKED THE CONSOLE WARS

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

# PURCHASE INTENT +12%

# TOP 3 FAVORITE BEERS +9%

# THANK YOU!

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