



AB InBev

Bringing People Together for a Better World



What we will cover today...

- ✓ Setting the Stage
- ✓ Case Study: Livestreams
- ✓ Case Study: Pubs, Stores, and Restaurants

“The more things change, the more things stay the same”
~Jean-Baptiste Alphonse Karr



The Basics

PRINCIPLES OF GROWTH



PHYSICAL AVAILABILITY

**Make your brand easy
to find & buy.**

*Distribution, Shelf Visibility
& Menus*



MENTAL AVAILABILITY

**Make your brand easy to
recognize and remember.**

*Creative Effectiveness, Distinctive
Assets & Media*

EVERY PURCHASE IS A NEW BATTLE FOR RELEVENCE

THE SIZE OF A BRAND IS A FUNCTION OF THE SIZE OF ITS CONSUMER BASE.

CONSUMERS ARE NOT LOYAL TO ONE BRAND, THEY ARE LOYAL TO A REPERTOIRE.

MOST CONSUMERS BUY YOUR BRAND AT LOW FREQUENCY.

THEY DO NOT SEE MUCH DIFFERENCE ACROSS BRANDS

A CONSUMER BASE IS A CONSTANT LEAKY BUCKET



**So shift your mentality from digital vs traditional marketing and ask yourself
“How will I continually build my relationship with my consumers at scale?”**



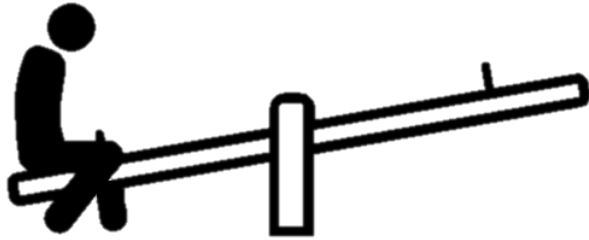


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- ✓ The Basics: Laws of Growth
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THE COVID CHALLENGE: HOW TO CONTINUE TO LIVE OUR Manifesto

Bringing People Together for a Better World



'Dying to work': With A-list talent sitting at home, publishers eye video collaboration opportunities with them



BEBA COM MODERAÇÃO

|| CIRCUITO ||

BRAHMA

LIVE



DESDE



1888

CIRCUITO

BRAHMA

LIVE

ENTERTAIN
CONSUMERS



HELP
SOCIETY



FIQUE EM CASA
E CANTE #CO

Tap into a new
occasion



100 LIVESTREAMS IN 40 DAYS

CIRCUITO BRAHMA LIVE APRESENTA

BEBA COM MODERAÇÃO



FERNANDO & SOROCABA

SÁBADO | 18 DE ABRIL | 22H15
- AO VIVO -

#BrahmaLive
#ISSOÉCHURRASCOLIVE

AME | ClaroTV | Instagram | YouTube | Facebook

[/fesoficial](#)

CIRCUITO BRAHMA LIVE APRESENTA

BEBA COM MODERAÇÃO



MARCOS & BELUTTI

SEXTA | 10 DE ABRIL | 20H
- AO VIVO -

#BrahmaLive

FIM DE SEMANA COM O MELHOR

[/MarcosEBelutti](#)

CIRCUITO BRAHMA LIVE APRESENTA

BEBA COM MODERAÇÃO



MATHEUS & KAUAN

SÁBADO | 11 DE ABRIL | 16H
- AO VIVO -

#BrahmaLive

[/MeKcanal](#)

CIRCUITO BRAHMA LIVE APRESENTA

BEBA COM MODERAÇÃO



BRUNO & MARRONE

QUINTA | 9 DE ABRIL | 21H
- AO VIVO -

[/BrunoEmarrone](#)

200+ MILLION VIEWS ON YOUTUBE IN ADDITION TO RUNNING ON NATIONAL CABLE



FOCUS ON ARTISTS AND THEIR AUDIENCE

CIRCUITO BRAHMA LIVE APRESENTA

BEBA COM MODERAÇÃO

FERNANDO & SOROCABA

SÁBADO | 18 DE ABRIL | 22H15
- AO VIVO -

#BrahmaLive
#ISSOECHURRASCOLIVE

9ME ClaroTV Instagram YouTube

[/fesoficial](#)

Detailed description: This is a promotional poster for a live performance by Fernando & Sorocaba. It features two men, one in a cowboy hat. The text includes the event name, date, time, and social media handles. A white dashed box highlights the YouTube channel link.

