

## 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.



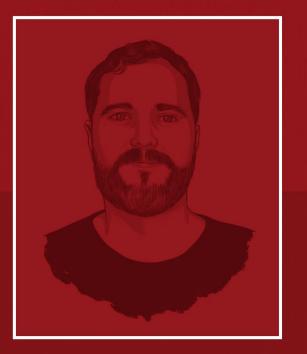
So we'll choose 12 inspiring Americans who run nonprofits, and share their stories and their work with the world. Budweiser will donate ~14,500 MWH of clean energy credits (enough to power the average business for one year) to each of them. Then we'll invite the public to help give **Power to the People**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



### 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.

