

Budweiser

**#UNPLUGWITHBUD**



## THE BIG IDEA

It's true millennials have a hard time putting their phones down. Even in social situations, they're scrolling social media. But they're not the bad guys! They're actually quite philanthropic, and that's where the opportunity lies. This is the **#UnplugwithBud Challenge**, an initiative encouraging millennials to unplug, crack a beer and be genuinely social — for a good cause.



# HOW THIS WHOLE THING WORKS



If you can cut down your phone usage for one week surrounding Earth Day (April 19-25, 2020), you can choose where Budweiser's excess energy goes. How do we track this? We'll build a super simple app that leverages the smartphone technology that measures screen time.



Download the app and forget about it! Drink some Bud with some buds, then check your screen time at the end of the week. See a decrease? Budweiser will match it with energy credits, eligible for donation to a charity of your choice.



By the end of the week, millennials will have collectively donated 175,000 MWH's worth of screen time. It's proof that ordinary people can do extraordinary things, even in small ways.

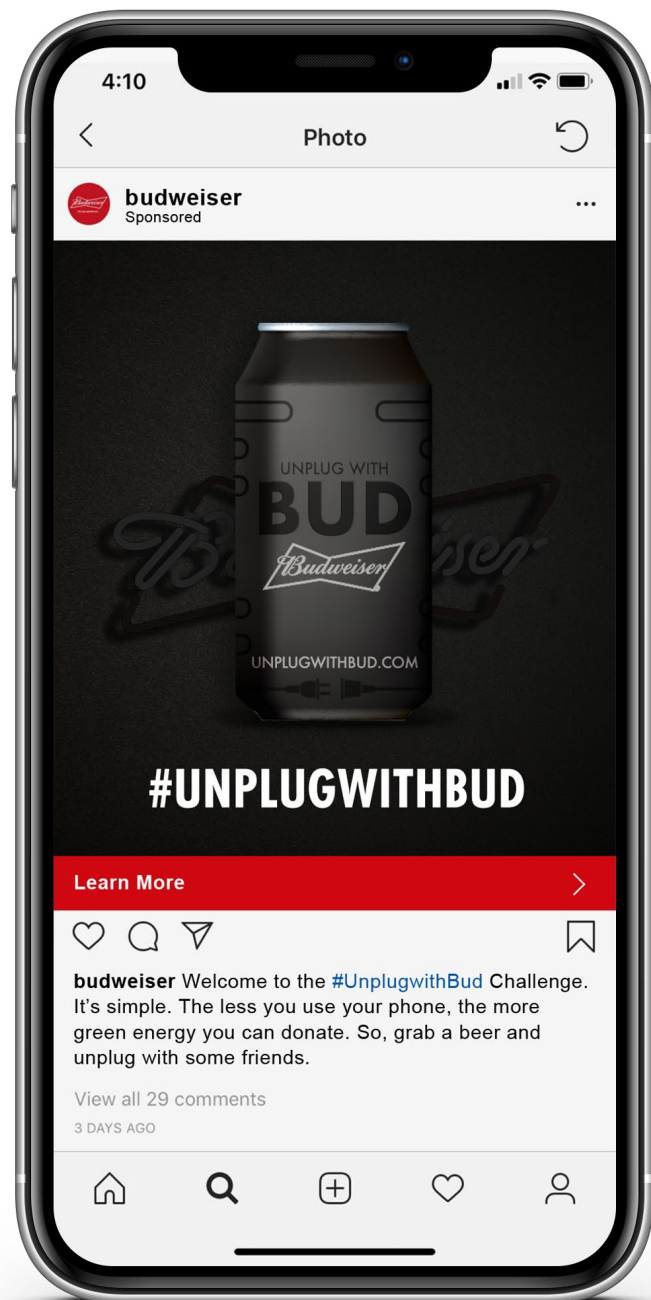
**1 HOUR DECREASE = 1 KWH TO DONATE**

**175,000,000 KWH = 175,000 MWH**



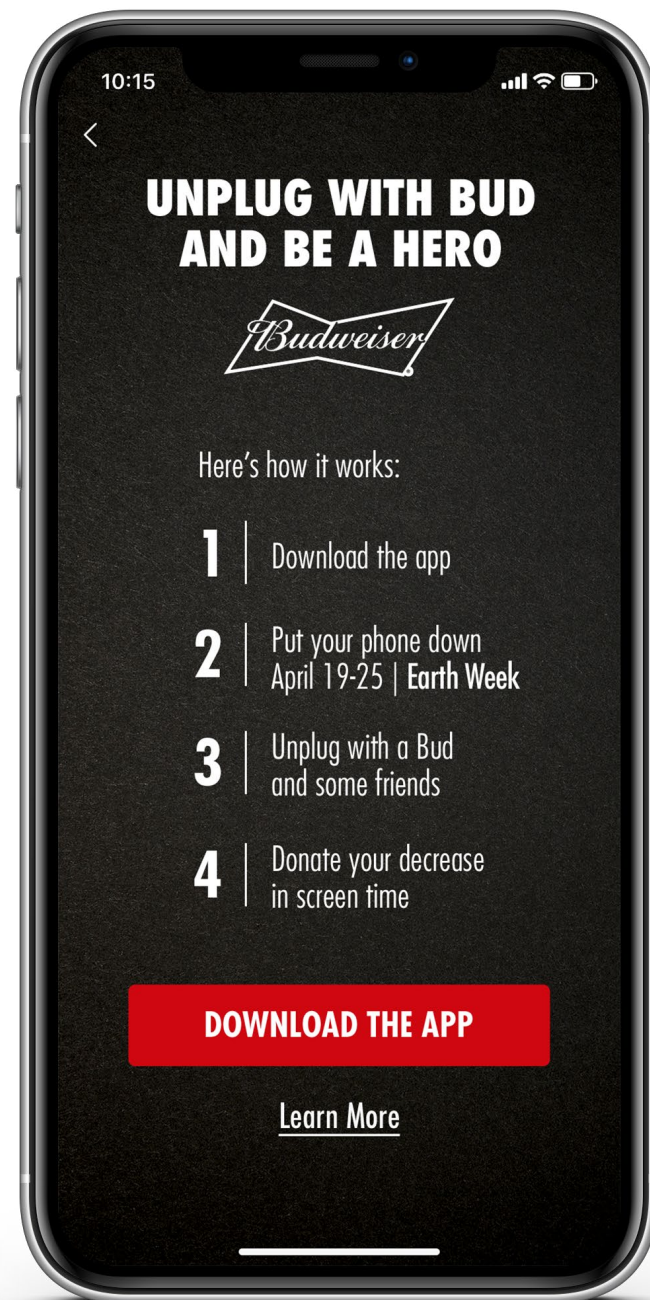
# TEASE

Sneak in sponsored posts where they're endlessly scrolling.



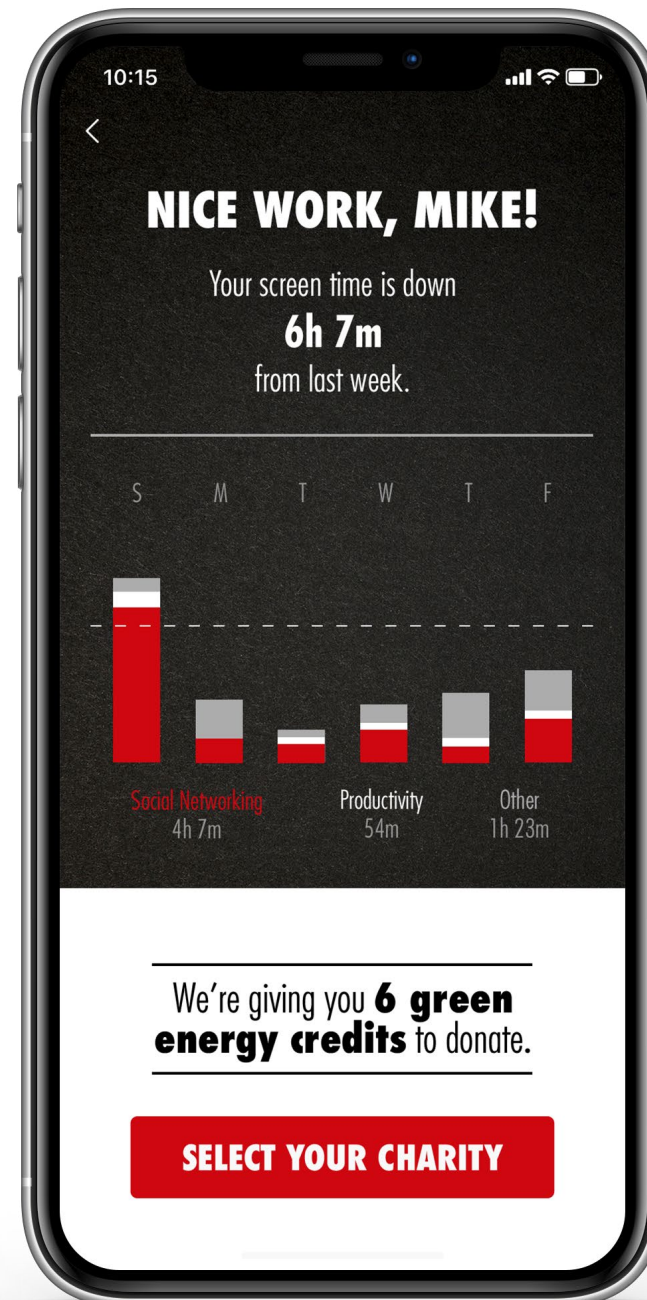
# EDUCATE

Hit 'em with how easy it is, and drive app downloads.



