

Bud Light Brand Report



United States | July 2020





**This report is a snapshot
of the **Bud Light**
consumer in the USA.
We take a look at their
profile and identify their
key music behaviors.**

The Report will cover

- 1. Key Takeaways**
- 2. Category Overlap**
- 3. Brand Audience Profile**
- 4. Brand Music Map**



Key Takeaways



Over 60% of Bud Light drinkers regularly drink Budweiser, Corona & Coors Light. To stay top of mind the brand should talk to the relevant brand qualities that their consumers like in brands such as trendy/cool or funny.

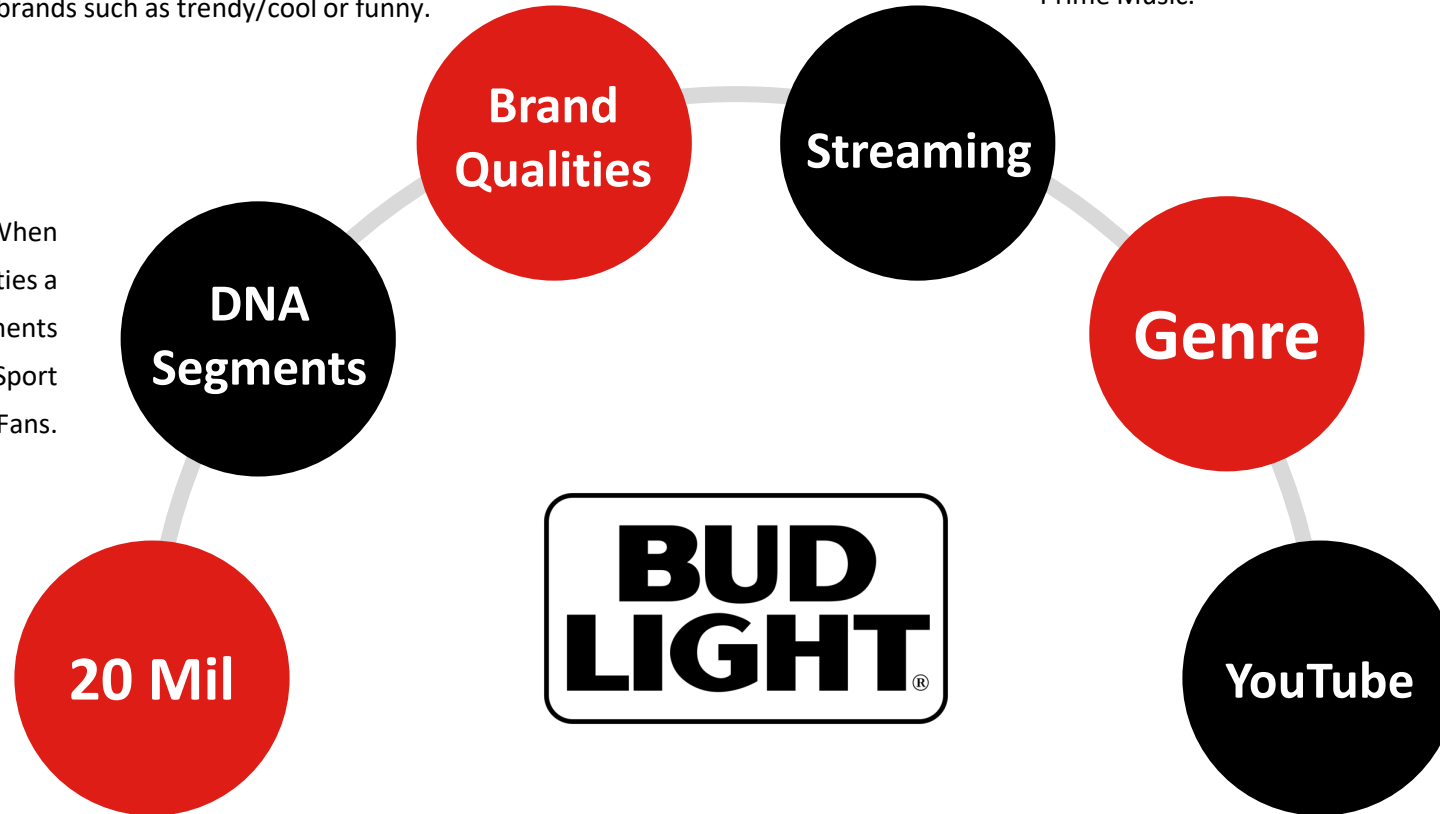
65% of Bud Light consumers are regularly streaming music. Their preferred streaming platforms are Spotify and Amazon Prime Music.

