






EM

MICHELOB ULTRA

T 2 | 2 0 1 8



2018 BRAND STRATEGY CALENDAR

	TRIMESTER 1				TRIMESTER 2				TRIMESTER 3			
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
BIG BETS	95,000 FITNESS EXPERIENCES				#LIVEULTRA 2.0				PRODUCT QUALITY			
KEY MOMENTS	GYM DROP OFF (SUPER BOWL)		EASTER		FATHER'S DAY				NYC MARATHON			
PRODUCTS					ULTRA 7oz							
					PURE GOLD							
					LIME CACTUS							
EXPERIENTIAL PLATFORMS					RUNNING							
					GOLF							
									SURFING			



ROLE OF ULTRA

THE CATALYST THAT BRINGS FITNESS AND FUN
TOGETHER ALL SUMMER LONG

BREWED TO BE LIGHT AND REFRESHING
SUPERIOR LIGHT BEER
95 CALORIES, 2.6G CARBS



This heat is on and so is the Live ULTRA Series.

So get ready to warm up your muscles, and ice down with some cold Michelob ULTRA.

We're talking about one exceptional summer long movement, from one Superior Light Beer.

**And because Michelob ULTRA wants you to go all out
We're going to give you all that you need to go all in.**

A combination of working out, hanging out, and rocking out.

So prepare to live fit and fun this summer.

LIVE ULTRA

T2 KEY VISUAL



KV VISUAL GUIDELINES IMAGE AND TYPE

1. "LIVE ULTRA" SHOULD APPEAR IN 100% WHITE AND CENTERED ON ONE LINE IN BETWEEN THE NECK LABEL AND BOTTLE LABEL IN KV

2. ACTIVE LIFESTYLE IMAGE SHOULD APPEAR ON LEFT SIDE OF BOTTLE/RIBBON LOCK UP AND SHOW FULL CONTEXT OF ACTIVITY.

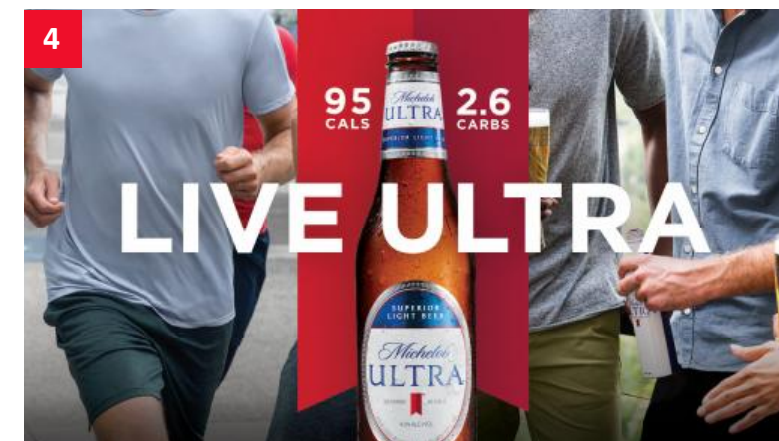
3. SOCIAL IMAGE SHOULD APPEAR ON RIGHT SIDE OF BOTTLE/RIBBON LOCK UP AND SHOW FULL CONTEXT OF SOCIAL WHILE SHOWING GLASS AND BOTTLE PRODUCT

4. THE TWO TONED RED RIBBON MUST ALWAYS BE IN THE MIDDLE OF THE KV AND INCLUDE THE 95CAL AND 2.6CARBS IN WHITE FONT WITH THE 12OZ MICHELOB ULTRA BOTTLE.



KV VISUAL GUIDELINES DON'TS

1. DO NOT ADJUST CALS AND CARBS LOCK UP OR ASPECTS OF THE TWO TONED RIBBON. BOTTOM OF RIBBON SHOULD BE VISIBLE IN LAYOUT.
2. DO NOT ADJUST THE SCALE OF HERO BOTTLE IN KV LAYOUT
3. DO NOT REDUCE SIZE OF "LIVE ULTRA" LINE.
4. IMAGES FOR BOTH ACTIVE AND SOCIAL SHOULD SHOW PEOPLES EXPRESSIONS AND SHOULD NOT BE CROPPED OUT OF LAYOUTS



LIVE ULTRA FIT FEST

SMT

95 CALS 2.6 CARBS

LIVE ULTRA

YOU COULD
WIN A VIP TRIP TO THE FIRST ULTRA FIT FEST

SHOW US YOUR FIT AND FUN SIDE ON INSTAGRAM
WITH #ULTRAFITFEST AND #LIVEULTRA

SMT VISUAL GUIDELINES

IMAGE AND TYPE

1. PLACEMENT

PROMOTIONAL MESSAGING AND LOGO LOCKUP MUST BE PLACED CENTERED WITHIN THE GRAY IMPRINT AREA. DISCLAIMER COPY AND LEGAL MANDATORIES MUST ALWAYS BE IN GRAY AND PLACED IN THE LOWER LEFT CORNER OF THE IMPRINT AREA. ALWAYS USE LOGO LOCKUP PROVIDED.

2. TYPOGRAPHY

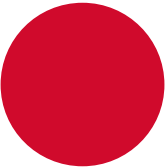
GOTHAM BOLD IN ALL CAPS IS TO BE USED FOR ALL COPY. SECONDARY MESSAGING IS TO BE SET IN GOTHAM MEDIUM (EX. ENTRY MECHANISMS).

3. COLOR

ALWAYS USE RED FOR THE FIRST LINE OF COPY, THEN USE DARK RED FOR THE REMAINING LINES. IF THERE ARE FOUR LINES OF MESSAGING, MAKE THE TOP TWO LINES RED, AND THE REMAINING TWO DARK RED. NO OTHER COLORS MAY BE USED FOR COPY.

