

# Re-imagining Consumer Products Marketing



## Challenge

Anheuser Busch InBev, a Global Fortune 500 drink and brewing company, had been using national television commercials and on-site print collateral to drive performance for their beer brands, but the Fortune 500 Global beer company did not have a method to reach potential customers at the right time and place with a clear brand message to drive foot traffic to its worldwide network of bars, restaurants, and retailers

## Solution

Tiger Pistol gave AB InBev a simple, effective way to publish on-brand content straight from local establishment social media accounts with:

- Interests and offers targeted to be relevant to consumers
- Strong calls to action
- Quality, on-brand creative



## Results\*



**~710K**  
Average reach per location

**60%**  
Lower CPM compared to brand-level efforts

**350M+**  
Impressions delivered over a 2-month period



**Sales Tool**  
Allows locations to sign-up for the social program with a few simple clicks



**+50**  
Net Promoter Score among participating establishments

## Testimonial

“We needed a technology like Tiger Pistol to deploy not only local ads but ads that were based from the local establishments’ own Facebook accounts to truly drive consumer action. Achieving that goal but also doing it at a truly global scale would not be possible if we were just working with Facebook alone.”

- GLOBAL DIRECTOR OF TRADE INNOVATION  
AB INBEV

