

OPEN ONE UP WITH BUDWEISER



INSIGHT:

People assume that beer cannot be a part of a healthy lifestyle or compliment mental health.

IDEA:

Budweiser will use its cans to showcase stats on mental health to facilitate conversations with your buds.

CRACK ONE OPEN

We are going to bring the topic of mental health to places where it has traditionally been pushed out of - like locker rooms, concerts, bars and BBQs, where men gather to drink beer by making the topic unignorable.

PASS IT AROUND

Sports loving men love talking stats – so we're going to give stats & facts directly on our cans to make discussing mental health easier to swallow.

CHEERS TO YOUR MENTAL HEALTH

As the #1 beer brand in Canada, we will use our packaging to help facilitate the conversations we should be having with our Buds.



**YOUNG LIONS
COMPETITIONS**



YMHC
Youth Mental Health Canada

OPEN ONE UP WITH BUDWEISER

Idea Name

Open One Up with Budweiser

Insight

People assume that beer cannot be a part of a healthy lifestyle or compliment mental health.

Business Objective

As the #1 brand in Canada, we want to use our packaging to make mental health unignorable. The male bonding occasion is at risk, men are gathering less which means less time with our buds. Brand meaning declined 0.6pts in 2021 and Budweiser is losing touch with modern consumers who are redefining masculinity. We will drive meaning for Budweiser by encouraging men to come together and make the ignorable unignorable – further strengthening their bonds.

YMHC has a similar problem, people don't think about mental health until they are impacted directly or indirectly through someone they love. Budweiser can help YMHC recruits more donors and volunteers and build communities of support for youth mental health and help change the stigma or stereotypes of male bonding.

Key Performance Indicators:

- +30% increase in YMHC donations & volunteers in 60 days
- 100M Earned impressions (Benchmark: Tape Out Hate)
- Deliver 20,000hL incremental volume in 60 days to support \$500k in donations to YMHC through \$0.10 donation per can

Role of Communication

Drive awareness and conversation on mental health in unconventional places via the “Open One Up” Budweiser cans by showcasing unignorable stats.

Every can sold donates \$0.10 to YMHC.

Target: Role Models of Youth

Youth mental health is not just about youth: it is about the role models in the lives of youth; their dads, coaches, and adults they look up to.

- When it comes to mental illness, youth is a critical period: most people living with a mental illness see their symptoms begin before age 18.
- Approximately 20% of Canadian youth are affected by a mental illness or disorder.

Benefit

It is okay to talk about your feelings in the locker room, at a BBQ or at a sports game. It is okay to be a male and have mental issues and more importantly talk about it.

Reasons Why & Brand Character

Why Budweiser?

Budweiser has the stereotype to be a beer for men.

Why Mental Health?

Men are more likely to experience mental disorders but less likely to ask for help.

That said, we're all in this together.

Deliverables

Packaging:

- Every can makes it easier to discuss mental health
 - By age 25, approximately 20 per cent of Canadians will have developed a mental illness
 - Suicide accounts for 23% of deaths amongst young adults ages 20-24
 - Budget: 250k
 - Launch: October 10th, World Mental Health Day
- Above the Line:**
- Using personalization at scale; target key male bonding occasions to showcase how these moments are perfect for opening one up.
 - Budget: \$1.5M
 - Sustain: October 10th – December 10th



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