



*The Great  
American Lager*

ONLINE PRESENTATION  
Banner Advertising  
4/o8/o8

## Online Strategy

**Give “Bold Explorers” a rational reason for an emotional purchase.**

- Use Lager Lessons as a door opener and to draw people into the fact that Budweiser is the Great American Lager.
- Convince “Bold Explorers” that Budweiser is the Great American Lager and why it should be an addition to their brand selections.
- Effectively communicate what gives Budweiser’s unique perfect balance: Superior Ingredients, Unique Brewing Process, Unsurpassed Heritage, and Top Quality/commitment.  
***The perfect balance of flavor and refreshment.***
- Make Budweiser the authoritative voice of the American Lager.
- Use tactics that engage Bold Explorers in appropriate and unique media (where they currently spend time online), offering an informative and educational message through user-focused interactive content.



# **RICH MEDIA BANNERS**



**MEDIA**

Historychannel.com

Discovery.com

TLC.com

**Lager Lessons**  
Great American Lager History

*Budweiser*  
The Great American Lager

**We've been using the same great lager recipe for over 130 years.**

[Click to watch the history of the Great American Lager.](#)

**Brewed by 5 Generations of Busch Brewmasters.**

**Adolphus Busch:**  
The father of Budweiser, Adolphus aimed to create a national lager that could be enjoyed from coast to coast. He even launched the first fleet of refrigerated rail cars for great taste, nationwide.

Click and hold on glass to rotate

# What makes this Lager glass better?

[Click here for answer. You won't leave this page.](#)

**MEDIA**  
Wired.com  
Discovery.com  
CNN.com

TURN VOLUME UP

## Lager Lessons... **THE GLASS**

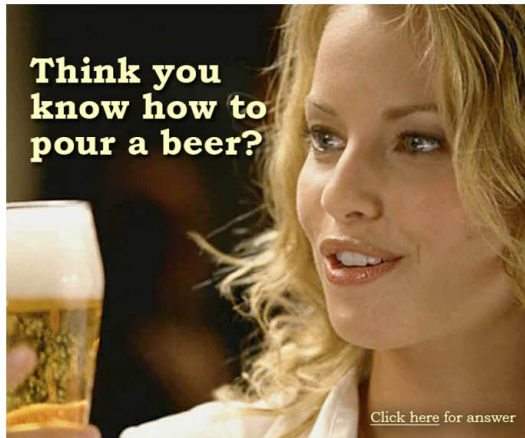
Drinking from this glass might change the way you experience a lager.

Click the **red dots** to discover how this glass was engineered.

[Click here](#) for more lager lessons.

**Budweiser**  
The Great American Lager






**MEDIA**  
ESPN.com  
BeerAdvocate.com

## Think Again.


Learn The Perfect Pour for the Perfect Beer.



### Lager Lessons


The Goal: A perfect head for better aroma, taste and presentation.

- Start with a clean glass – dirt, oils or beer residue can inhibit flavors and limit head formation.
- Pour the beer with the glass at a 45° angle, aiming for the middle of the side of the glass. (And pour like a man — don't dribble it in there.)
- When the glass is half full, turn it straight upright and continue to pour down the middle. This will induce the perfect head 1" to 1-1/2" of foam.
- More advanced pourers – as you pour you can slowly add distance between the bottle and glass to show off and ensure a good head.



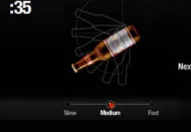
[Click here to test your pour.](#)

**CHOOSE GLASS ANGLE**  
Time Remaining: :53




Next

**CHOOSE RATE OF POURING**  
Time Remaining: :35



Next

**CHOOSE HEIGHT & AIM**  
Time Remaining: :21



Next



**I bet I can tell you what goes into a Great American Lager just by looking at it.**  
[CLICK HERE to challenge me. You won't leave this site.](#)

**MEDIA**  
 Concierge.com  
 NationalGeographic.com



**GRAB A COLD ONE NOW AND DISCOVER HOW YOUR BOTTLE OF BUD WAS BORN**



**Where was your beer born?**

Enter in the born on date from your Budweiser bottle, along with your zip code, and get a complete tracking history of your beer. You will be taken through the exact process that your beer went through from the hops fields to the brewing process to distribution.

**TO LEARN ABOUT YOUR BEER, ENTER**

**BORN ON DATE**

**YOUR ZIP CODE**



Map interface with 'OPTIONS' and 'SEARCH' buttons.

WATER	BARLEY MALT	HOPS	YEAST	BREWING	RICE	DISTRIBUTION




**HOPS**

Click on any thumbnail to watch a video of your beer being taken through the different steps in the Budweiser brewing process.





**MEDIA**

GQ.com

RollingStone.com

Slate.com

### 3pm TASTING. EVERY DAY



Every day at 3pm, samples of Budweiser from all 12 of our local breweries are flown in to St. Louis. Here, our top brewmasters hold taste-tests to make sure every Budweiser delivers that perfect balance of flavor and refreshment.

*Click here to watch a LIVE TASTE TESTING.*



**BREWERIES:**

- St. Louis, MO
- Los Angeles, CA
- Fairfield, CA
- Houston, TX
- Fort Collins, CO
- Jacksonville, FL
- Columbus, OH
- Cartersville, GA
- Williamsburg, VA
- Newark, NJ
- Baldwinsville, NY
- Merrimack, NH

**LIVE TASTE TRACKER**

**12:36:03**

**ST. LOUIS TIME**



**MEDIA**  
TripAdvisor.com  
Frommers.com

## St. Louis Brewers Heritage Festival

May 8-10, 2008

Celebrate the Great American Lager in the beer capital of America.