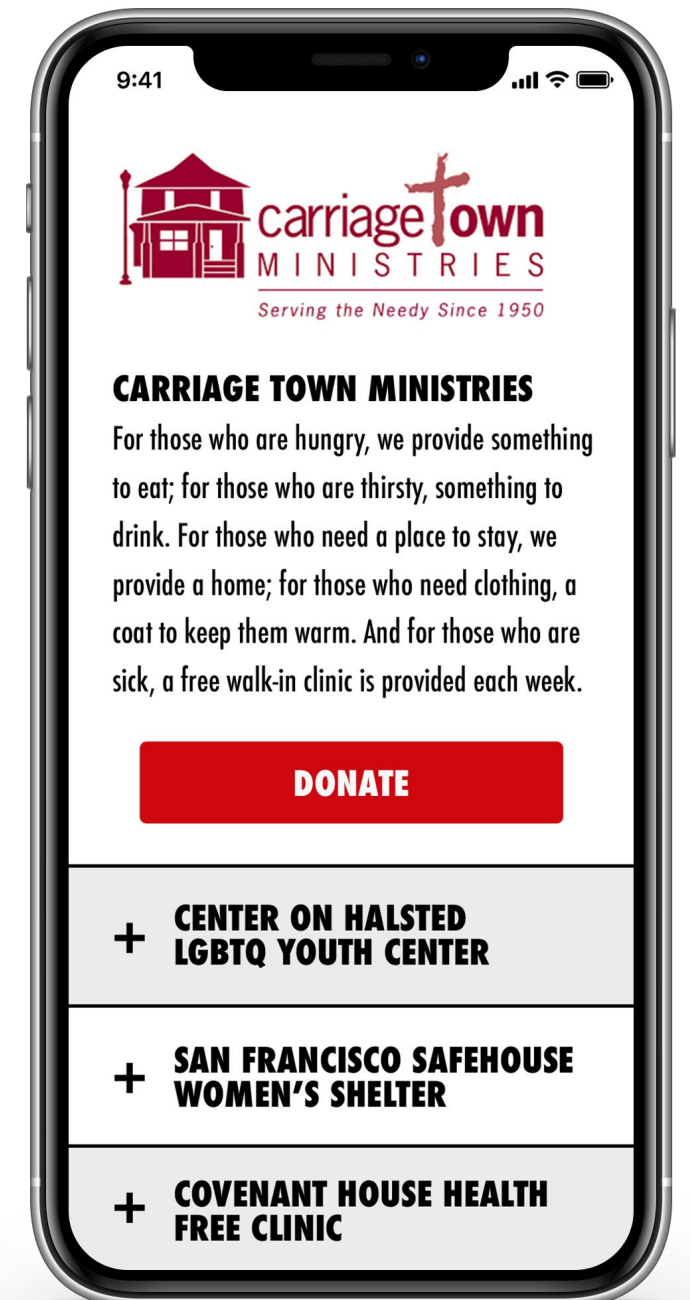
# NOTIFY

We'll push daily reminders and screen time stats. Then offer a quantifiable donation amount when the week is up.



# DONATE

Let them donate their decrease to one of several preselected charities.





# START GOING DARK

We'll reach them where they buy beer. In fact, we'll stop them in their tracks with limited-edition packaging and glow-in-the-dark cans, all-black promotional displays in grocery stores, and beer fridge clings encouraging them to go dark with Budweiser. Who wouldn't take home a case of glowing beer, or at least check out the website to learn more?



LET'S  
GO  
DARK  
APRIL 19-25

Learn more at [UNPLUGWITHBUD.COM](http://UNPLUGWITHBUD.COM)





# UNPLUG POP-UP BARS

## YOUR FIRST BEER IS FREE

On Earth Day (April 22, 2020), Bud launches pop-up bars in major cities throughout the U.S. where people 21+ can come, lock their phone in a YONDR pouch, crack a beer, and enjoy some quality time with friends and strangers while learning about the Unplug with Bud initiative. Bars can run on green energy, host live musicians, hand out swag and set up lawn games.



YONDR POUCH



I just completed the #UnplugwithBud challenge. Decreased my screen time 4 KWH of #renewableenergy Safehouse.