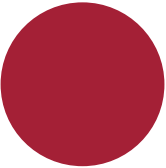
PROMOTIONAL COPY
SECONDARY COPY

GOTHAM BOLD
GOTHAM MEDIUM



MICHELOB ULTRA RED
PANTONE 186C
CMYK: 12, 100, 92, 3
RGB: 208, 10, 44

FIRST LINE OF COPY
SECOND LINE OF COPY
THIRD LINE OF COPY



MICHELOB ULTRA DARK RED
PANTONE 201C
CMYK: 24, 100, 78, 18
RGB: 164, 32, 54

FIRST LINE OF COPY
SECOND LINE OF COPY
THIRD LINE OF COPY
FOURTH LINE OF COPY

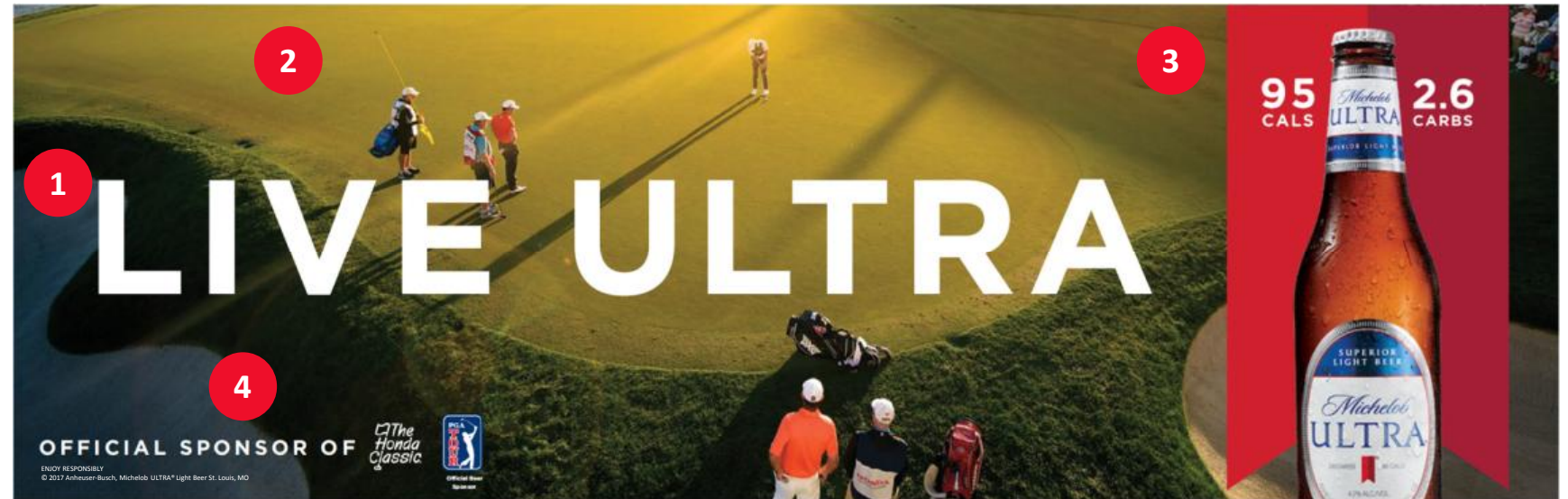
LIVE ULTRA

T2 OOH



OOH VISUAL GUIDELINES IMAGE AND TYPE

1. THE ONLY MESSAGE SHOULD BE “LIVE ULTRA” IN ALL WHITE, CAPITAL LETTERS. LIVE ULTRA SHOULD BE CENTERED VERTICALLY AND HORIZONTALLY WITHIN THE LAYOUT.
2. LIFESTYLE IMAGE MUST BE ZOOMED IN TO SHOW FULL CONTEXT. THE IMAGE SHOULD NOT FOCUS ON AN INDIVIDUAL’S FACE. PEOPLE IN THE IMAGE SHOULD ALWAYS FACE THE MICHELOB ULTRA BOTTLE
3. THE TWO TONED RED RIBBON MUST ALWAYS BE ON THE RIGHT HAND SIDE OF THE IMAGE AND INCLUDE THE 95 CALS AND 2.6 CARBS (IN WHITE FONT) WITH THE GLASS 12OZ MICHELOB ULTRA BOTTLE
4. PARTNER LOGOS NEED TO GO ON THE BOTTOM LEFT HAND SIDE OF IMAGE BELOW THE LIVE ULTRA HEADLINE. LEGAL MANDATORIES APPEAR IN WHITE TEXT BENEATH PARTNER LOGOS.


















OOH VISUAL GUIDELINES DON'TS

- PARTNER LOGOS SHOULD NOT BE IN THE MIDDLE OF THE PAGE
- THERE SHOULDN'T BE ANY DISTRACTING PHOTO ELEMENTS IN BACKGROUND IMAGE
- BACKGROUND IMAGE SHOULD BE DARK ENOUGH TO ALLOW "LIVE ULTRA" LINE TO POP OFF VISUAL
- IMAGE SHOULD CROP AND FIT THE WHOLE SPACE OF THE LAYOUT



T2 COMMUNICATION ARCHITECTURE

BRAND PURPOSE	MOTIVATES ME TO PURSUE A SOCIAL AND ACTIVE LIFE														
INSIGHT	TO LIVE MY LIFE TO THE FULLEST, I NEED TO FIND BALANCE BY BEING ACTIVE AND SOCIAL														
PRIMARY OBJECTIVE	Create Brand Meaning (Quality Perceptions & Active Positioning)					Cement Active Positioning					Drive Quality and Taste Perception				
INITIATIVE	Always-On Equity Building					Live ULTRA Series					Pure Gold				
KEY MESSAGE	Lifestyle (Live ULTRA) + Product (SLB)					Live Fit. Live Fun. Live ULTRA					Nature's Superior Light Beer				
LEAD CHANNELS	<div><div></div><div></div><div></div><div></div><div></div></div> <div>TVOOHRADIOSOCIALDIGITAL</div>					<div><div></div><div></div><div></div><div></div><div></div></div> <div>EXPERIENTIALSOCIALRADIOINFLUENCERSSEARCH</div>					<div><div></div><div></div><div></div><div></div><div></div></div> <div>TVOOHSOCIALSEARCHINFLUENCERS</div>				

BRAND PURPOSE

Motivates me to pursue an active and social life

INSIGHT

TO LIVE MY LIFE TO THE FULLEST, I NEED TO FIND BALANCE BY BEING ACTIVE AND SOCIAL

MICHELOB ULTRA

PURE GOLD

PRIMARY OBJECTIVE

CEMENT ACTIVE POSITIONING

DRIVE QUALITY AND TASTE PERCEPTIONS

COMMUNICATIONS TASK

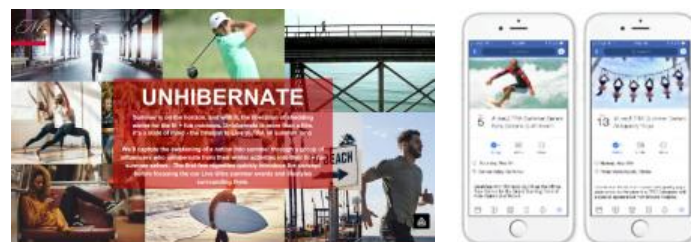
LIVE ULTRA / SUPERIOR LIGHT BEER

NATURE'S SUPERIOR LIGHT BEER

TRADITIONAL



DIGITAL

























TRADE



EXPERIENTIAL



LIVE ULTRA SUMMER SNAPSHOT

		APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER																																																															
		Mid April (4.16)				5-May				12-May				19-May				26-May				2-Jun				9-Jun				16-Jun				23-Jun				30-Jun				7-Jul				14-Jul				21-Jul				28-Jul				4-Aug				11-Aug				18-Aug				25-Aug				1-Sep				8-Sep				15-Sep			
ALWAYS-ON SUPPORT		<div><div></div><div></div><div></div><div></div><div></div></div>																																																																																			
	Launch Hero Content, Stunts, Radio, & Retail	Summer Fridays, ULTRA Firsts, ULTRA Summer 95																																																																																			
		PR: Moment in Time, Ongoing Editor Engagement, Product Seeding																																																																																			
KEY PROGRAM/ BRAND ACTIVATION		#ULTRAdad #ULTRAdad content Retail program → ULTRA Father's Day Open Event												ULTRA Fit Fest #FitFEST Content Retail program → ULTRA Fit Fest Giveaway 3 Live ULTRA Series Events																																																																							
EVENTS		<div><div></div><div></div><div>LeMoore, CA</div></div>												<div><div></div><div></div><div>TBD</div></div>												<div><div></div><div></div><div>Denver, CO</div></div>												<div><div></div><div></div><div>Huntington Beach, CA</div></div>				<div><div></div><div></div><div>Houston, TX</div></div>				<div><div></div><div></div><div>Scottsdale, AZ</div></div>																																							
PRODUCT FOCUS		<div></div>												<div></div>												<div></div>												<div></div>												<div></div>												<div></div>																							

