

## Anheuser-Busch InBev - Budweiser #Friendsarewaiting Campaign, September 2014

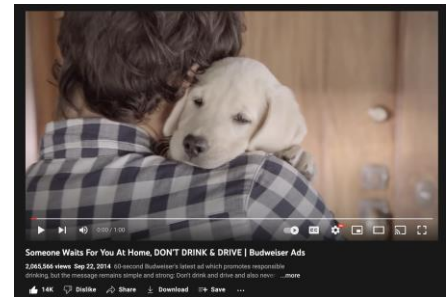
[https://www.youtube.com/watch?v=56b09ZyLaWk&ab\\_channel=adswithme.com](https://www.youtube.com/watch?v=56b09ZyLaWk&ab_channel=adswithme.com)

In the ad I chose, from September 2014, Budweiser creates a compelling video that catches attention with a Labrador puppy and his person. The ad is a PSA against drunk driving. The aim is to put a new spin on what is usually an overly sermonic message, create huge awareness, and to have a measurable way to see its reach. The call to action is “make a plan to make it home.” It was created as a digital ad, meant for millennials to share online. I find it smart, creative, well executed, appealing to the target audience, compelling, and good PR.

The adorable puppy is an immediate attention grabber. The puppy was seen in Budweiser’s previous very successful Superbowl ad the same year. The use of animals in advertising is effective because it increases emotional connection. Humans subconsciously bond with animals. The human-animal storyline in this video is a tear jerker, relatable, and keeps the viewer watching the whole way to the surprising and uplifting ending.

The target audience for this ad was millennials, 21-27 years old at the time, intended for sharing on social media. There was a hashtag reference. It went viral immediately. Business Insider’s Richard Feloni said that the video was originally a digital only ad and “brought in 10.8 million views in four days” proving to be very successful for that time.

This video ad is compelling because it's relatable. People love their pets. Dogs have been called best friends and even family members. Sometimes people seem to care more about their pet's well-being than their own. Maybe that's a reason to drink responsibly and “make a plan to make it home.” There's melancholy music, the video takes us on an emotional roller coaster of playfulness and joy, then longing, then worry. A message comes across the screen in text. We can relate to our pets, friends, or previous victims of drunk driving we personally know. We worry for the dog, the young man, friends, and family. Then there's an upturn, and we wouldn't want the story to end any other way. Words on screen remind us that sometimes the ending is somber.



I wouldn't change anything with the copy. It's mostly a visual story, with little text. The copy is simple and clear, with text well placed throughout. If sound was off, the viewer would still get the message. We are able to connect, understand and go along on the ride.

I would not change the medium. The purpose was to send a message, to gain reach and awareness and to measure that, which can't be done through television, magazine or billboard ads. The digital video went viral so quickly, it made it to TV overnight. It got the attention of big TV networks like ABC, NBC, FOX, E!, Huffington Post and other news sources, actually giving it free air time, then Anheuser Busch bought a few spots on TV during the World Series. This was genius. It was cost effective and trended amongst the target audience.