

Budweiser 'Stand by Me'

CASE STUDY SNEAK PEEK



'The 2018 Superbowl saw a brilliant game play out between the Philadelphia Eagles and the New England Patriots. However, off the field, the battle between the big brands was just as intense. With 30 second slots costing upwards of US\$5 million, how did brands cut through to capture the hearts and minds of consumers?'

Background

The advertisement highlights Budweiser's partnership with the American Red Cross, which has provided more than 79 million cans of water to disaster-relief efforts over the last 30 years, and more than 3 million cans last year alone, following American disasters in Florida, Puerto Rico, Texas and California

The Solution

Evaluate whether 'Stand by Me' was able to effectively cut-through and communicate its message, identifying Budweiser as a responsible and aspirational company.

Check out the ad [here!](#)

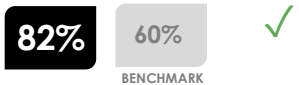


The Results

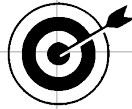
KEY PREDICTOR MEASURES



ATTENTION
Will the ad get noticed?



BONDING
Does it strengthen brand feelings?



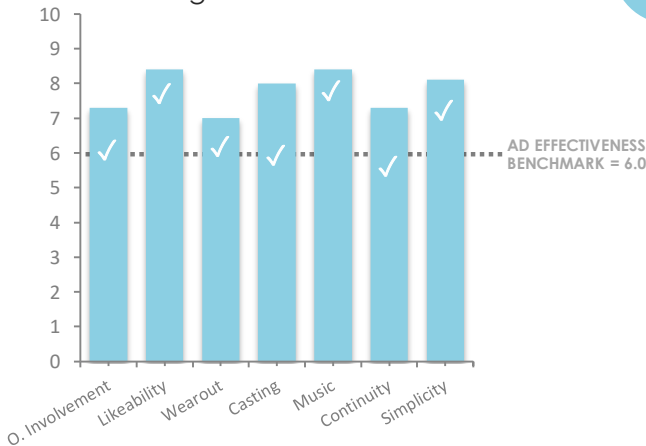
MESSAGE TAKEOUT
What messages are communicated?

BRANDING
Is the brand the hero?

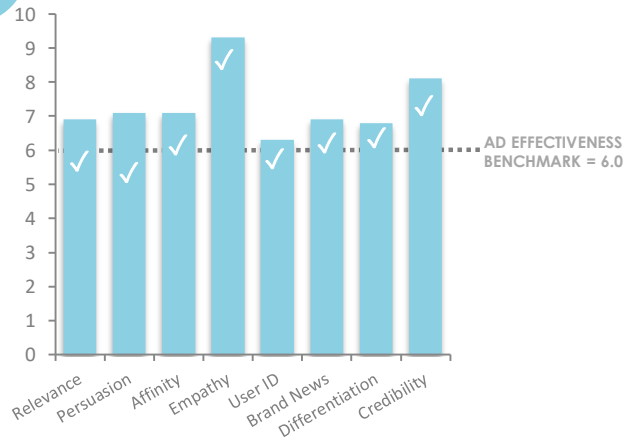


DIAGNOSTICS

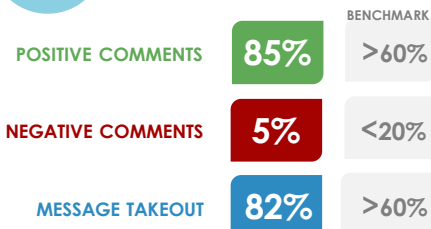
Attention Diagnostics
Strengths & Weaknesses



Bonding Diagnostics
What is driving Brand Feelings?



Qualitative Analysis
What are they saying?



"Togetherness, unity, helpfulness."