FROM

INFLUENCER
EVENT SERIES

REGIONAL

MESSAGING = WORKOUTS

13 EVENTS

LIMITED IN SCALE

EXPERIENTIAL

TO

INTEGRATED
360 CAMPAIGN

NATIONAL

MESSAGING= FIT + FUN

FEWER, BIGGER EVENTS

MASS AWARENESS

DIGITAL, RADIO, PR, RETAIL
EXPERIENTIAL



FIT SIDE

WHAT THEY EXPERIENCE

A LIGHT WORKOUT — ENGAGING AND INTERACTIVE
— LED BY RELATABLE INFLUENCERS WHO LIVE
BALANCED LIVES AND AUTHENTICALLY REPRESENT
THE MICHELOB ULTRA BRAND

HOW THEY FEEL

ENERGIZED FROM THE EXERCISE, IMPRESSED BY THE
WORKOUT FLOW AND PROFESSIONALISM; IN A
GROOVE AND READY TO CELEBRATE/SOCIALIZE WITH
ATTENDEES



FUN SIDE

WHAT THEY EXPERIENCE

AS THE DJ TURNS UP THE MUSIC AND THE DAY KICKS INTO PARTY MODE, GAMES ARE SET UP FOR PLAY WHILE HEALTHY, HEARTY AND FRESH FOOD IS SERVED ALONGSIDE CLEAN, CRISP MICHELOB ULTRA BEERS

HOW THEY FEEL

COMFORTABLE, SOCIAL, ENTERTAINED, FULFILLED; APPRECIATIVE OF THEIR SURROUNDINGS — EXCITED TO TRY OUT THE ULTRA BAR, SNAP MORE PHOTOS AND ENGAGE FURTHER WITH THE BRAND





FIT FESTIVAL

SCOTTSDALE, AZ | END OF SUMMER

ULTRA FIT FEST

A LIVE ULTRA SERIES EXPERIENCE

Culminating Live ULTRA Summer, ULTRA FIT FEST is a destination event for those who exemplify a balanced lifestyle and constantly strive to make better choices.

Within the lifestyle festival, attendees will have the ability to learn and hone aspects of mind, body, soul, and spirit with experiences led by influencers and celebrities.

Attendees will experience the best and newest in fitness, wellness, nutrition, tech, entertainment, and more in this immersive, uniquely ULTRA experience.





WIN A VIP TRIP TO THE FIRST ULTRA FIT FEST

WE'RE GIVING 10 LUCKY WINNERS VIP PASSES TO THE FIRST EVER FIT
FEST. ALL THEY HAVE TO DO IS SHOW US THEIR "FIT SIDE" AND THEIR
"FUN SIDE" ON INSTAGRAM TO WIN.



HOW IT WORKS

STEP 1

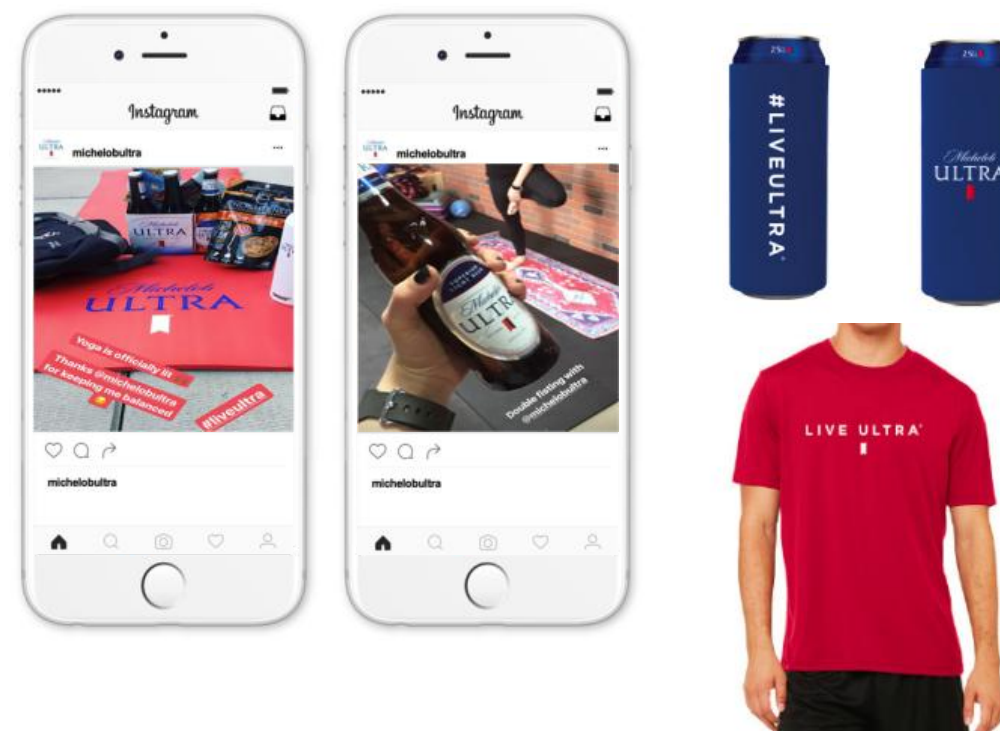
CONTESTANTS CAN ENTER VIA INSTAGRAM BY FOLLOWING THE PROMPTS GIVEN ON THE
POCM. TAG @MICHELOBULTRA AND USE THE HASHTAGS #ULTRAFITFEST #LIVE ULTRA IN A
PHOTO THAT SHOWS US HOW YOU ARE LIVING FIT AND FUN WITH ULTRA.

STEP 2

AGGREGATE ENTRIES AND CHOOSE GRAND PRIZE WINNERS. REWARD SECONDARY PRIZE
WINNERS WITH PLYO BOXES OR FIT FEST GEAR.

STEP 3

SEND WINNERS TO FIT FEST, DOCUMENT THEIR EXPERIENCE FOR SOCIAL MEDIA.





FIND YOUR BALANCE.



ULTRA DAD OPEN

FATHER'S DAY PROGRAM | MAY - JUNE

FATHER'S DAY PULSE

KEY VISUAL

LIVE ULTRA

95 CALS **2.6 CARBS**

WIN A SPOT AT THE FIRST ULTRA FATHER'S DAY OPEN
TELL US WHY YOUR DAD IS AN #ULTRADAD AT ULTRADAD.COM

WIN A VIP TRIP TO THE FIRST ULTRA DAD OPEN

THIS FATHER'S DAY, MICHELOB ULTRA IS SENDING SEVERAL LUCKY DADS,
DAUGHTERS, AND SONS TO A LUXURY GOLF RESORT TO PLAY IN THE
FIRST EVER ULTRA DAD OPEN GOLF TOURNAMENT.

HOW IT WORKS

STEP 1

PROGRAM WILL RUN FROM THE BEGINNING OF MAY THROUGH JUNE – IN WHICH
ACCOUNTS WILL BE MERCHANDISED WITH POCM AND SMT'S COMMUNICATING
DETAILS. WHERE LEGAL, ENTRY WILL BE INITIATED WITH A PROOF OF PURCHASE
TO TELL US WHY YOUR DAD IS A #ULTRADAD.

STEP 2

SECONDARY PRIZING WILL BE REWARDED THROUGHOUT THE SWEEPS.

STEP 3

FATHER DAUGHTER/SON TEAMS WILL BE SELECTED, AND FLOWN OUT TO THE
MICHELOB ULTRA COURSE.