61% of Bud Light consumers are male. When we look at the DNA Segment affinities a diverse range of male skewed DNA Segments appear at the top for Bud Light including Sport Obsessed, Suave Gent & NFL Obsessed Fans.

20 million people aged 21-64 in the US are Bud Light consumers.

Bud Light consumers enjoy listening to Country, Hip Hop and Rap. They mainly listen to artists that are well-known/popular, however also like to discover new music artists.

They also more likely than the average American to watch music videos on YouTube. Some artists they are fans of are Dan + Shay, PartyNextDoor, Coldplay

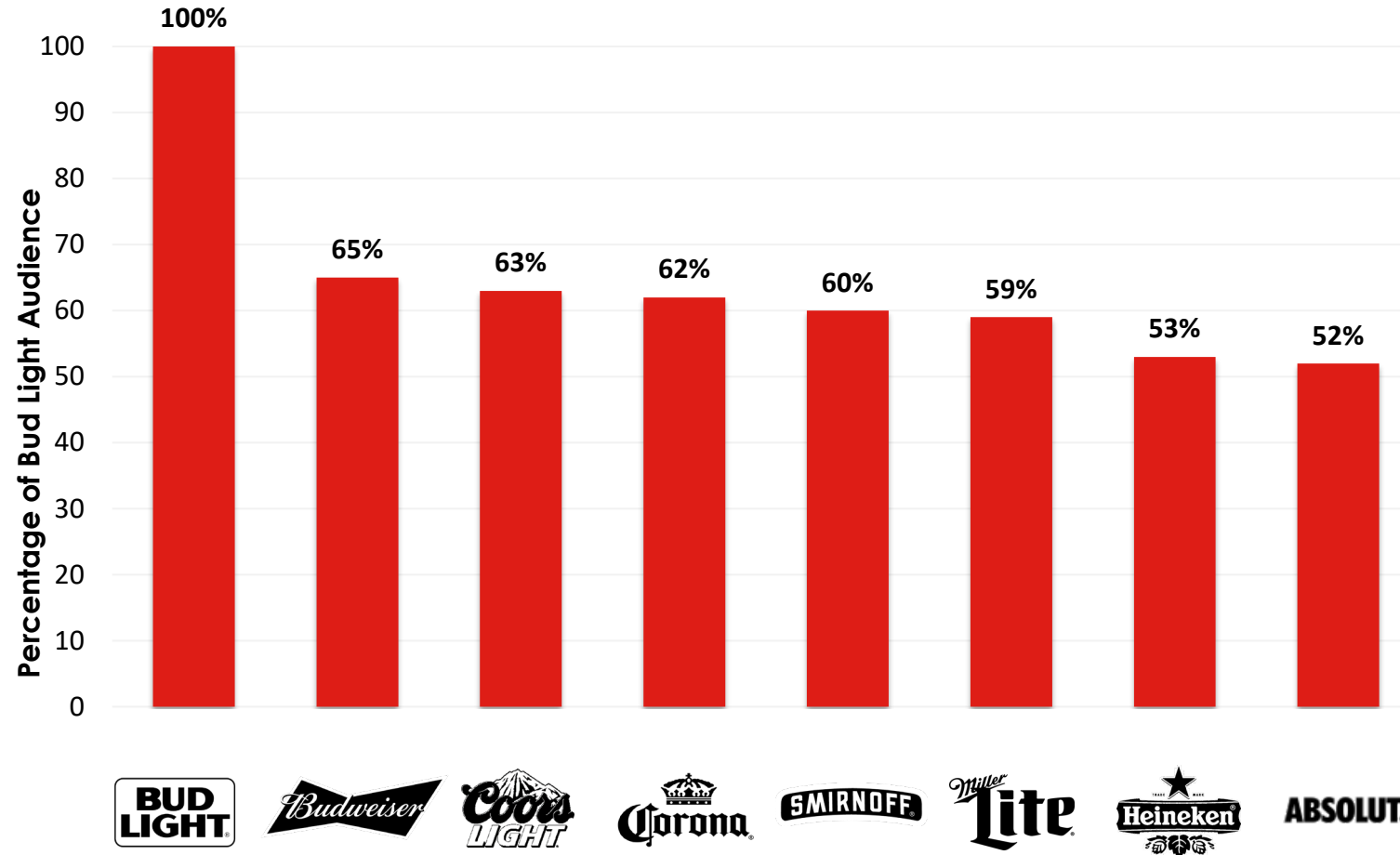


Let look at the...

BRAND OVERVIEW.

Alcohol Brand **Overlap**

What else do they enjoy drinking?