CIRCUITO BRAHMA LIVE APRESENTA

BEBA COM MODERAÇÃO

MARCOS & BELUTTI

SEXTA | 10 DE ABRIL | 20H
- AO VIVO -

#BrahmaLive FOR ROSA

[/MarcosEBelutti](#)

Detailed description: This is a promotional poster for a live performance by Marcos & Belutti. It features two men, one wearing sunglasses. The text includes the event name, date, time, and social media handles. A white dashed box highlights the YouTube channel link.

CIRCUITO BRAHMA LIVE APRESENTA

BEBA COM MODERAÇÃO

MATHEUS & KAUAN

SÁBADO | 11 DE ABRIL | 16H
- AO VIVO -

#BrahmaLive

[/MeKcanal](#)

Detailed description: This is a promotional poster for a live performance by Matheus & Kauan. It features two men, one holding a microphone. The text includes the event name, date, time, and social media handles. A white dashed box highlights the YouTube channel link.

CIRCUITO BRAHMA LIVE APRESENTA

BEBA COM MODERAÇÃO

JORGE & MATEUS

SÁBADO | 4 DE ABRIL | 19H

[/JeMproducoes](#)

Detailed description: This is a promotional poster for a live performance by Jorge & Mateus. It features two men, one wearing a hat and playing an acoustic guitar. The text includes the event name, date, time, and social media handles. A white dashed box highlights the YouTube channel link.

UNIQUE PRODUCTION EVERY TIME



BUILDING A HOLISTIC ECOSYSTEM TO DRIVE INTEREST



VIRTUAL AUDIENCE



FRIDGE PROMO



INFLUENCERS INTERACTION



VOTING TO CHOOSE SONGS

INTEGRATE YOUR BRAND



1 CIRCUITO 1
BRAHMA
LIVE
APRESENTA

Filter

FIQUE EM CASA #COMIGO 

#TEVEJOEMCASA
MARCOS & BELUTTI

BEBE COM MODERAÇÃO

 **ame** O AMOR NÃO PODE PARAR! BAIXE O APP AME DIGITAL E FAÇA SUA DOAÇÃO.

FIQUE EM CASA #COMIGO   



GLOBAL SCALE



Key Takeaways

- Seize the moment
- Focus on the Artist
- Ensure Unique Production
- Keep your brand identity prominent
- Adhere to your consumers passions