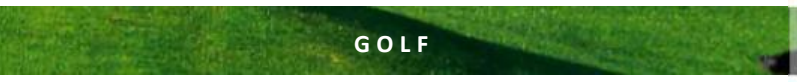




SECONDARY PRIZING

ROUNDS OF GOLF AT LOCAL COURSES, GOLF BAGS, BROOKS
KOEPA SIGNED GEAR



2018 BRAND STRATEGY CALENDAR

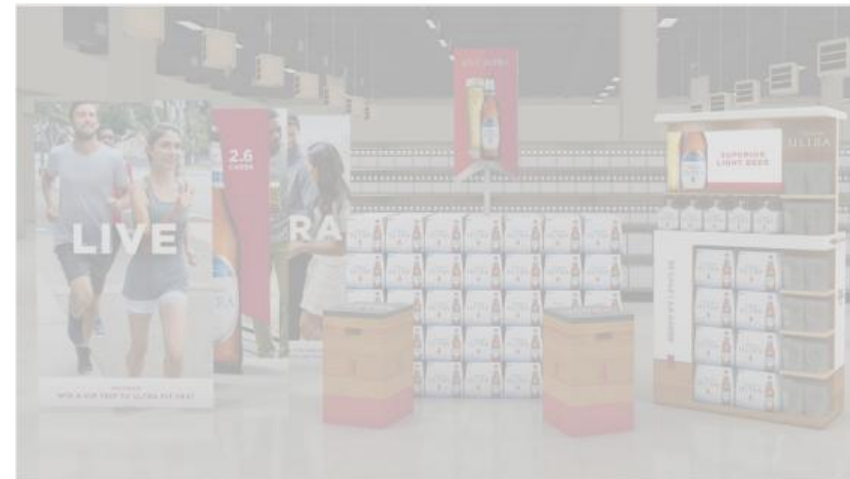
	TRIMESTER 1				TRIMESTER 2				TRIMESTER 3			
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
BIG BETS	95,000 FITNESS EXPERIENCES				#LIVEULTRA 2.0				PRODUCT QUALITY			
KEY MOMENTS	GYM DROP OFF (SUPER BOWL)		EASTER		FATHER'S DAY				NYC MARATHON			
PRODUCTS					ULTRA 7oz							
					PURE GOLD							
					LIME CACTUS							
EXPERIENTIAL PLATFORMS					 RUNNING							
					 GOLF							
					 SURFING							

ACTIV8 EXECUTION

C-STORE



PACKAGE LIQUOR



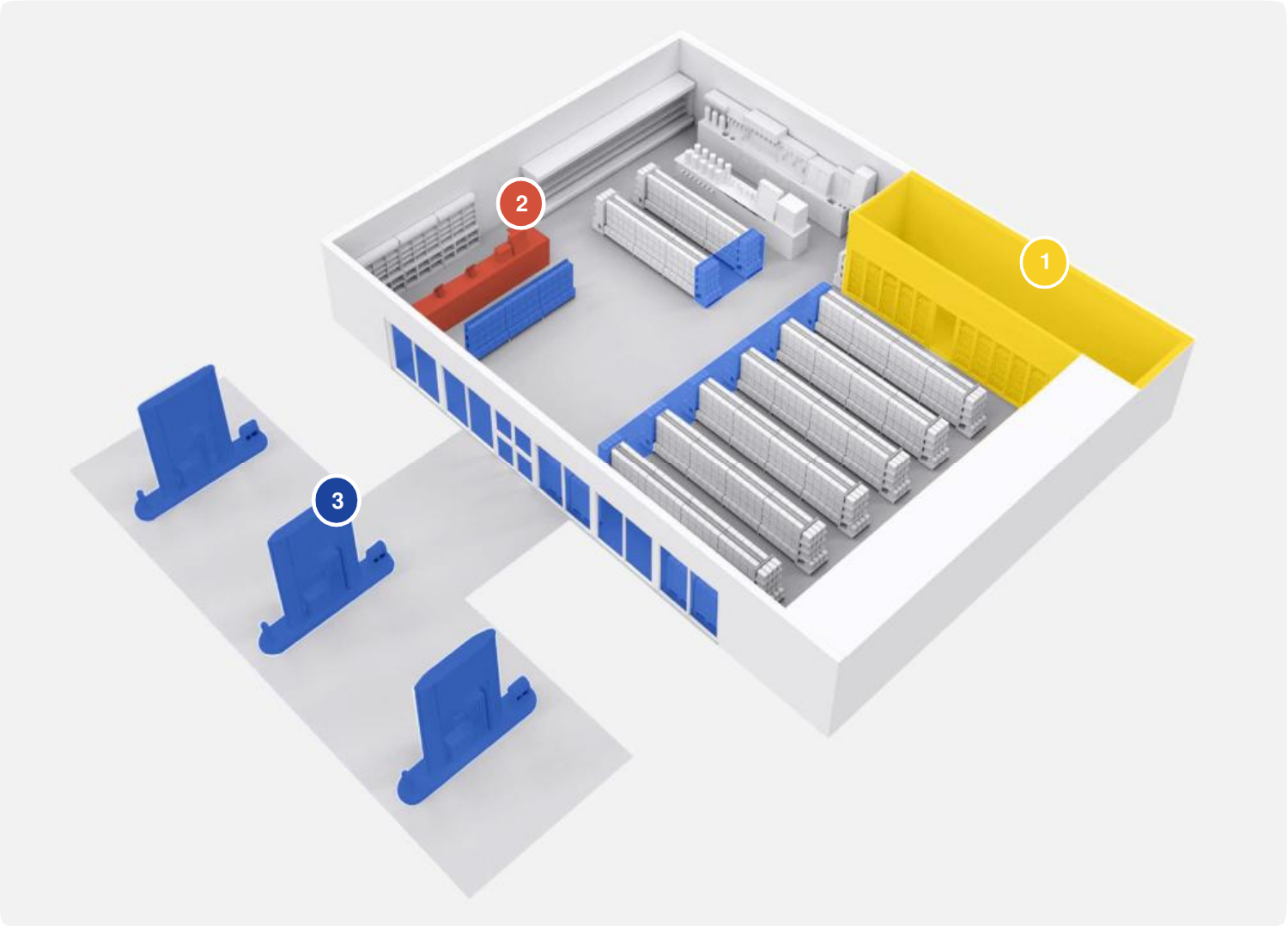
LARGE FORMAT



ON TRADE



C-STORE HOTZONES



MISSION

Speedy sharing and for me for now

OCCASION

Socializing in small groups and relaxing at home

1. COLDVAULT

INSIGHT
Cold vault with signage gives 64% more sales & increases engagement by 50%

ACTION
Stand out at the cold vault with clear signage

3. ENTRANCEAREA

INSIGHT
22% of gas customers buy beer. Most of them pay for gas at the pump but walk into the store to purchase beer afterwards.