Honor the heritage of the lager. Learn about the creation of a Great American Lager, from the 132-year-old recipe to the unique beechwood aging process.

Conduct a Budweiser taste-test just like the one done every day in St. Louis and see if you can pick up on that perfect balance between flavor and refreshment.

**Plan your trip:**

**Lowest Airfare** Roundtrip from **60126** to St. Louis  
[click to view flights](#)

**Local Restaurants** to check out

**LOLA Restaurant** ★★ ★★

**Max Gill & Grill** ★★ ★★  
[click to view more](#)

**Hotels in St. Louis** ★★ ★★

**The Timbers Hotel**  
[click to view more](#)

**More to do in St. Louis**

**AAA Bowl**

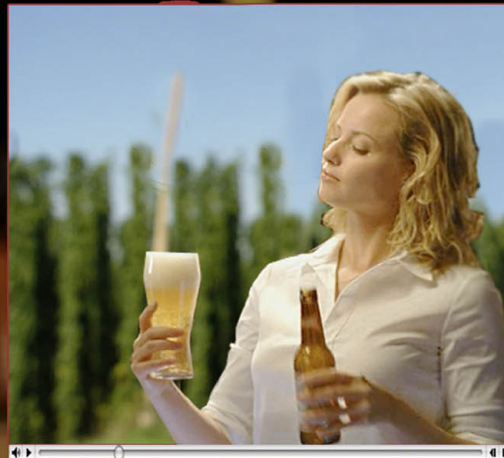
**Local hiking trails**  
[click to view more](#)



**MEDIA**

TripAdvisor.com  
 Frommers.com  
 Travel sections  
 of portals: Yahoo,  
 AOL, MSN

**See why Bavaria is one of Europe's great destinations.**



**And why it's so important to Budweiser**

Hops grow best in climates along the 42nd parallel. That's why Budweiser owns its own hop farms in Bonners Ferry, Idaho and Hallertau, Bavaria the largest hop-growing region of the world. In Bavaria, we grow the aroma hops that are used in Budweiser, which are harvested annually in August.

**Top Bavarian Beer Festivals**

**Oktoberfest in Munich** - It's famous because it's the biggest, with over 6 million visitors. Sept. 20th - Oct. 5th.

**Cannstatter Volksfest in Stuttgart** - The second largest beer festival in Germany. Originated as a celebration of local agriculture. Sept. 26 - Oct. 12th.

**Bergkirchweih in Erlangen** - Fewer foreign tourists than Oktoberfest means there's much more in the way of local ambiance. May 8 - 19.







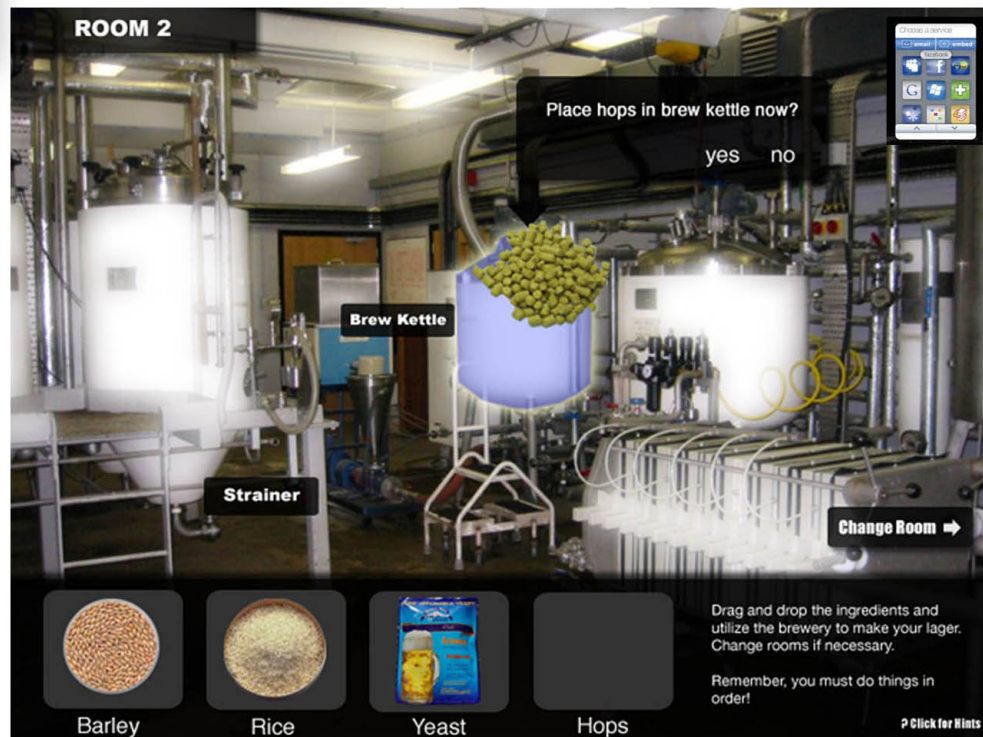
**MEDIA**

BeerAdvocate.com

ESPN.com

Discovery.com

GQ.com



**FLASH BANNERS**





**MEDIA**

BeerAdvocate.com

ESPN.com

GQ.com





**MEDIA**

BeerAdvocate.com

ESPN.com

GQ.com