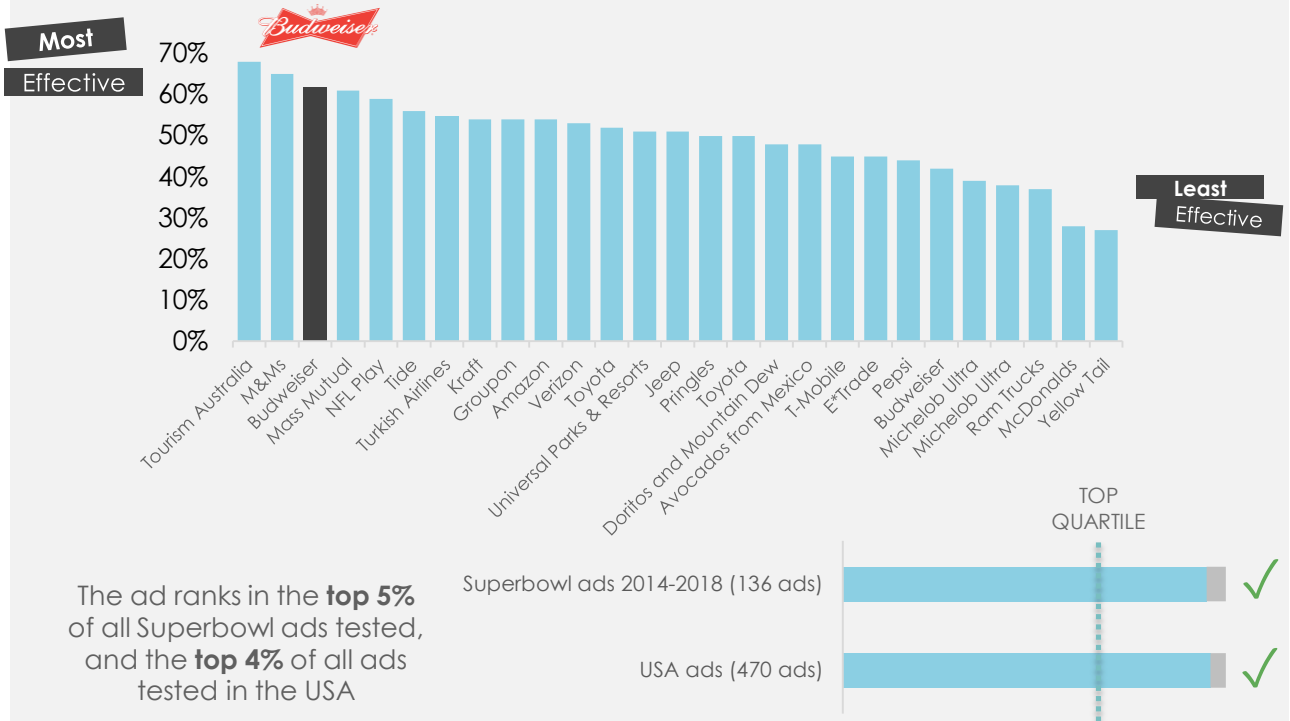
"Heart warming, unity."

"Whenever the world is going through hard times Budweiser will be there by our side."

"Great deed well done. Even teared up some. Thanks."

ADD+IMPACT® RANKING

When compared against the other 27 ads tested as part of our 2018 Superbowl Study, 'Stand by Me' ranks 3rd.



FINDINGS



- 'Stand by Me' has a **simplicity (8.1)** that attracts the viewer's attention, whilst **music (8.4)** ensures it is extremely memorable.

- 85% of viewers praise the ad: most appreciate the clarity with which it communicates its heartwarming message.

87%

Recognised
'Stand by Me'
(the song)

- **Over half the audience** would consider discussing the ad with friends, thanks largely to a story the vast majority of viewers enjoy.

- Viewers felt highly **empathetic (9.3)** towards the ad's story, making it one of the best bonding ads we tested this Superbowl.

- 'Stand by Me' uses the titular song very effectively to gain attention, trigger an emotional bond and reinforce the message.



This was just a glimpse at what insights we can uncover!
Talk to us about some of the exciting new tech we're using,
including real-time reactions and eye tracking