ACTION
Be seen from the gas pump as this helps trigger purchase

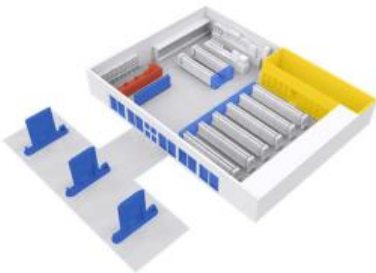
2. CASHREGISTER

INSIGHT
85% of C-Store shoppers purchase beer cold

ACTION
Keep the beer cold at the counter to prompt purchase

OFF TRADE C-STORE

- Cold Vault
- Cash Register
- Entrance Area



COLD VAULT



ENTRANCE AREA



CASH REGISTER



LOOK OF SUCCESS

ENTRANCE HOTZONE
95
CALs

Michelob **ULTRA**
SUPERIOR LIGHT BEER

2.6
CARBS

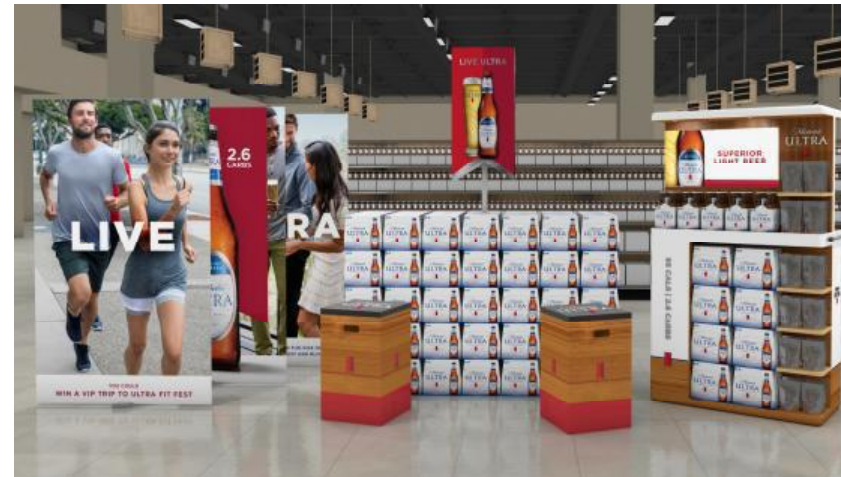


ACTIV8 EXECUTION

C-STORE



PACKAGE LIQUOR



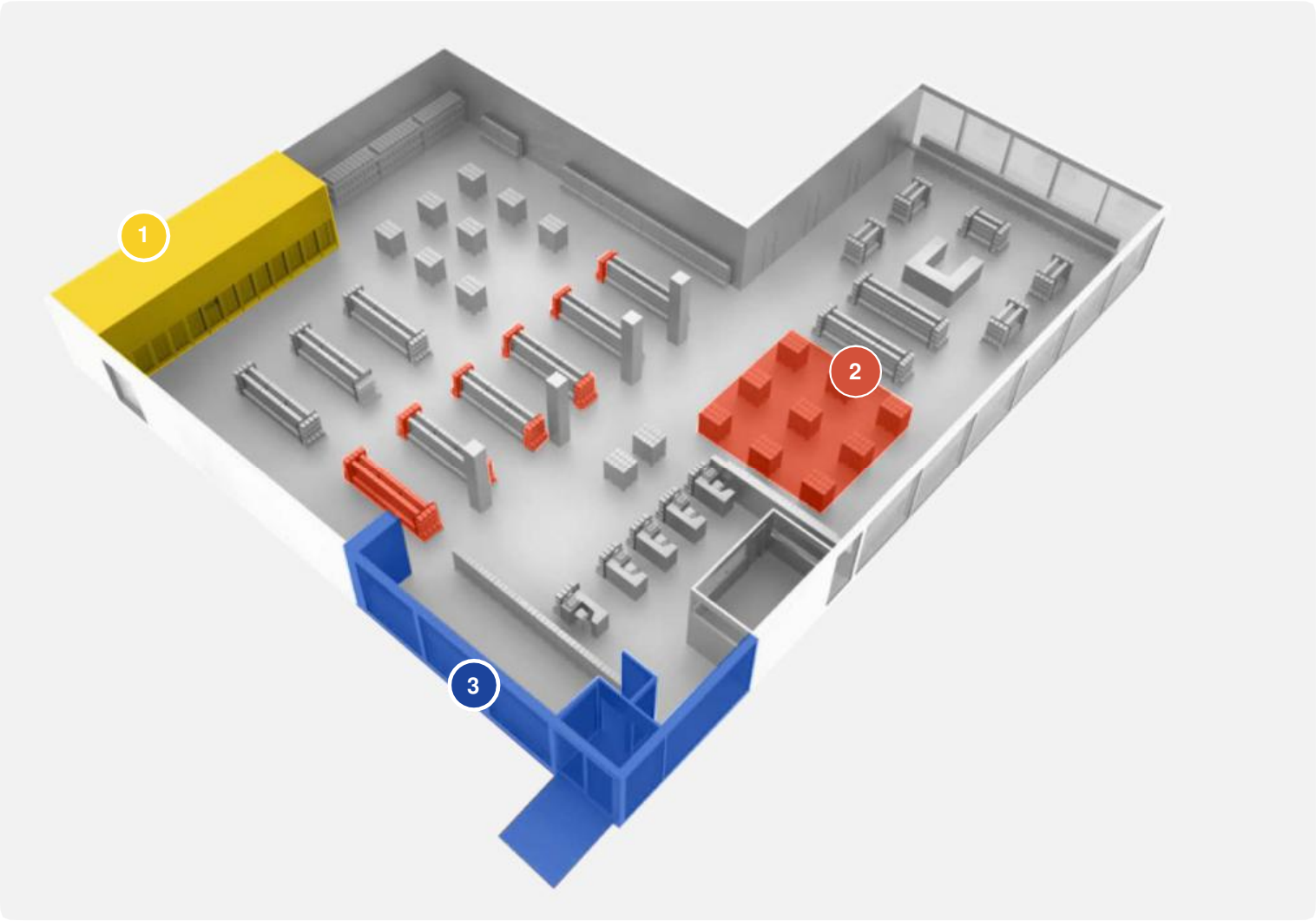
LARGE FORMAT



ON TRADE



PACKAGE LIQUOR HOTZONES



MISSION

Planned Event
Bargain Hunt

OCCASION

Socializing in Groups
Watching Sports

1. COLDVAULT

INSIGHT
50% of liquor store buyers begin consuming beer within 4 hours making the cold space critical

ACTION
Stand out at the cold vault with clear signage

2. SECONDARY DISPLAY

INSIGHT
26% of shoppers in package liquor notice displays end of aisle towards the front of store

ACTION
Create wow end of aisle displays that excite shoppers, open to discovering something new in-store

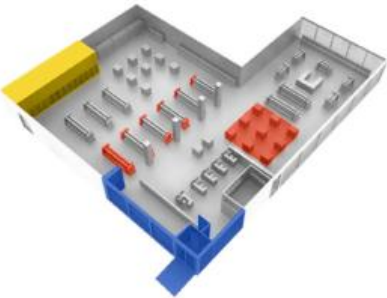
**3. ENTRANCEAREA
(FIRST IMPACT)**

INSIGHT
100% of shoppers go through the entrance

ACTION
Create iconic or seasonal displays that are freestanding away from the aisle to entice shoppers as they enter the store.