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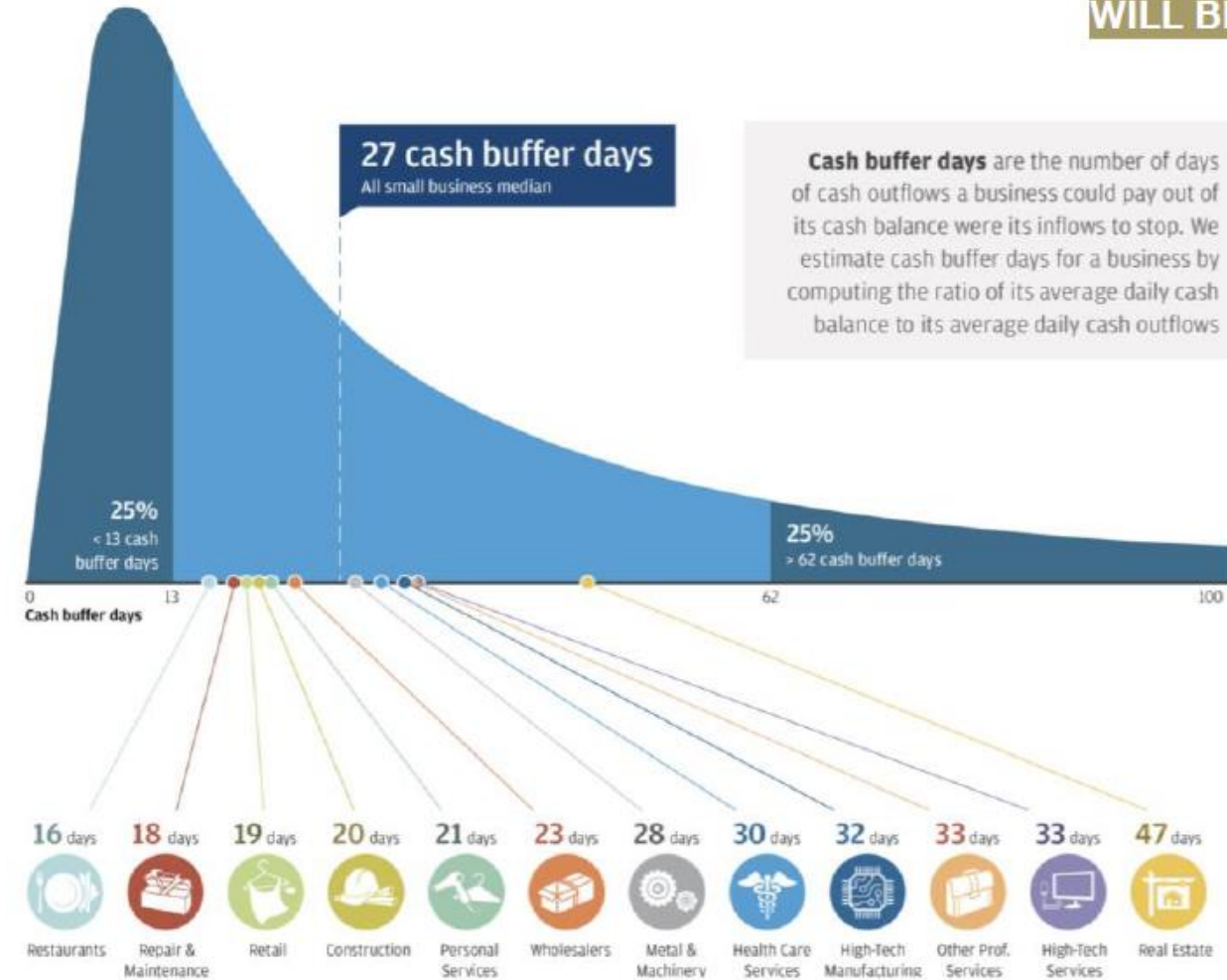
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Brazil Context

EFFECT ON RESTAURANTS

AS SHOWN BY STUDIES AND BY WHAT HAPPENED IN OTHER COUNTRIES, RESTAURANTS WILL BE THE FIRST BUSINESS TO COLLAPSE DUE TO THE LOW LIQUIDITY.

SEVERAL KNOWN AND SUCCESSFUL CHEFS HAVE ALREADY COME FORWARD AS ASKED FOR HELP:



Bares e restaurantes estimam cortar 3 milhões de vagas em 40 dias

Para o presidente da Abrasel, entidade do governo precisa ajudar com salário ou seguro desemprego



O CORONAVÍRUS PODE SER FATAL PARA 6 MILHÕES DE EMPREGADOS EM BARES E RESTAURANTES

COMUNICADO

ALERTA DE COLAPSO
S.O.S
bares & restaurantes
#naodeixefecharaconta

REGÔ

Mais de 6 milhões de pessoas podem perder o emprego...

THE IDEA AND HOW IT WORKS

Invitation for Consumers
& Restaurants



PARTICIPE DO MOVIMENTO.

NESSE MOMENTO DIFÍCIL, OS RESTAURANTES VÃO FUNCIONAR PARCIALMENTE OU, ATÉ MESMO, PARAR.

