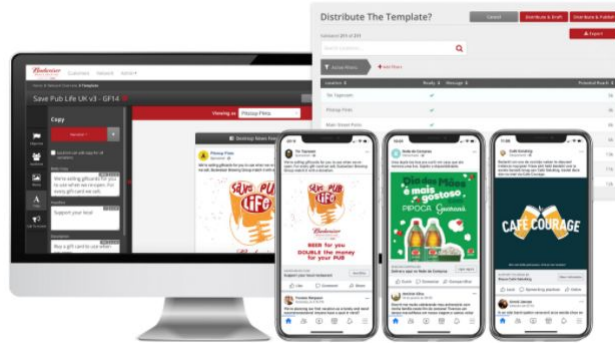




INTERNATIONAL - Decentralized Network COVID Recovery

AB InBev

MULTIPLE COUNTRIES



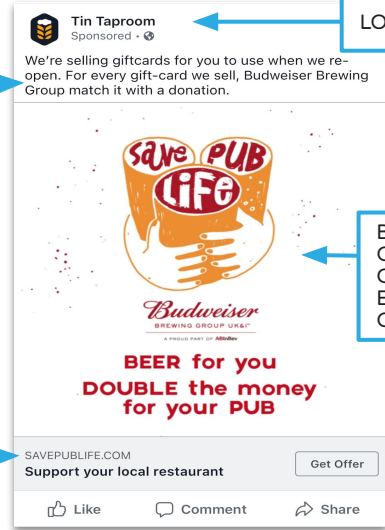
CAMPAIGN GOAL

To help local bars revitalize and recover by fostering memories and connections in the lives of consumers.

STRATEGY

Deploy ads from partners' Facebook Pages, with objectives in line with local government restrictions. This gave AB InBev's partners an advertising option to continue driving business and recalling the essential role restaurants and bars play in local communities. Ads promoted community building, gift card sales, delivery, or contactless curbside pickup.

COPY CONSISTENT WITH CAMPAIGN TONE AND MESSAGE



LOCAL BAR

BRAND CREATIVE OPTIMIZED TO EACH LOCAL CAMPAIGN

DRIVES CONVERSIONS TO BRAND WEBPAGE

RESULTS

90K
Partners launched

8X
ROAS

20%
Uplift in orders from distributor

40%
of partners have run 2 or more campaigns