OFF TRADE PACKAGE LIQUOR

- Cold Vault
- Secondary Display
- Entrance Area

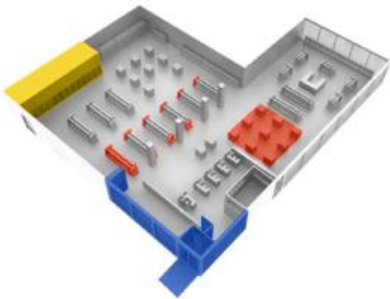


ENTRANCE AREA



OFF TRADE PACKAGE LIQUOR

- Cold Vault
- Secondary Display
- Entrance Area



COLD VAULT



SECONDARY DISPLAY



LOOK OF SUCCESS

SECONDARY DISPLAY HOTZONE

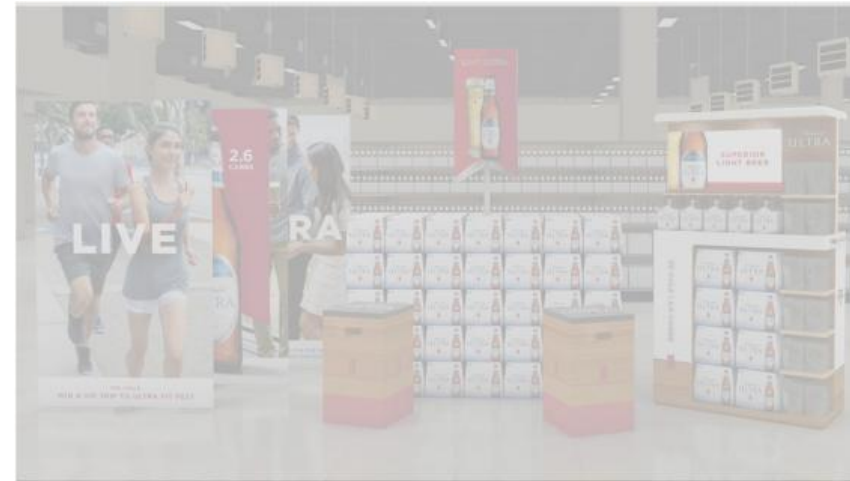


ACTIV8 EXECUTION

C-STORE



PACKAGE LIQUOR



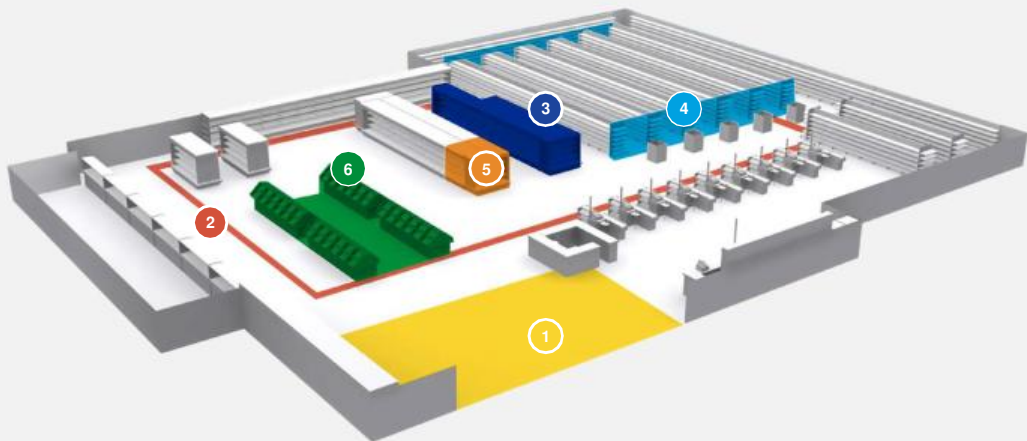
LARGE FORMAT



ON TRADE



LARGE FORMAT HOTZONES



MISSION

Stock up
Planned
Event

OCCASION

Relaxing and Eating
Socializing in Small Groups

1. LOBBY

INSIGHT

Up to 75% of beer purchases are influenced by display

ACTION

Be the first to be seen with spectacular displays

2. RACETRACK

INSIGHT

Regular shelf can't fill promotional demand, displays account for up to 43% of beer sales

ACTION

Own the race track with pallets of beer

3. BEERDESTINATION

INSIGHT

Navigating the beer aisle is a long process (34 sec) in excess of TAB and CS averages

ACTION

Help navigate shoppers with POCM that cuts through the clutter

4. CROSSCATEGORY END CAPS

INSIGHT

Those who shop beer end caps make purchases 93% of the time

ACTION

Team up with relevant cross- merch partners like salty snacks to drive awareness of beer outside the aisle.

5. FROZEN

INSIGHT

Align to high affinity cross-merch within frozen food section

ACTION

Look for cross-merch opportunities with frozen food items like chicken

6. FRESH

INSIGHT

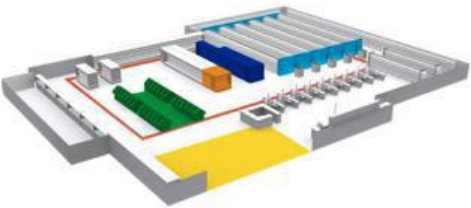
Beer Generates the most revenue when adjacent to high traffic fresh categories like produce, meat counter, deli, and seafood