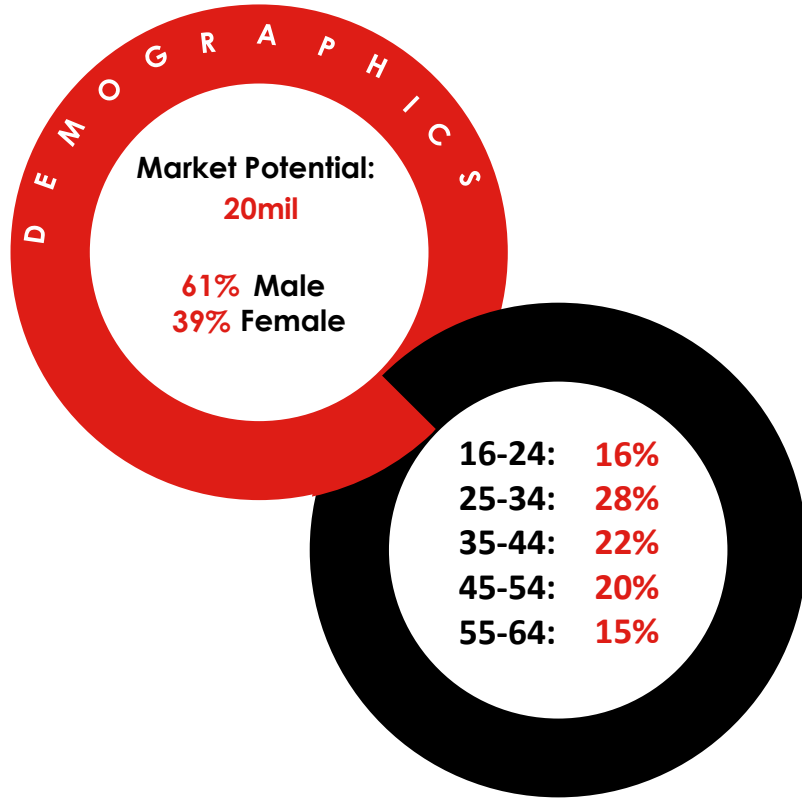


Over **63%** of Americans who drink Bud Light also enjoy drinking **Budweiser & Coors Light**



dna

Bud Light Audience Profile



Attitudes

Having the latest technological products is very important to me

I feel positive about the global economy

I regularly inform friends and family on new products / services

I like to stand out in a crowd



Top 5 Segments



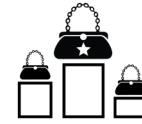
Sports Obsessed



Suave Gent



NFL Obsessed Fans



Prestige Purchasers



NASCAR Fans

Household Income

Top 10%	8%
Top 25%	21%
Mid 50%	50%
Bottom 25%	25%

% of the population

Top 5 Media Properties

Traditional Radio

Online

TV

Social Media

Online Radio

What do they want brands to be?



Top Activities

Gambling

Adventure / extreme sports

Playing sport

Cars / motoring



dna

Bud Light Music Map



FANS of:

Dan + Shay	1.5x
Partynextdoor	1.5x
David Guetta	1.4x
The Grateful Dead	1.4x
Coldplay	1.3x

Genres:

Country	1.3x
Hip-Hop	1.2x
Rap	1.2x
Hard Rock	1.1x
Heavy Metal	1.1x

Music Attitudes

I mainly listen to music artists that are well-known / popular

I'm usually one of the first people to discover new music artists

Streaming Platforms



amazon prime music

Why they follow their favorite artists

They are good sources of information about what I'm into

I think they are interesting personalities (funny, smart, cool, cute, controversial) beyond their profession

Music related activities

	Reach	Index
Watched music video on YouTube	44%	1.2x
Stream Music	65%	1.1x
Attend Live Concert	23%	1.6x
Live Stream Concert or Festival	20%	1.0x
Songkick	6%	0.9x
Follow Band on Social Media	43%	1.3x

THE BRAND MUSIC MAP helps us to understand the music profile of the Brand's current audience.

This can help you validate a partnership idea and craft the narrative between the brand and your artist to get a brand on board.

The music related activities are also linked to advertising or activations properties that Warner has to offer a brand.

Want to see how they map against all 50 measured artists?

We are able to map any brand across all our music data points so reach out if you would like to go into more detail.



In many cases, a brand is considering a partnership to reach and impact a new audience.

If this is the case, it's helpful to know about their current consumer ... but we need to put the insights focus on the brand's campaign target audience.

Using the DNA Segments and our 30,000+ data points, we can identify their target audience and help you build the narrative to connect the dots between your artist and the brand's target audience.

All we need is the brand's audience brief.



Thank you.

Reach out if you have any questions
APinsights@audienceprecision.com