



# [POWER TO THE PEOPLE]



*A campaign that shines a spotlight  
on extraordinary Americans*



# DONATING TO THOSE MOST DESERVING

With commitments to disaster relief, military communities and a sustainable future, Budweiser has successfully positioned itself as the beer of the people. Well, nothing is more human than the charitable work ordinary Americans do every day, running nonprofit organizations for those in need. As a champion of the American spirit, Bud has an opportunity to empower these people.



So we'll choose 12 inspiring Americans who run nonprofits, and share their stories and their work with the world. Budweiser will donate ~14,500 MWH of clean energy credits (enough to power the average business for one year) to each of them. Then we'll invite the public to help give **Power to the People** too.

# [ POWER TO THE PEOPLE ]



Budweiser is proud to donate a year's worth of clean energy to each of these extraordinary Americans, empowering the charitable work they do every day. Click their portraits to hear their stories, and help us give **Power to the People** through your own donations.



# MEET. CARE. DONATE.

All of our communications point to [PowertothePeople.com](http://PowertothePeople.com), an interactive microsite where the campaign lives. Here, users can watch video stories on each of our People, visit their charity website or donate on the spot. They'll learn about Budweiser's green energy initiatives and how they delivered Power to the People. Finally, users can nominate an extraordinary American for next year's campaign and help the power live on.



# CAN SCAN

How do we get the word out? Let our product do the talking. We'll create limited-edition Budweiser cans that include heroic illustrations of our People — and some technology to help tell their story. Drinkers can hover over a QR code with their phone camera and watch that person's video story right then and there.





# STEP RIGHT UP

Eye-catching, interactive installations will encourage passersby to step up and help give power to the people. As the person approaches, their presence will illuminate the billboard, revealing Budweiser's initiative and offering them a role in it. It also creates a shareable moment (hello, Instagram stories).

**STEP UP AND HELP  
US GIVE POWER TO  
THE PEOPLE**

*Budweiser*

**ALLISON SMITH | CARRIAGE TOWN MINISTRIES**

**BUDWEISER GAVE  
HER A YEAR'S WORTH  
OF GREEN ENERGY**

VISIT [POWERTOPEOPLE.COM](http://POWERTOPEOPLE.COM) TO FIND OUT WHY





# A SYMBOL OF RECOGNITION

Because we're donating to those who deserve it most, we'll offer the recipient badging to place on their websites and social pages so their work remains distinguished. This provides additional branding for Budweiser and, because Bud will always be committed to extraordinary Americans, allows the campaign to live on into the future. Can't wait to meet the class of 2021.

The screenshot shows a Facebook profile for 'Center on Halsted' (@CenterOnHalsted). The profile picture is a circular logo with the text 'CENTER ON 3656 N. HALSTED'. The cover photo is a red Budweiser can with a portrait of Janelle Barker and the text 'POWER TO THE PEOPLE' and 'Budweiser'. To the right of the can, it says 'Proud recipient of [POWER TO THE PEOPLE] 2020 green energy donation.' Below the can, it identifies 'JANELLE BARKER' as the recipient at 'CENTER ON HALSTED LGBTQ YOUTH CENTER | CHICAGO, IL'. The page includes navigation links (Home, About, Events, Photos, Videos, Community, Groups, Reviews, Posts, Give), a 'Create a Page' button, and a list of upcoming events: 'HIV Lunch & Learn Series at Center on Halsted' (Apr 19 - Sep 27), 'Pride Kickoff Celebration' (Fri 5:30 PM CDT), and 'Fred Hersch | Ravinia Festival' (Wed 7:30 PM CDT). A rating of 4.4 out of 5 is shown, along with a 'Community' section indicating 15,082 likes and 15,698 followers. A map of the location is visible in the bottom right corner.