ACTION

Place displays and SMT in deli and fresh food areas

OFF TRADE LARGE FORMAT

- Lobby
- Race Track
- Beer Destination
- Cross Category
- Frozen
- Fresh



LOBBY



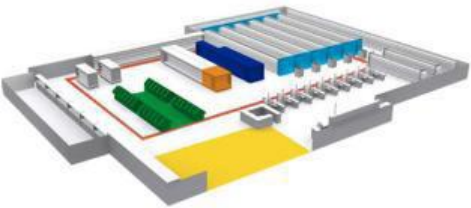
RACE TRACK



OFF TRADE LARGE FORMAT

- Lobby
- Race Track
- Beer Destination

- Cross Category
- Frozen
- Fresh



BEER DESTINATION



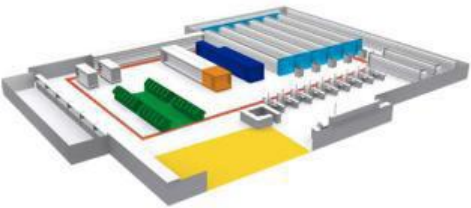
CROSS-CATEGORY



OFF TRADE LARGE FORMAT

- Lobby
- Race Track
- Beer Destination

- Cross Category
- Frozen
- Fresh



FROZEN



FRESH



LOOK OF SUCCESS

LOBBY HOTZONE

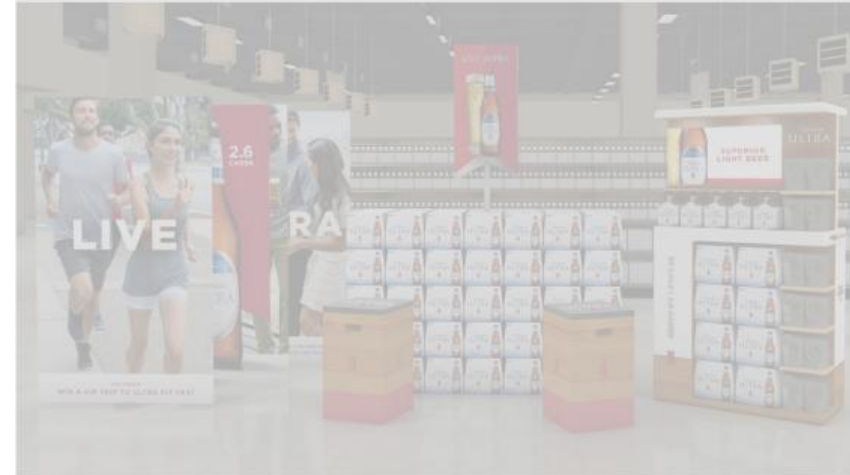


ACTIV8 EXECUTION - ICONIC

C-STORE



PACKAGE LIQUOR



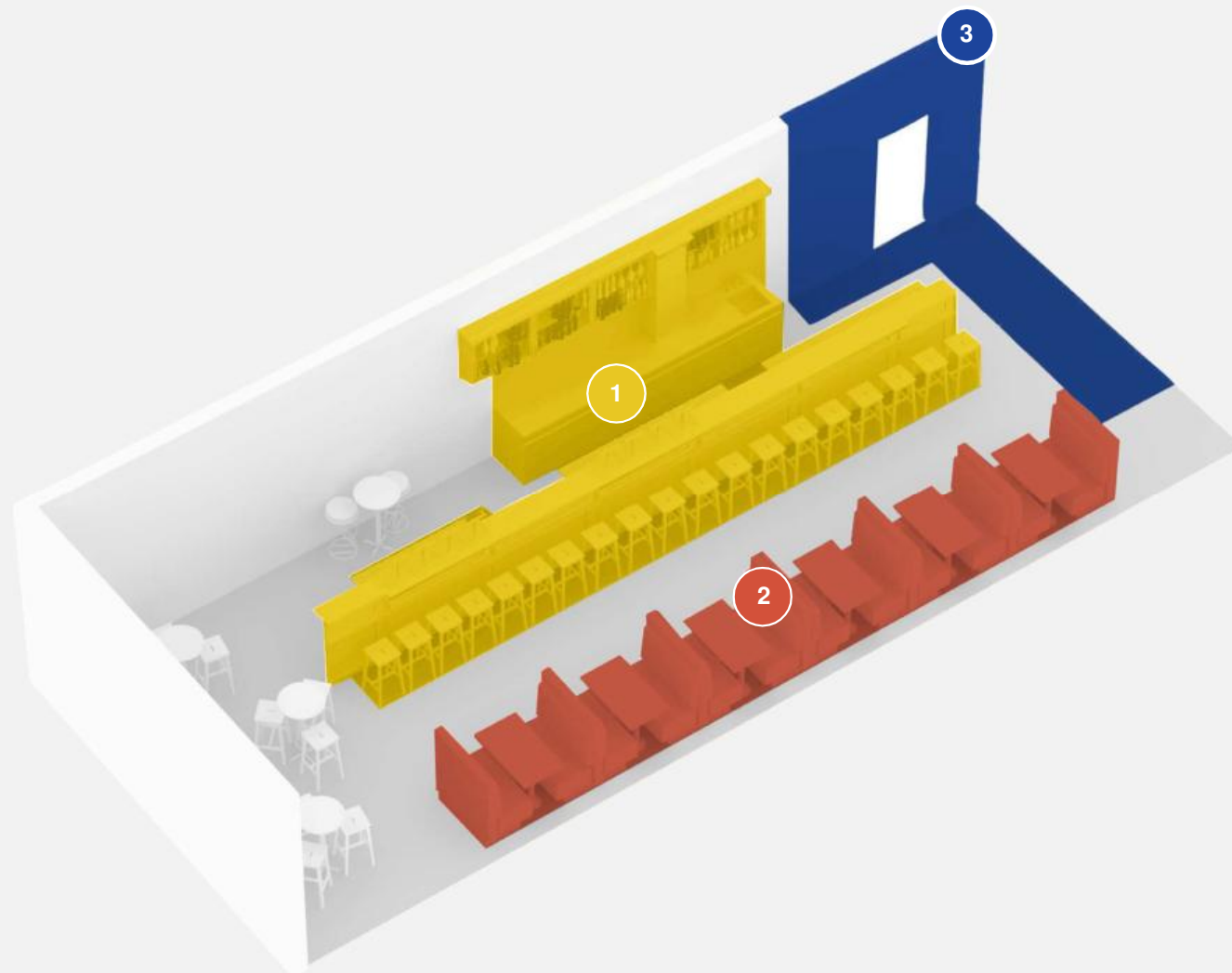
LARGE FORMAT



ON TRADE



ON TRADE HOTZONES



MISSION

For me, for now

OCCASION

Socializing in groups

Watching sports

1. BAR AREA

INSIGHT

50% of bar patrons expect a promotional package from brands

ACTION

Improve their drinking experience with promotional items, making their first choice an easy one. Ensure it is easy for them to re-order your beer, with availability being key.

3. ENTRANCE AREA

INSIGHT

When they arrive at the bar, patrons begin to think about their first order. They often stick with their first drink choice for the remainder of their time in the bar

ACTION

Capture their attention visually at bar entrance and offer a relevant message proposition to sway their first beer choice.

2. SOCIAL AREA

INSIGHT

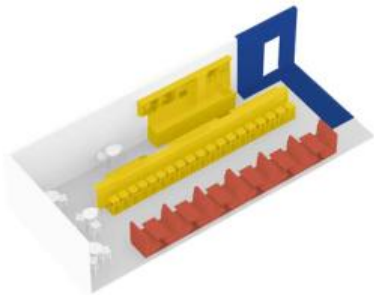
Draught drinkers notice tap handles and branded glassware used in this social setting.

ACTION

Help them choose your brand with design that catches the eye.

ON TRADE

- Bar Area
- Social Area
- Entrance Area



BAR AREA



SOCIAL AREA



ENTRANCE AREA



LOOK OF SUCCESS

BAR AND PATIO AREA



T2 ICONIC ASSET LIBRARY

1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



- 1. ITEM #5006162 BASKET / BEER RACK
- 2. ITEM #5006156 WEIGHT BENCH DOLLY
- 3. ITEM #5007379 PERM RACK
- 4. ITEM #5006169 PALLET WRAP
- 5. ITEM #5007374 CASE STACKER SHELL



- 6. ITEM #5006153 DISPLAY WRAP
- 7. ITEM #5008761 CORNERBOARD
- 8. ITEM #5006169 PRICE FRAME
- 9. ITEM #5008760 MENU BOARD / A-FRAME
- 10. ITEM #5008360 SINGLES ICE BIN



T2 ICONIC ASSET LIBRARY

1.



2.



3.



4.



5.



6.



1. ITEM #5008765 NEW SIGNATURE STACKABLE PILSNER

2. ITEM #5008359 FLOOR MAT

3. ITEM #5007381 COOLER STICKER

4. ITEM #1090635 NEON



5. ITEM #5008355 PUB SIGN

6. ITEM #5007387 WALL MOUNTED CHALKBOARD



T2 ICONIC ASSET LIBRARY

1.



2.



3.



4.



5.



6.



7.



8.



9.



1. ITEM #5001841 CONDIMENT CADDY

2. ITEM #5008762 SQUARE COASTER

3. ITEM #1094483 LARGE TAPMARKER

4. ITEM #1094482 SMALL TAPMARKER

5. ITEM #1088724 DRIP RAIL MAT

6. ITEM #5007384 UMBRELLA

7. ITEM #5007385 SQUARE BUCKET

8. ITEM #5007389 PERM TABLE TENT

9. ITEM #5007391 BOTTLE GLORIFIER



T2 LIVE ULTRA ASSET LIBRARY

1.



2.



3.



4.



5.



6.



7.