PENSANDO NISSO, A STELLA ARTOIS E MARCAS PARCEIRAS CONVIDAM VOCÊ PARA SE JUNTAR AO MOVIMENTO APOIE UM RESTAURANTE.

#APOIEUMRESTAURANTE

VOUCHER
R\$ 100,00

DESCONTO
50%

Acessando o site do movimento, você pode comprar um voucher de R\$100 com 50% de desconto para usar no seu restaurante favorito depois que tudo passar.

E o restaurante recebe agora o dinheiro para ajudar nos seus custos.

Participe.

www.apoieumrestaurante.com.br



Communication- The Movement

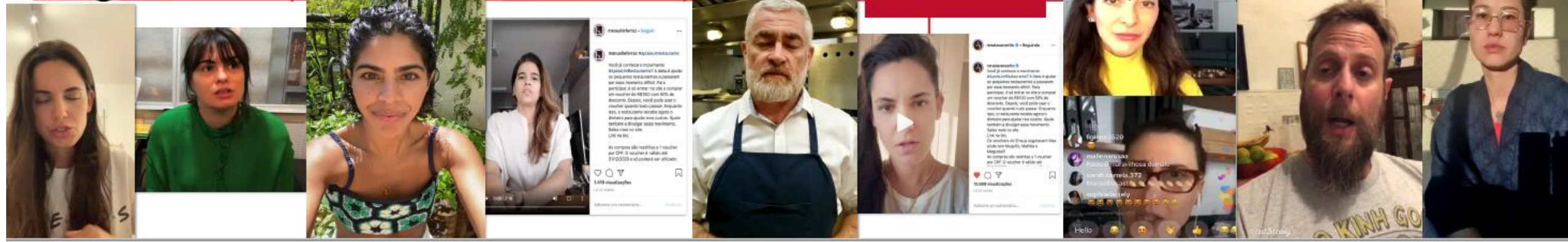
Objective:

Invite people, chefs and restaurants to engage in the movement to help the restaurants.

KPIs

- _Whatsapp dissemination
- _Vouchers sold
- _Engage chefs and hotspots.

TIMELINE





TIENDACERCA

DE LA ESQUINA A TU PUERTA

COLOMBIAN CONTEXT:



40% of Moms&Pops income comes from Beer.



60% is consumed on the store.



1.5Mio people depend on mom&pops incomes.

DURING QUARANTINE:



X4

Increased searches for deliveries



+70%

Of delivery orders are taken by phone



20%

Have infrastructure for deliveries.



70%

Would do deliveries if they had a bike.

OUR MISSION:

Help stores shift from On to Off, by making them relevant as a delivery option.

TWO MAIN OPPORTUNITIES:

VISIBLE TO CONSUMERS

INFRAESTRUCTURE FOR DELIVERIES



Virtual Directory



Bikes, Backpack

Results:

Website Data



300K SESSIONS.



220K USERS



~40K CONTACTS
Through Website

Bussiness



25K POCs ENROLLED
w/ validated contact info.



3K COLLECTED BIKES



8 CPGs ALLIES



40 POCs
w/ MARKET PLACE

Key Lessons

1



The virtual directory is a powerful proposal, we must continue improving it. The goal of having a “Market Place” should not blur us.



2



Total number of registered stores is important, but the quality of the information we give to the customer is even more important.



3



Leverage on our Contact Strategy...Adapt Sales Routine, Telesales, B2B and any other Digital Platform to boost Tienda Cerca.



4



Starting with a free brand strategy helps recruit allies and get free press.



5



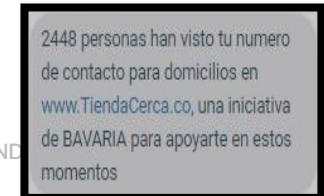
Allies are key assets in order to gain relevance very quickly for the consumer and the POCs.



6



Benefits of Tienda Cerca are difficult for most POCs to instantly perceive, we must build it.



A large, abstract orange watercolor splash graphic on the left side of the slide, with a textured, painterly appearance. The text is overlaid on this graphic.

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THANK YOU