Yo @budweiser, keep up the #cheers 🍻

**ADWEEK 40 NEWS**

**BUDWEISER IS GETTING MILLENNIALS TO UNPLUG. LITERALLY.**

**NICE WORK, BRITTANY!**

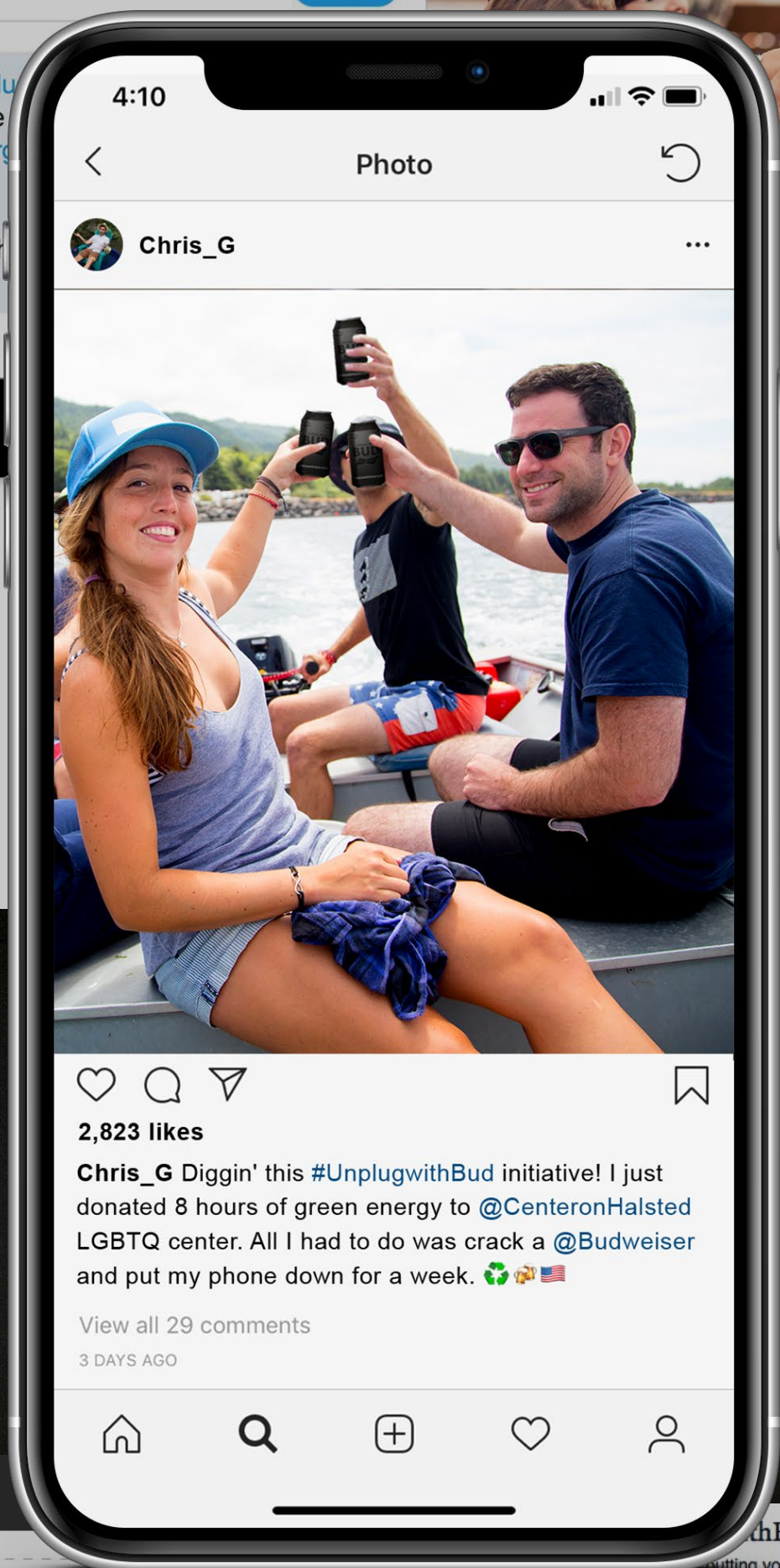
Your screen time is down **3h 16m** from last week.

S M T W T F

Social Networking 5h 2m | Productivity 47m | Other 2h 8m

gothamist

**BUDWEISER'S REWARDING MILLENNIALS WHO PUT THEIR DAMN PHONES DOWN.**



# NOT SO HUMBLE BRAG

You can count on millennials to tell their friends about the **#UnplugwithBud Challenge**, but we'll make it easy to brag about Budweiser by pre-populating social posts they can share from the app. Since millennials prefer brands that do good, Bud also builds preference among a target market while getting the word out about green energy. And, at the end of the day, Budweiser is a beer for the people — offering what it has in excess to the charities that need it most.

UnplugwithBud Challenge

putting your phone down can help others power up.

HTTP://BIT.LY/5SKJ4N

5.5K | 253 Comments