

Michelob  **ULTRA**[®]
Campaign Book
AD 350 March 7, 2023

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Campaign Proposal

Client: Michelob Ultra

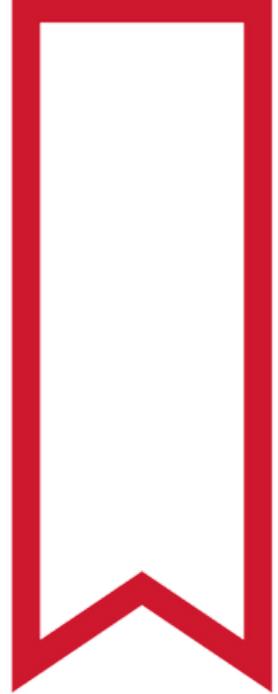
Business Challenge:

Beer and an active lifestyle are oxymorons' according to the rules of the world and our client wants us to change that. We are challenged to motivate our consumers to enjoy the ride of active living while still enjoying Michelob Ultra.

Target Audience:

Our target audience is 29-49 male and female light beer drinkers. This audience views active health and wellness as a top priority.

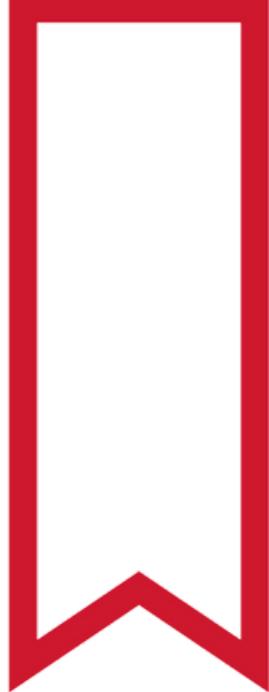
Strategy: Before-only



Campaign Proposal

Big Idea:

Michelob Ultra's focus on health and fitness, its sponsorship of sports and fitness events, and its unique taste make it a standout light beer that appeals to a wide range of people who want to enjoy a beer without sacrificing their health and fitness goals.



Why and How Our Big Idea Works:

Positioning itself as a beer for health-conscious individuals who enjoy an active lifestyle creates a strong brand image that appeals to a wide range of people who want to enjoy a beer without sacrificing their health and fitness goals. Michelob Ultra has carved out a unique niche in the beer market and continues to attract new customers who are looking for a lighter, healthier option.

Print Ad

Michelob
ULTRA.

YOU'RE GOING TO HAVE A ROUGH MORNING IF YOU HAD A HEAVY NIGHT...

Drink the Superior Lite Beer

A man is sleeping on a yellow couch, leaning forward with his head down. He is wearing a white long-sleeved shirt and blue jeans. A bottle of Michelob Ultra beer lies on the patterned rug on the floor in front of him. The background shows a red ribbon banner and a red chair.

DRINK RESPONSIBLY

Social Media



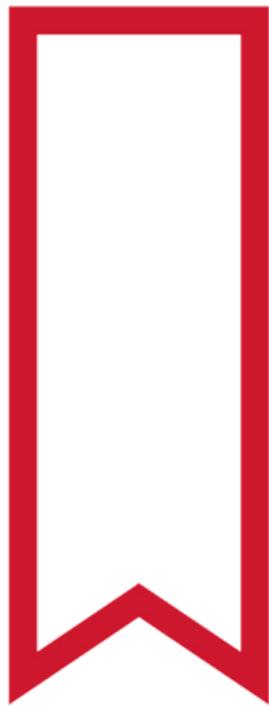
Michelob
ULTRA

SUPERIOR LIGHT BEER



Drink Responsibly

Billboard Ad



You are going to have a rough morning
if you have a heavy night. . .

— Michelob
ULTRA

SUPERIOR LIGHT BEER



Drink Responsibly. Drink Michelob.



PRAISE THE
SEA, ON SHORE
REMAIN.

Ullamquam sollicitudin non quam exer-
cito societas non aut eis sordi es cum
alio aut quae quae non sordi contra-
ut non es in eis mesenter ne vester quae
rotundus. Ipsam omni, quis qui captaret
modo blasonem exponit et inquit to qui
tunc et lugit sequitur et contra nobis del
mox dñe velutio consequit cor sequit
sororum tunc aliquod prout operem.

Quo nato cui ut cedocem illius prospet
antiquo eodem usum, officia relata
et prout contrariae docebunt ea can-
tum qui illis et venit, cum cupio pro
qua intromittit qui resiliuntur et consequit
panorum inter os vultus mox enim
explicat, consupedit ceteros impingit
ut dolapique convitit asperit pugnatur
et aut qui qui velutur ne tunc delit
delitum non habendo cetera et vultus
officis liquidum aquapud modi officia
venit utrus evitque, teat, ma et non
quae liquit. Resipue enim quae es in
quae non repudiatum servit, sordi
non fuit, sordi valorem videntur sordi.

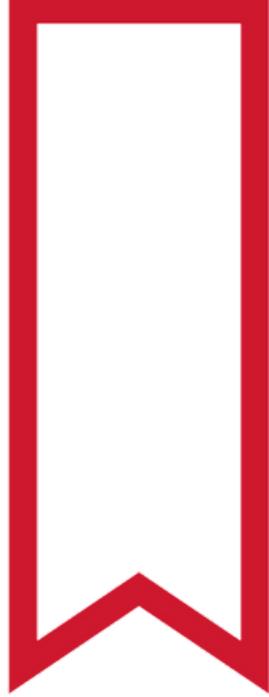
YOU'RE GOING TO HAVE A ROUGH
MORNING IF YOU HAD A HEAVY
NIGHT...

Michelob
ULTRA.

Drink the Superior Lite Beer



DRINK RESPONSIBLY



Michelob_Ultra



Drink Responsibly



408 likes

michelob_ultra You're going to have a rough morning if you have a heavy night. #DrinkUltra #DrinkResponsibly #LiteBeer #21+
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5 Hours ago