1. ITEM #5008340 POLE TOPPER

2. ITEM #5008345 STAND UP

3. ITEM #5008346 RACK

4. ITEM #5008343 TABLE TENT

5. ITEM #5008342 COASTER



6. ITEM #5007412 PLYO BOX ENHANCER

7. ITEM #5008354 LIVE ULTRA SPECTACULAR



ACTIV8 EXECUTION - GOLF

C-STORE



PACKAGE LIQUOR



LARGE FORMAT

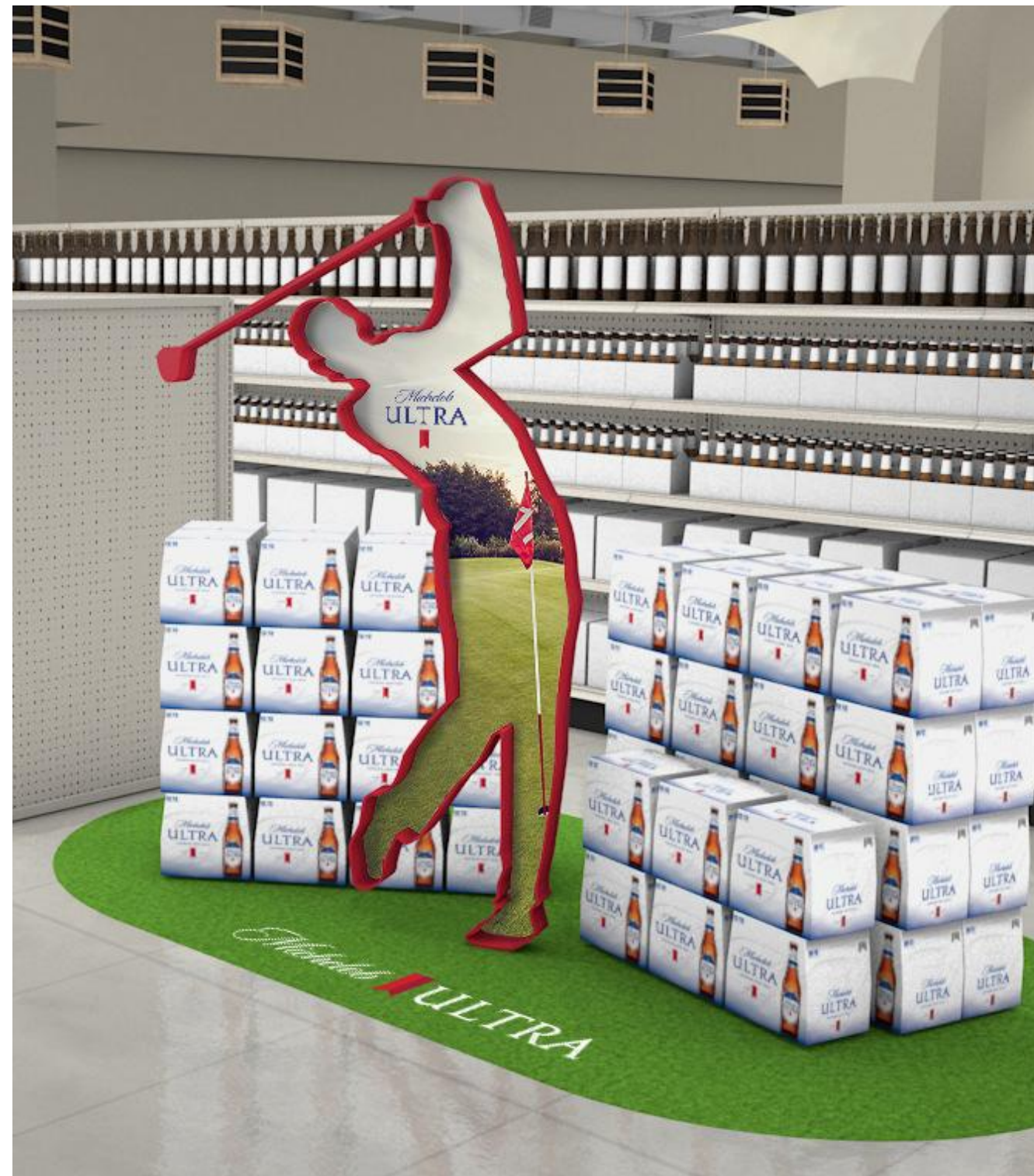


ON TRADE





THE CONSUMER EXPERIENCE BEGINS OFF PREMISE AND PROVIDES THE BROADEST OPPORTUNITY TO INTRODUCE GOLF FANS TO THE BRAND.





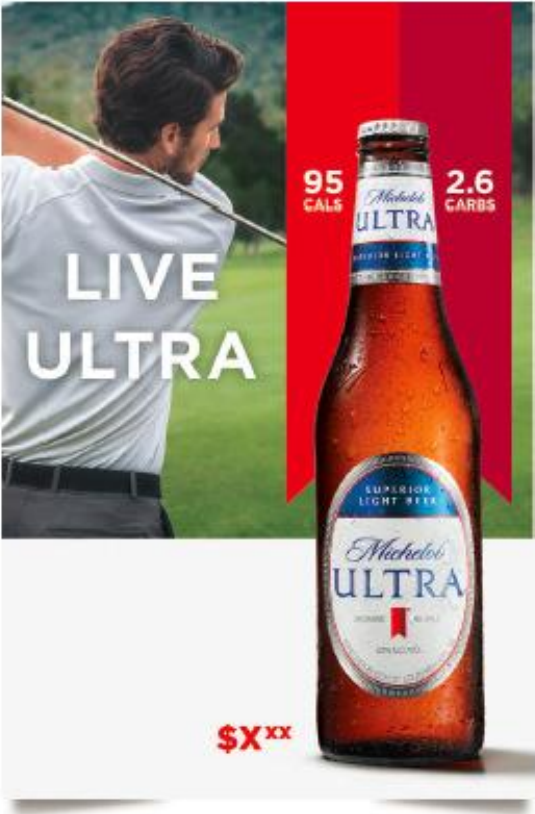


GOLF ASSETS SHOULD BE LEVERAGED
FOR ON PREMISE

PROGRAMS TO BUILD ACCOUNT
RELATIONSHIPS AND DRIVE SALES

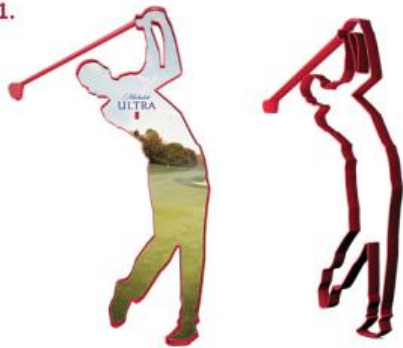
LIVE ULTRA SMT

GOLF



T2 GOLF ASSET LIBRARY

1.



2.



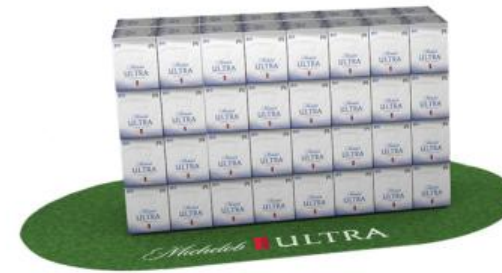
3.



4.



5.



6.



7.



8.



9.



- ITEM #5007519 GOLF MAN ENHANCER
- ITEM #5007410 GOLF FLAG ENHANCERS
- ITEM #5007409 GOLF DISPLAY RACK
- ITEM #5008347 GOLF DISPLAY MAT
- ITEM #5008348 GOLF BAG ENHANCER

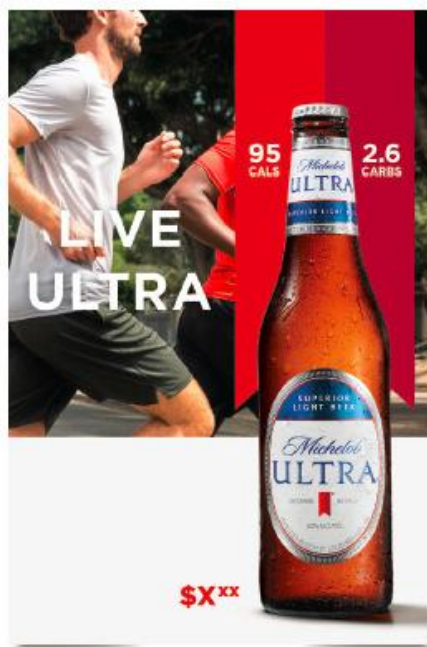


- ITEM #5008763 SQUARE COASTER
- ITEM #5006149 GOLF BALL BUCKET
- ITEM #5008351 GOLF TEE MIRROR
- ITEM #5007413 GOLF TAPMARKER



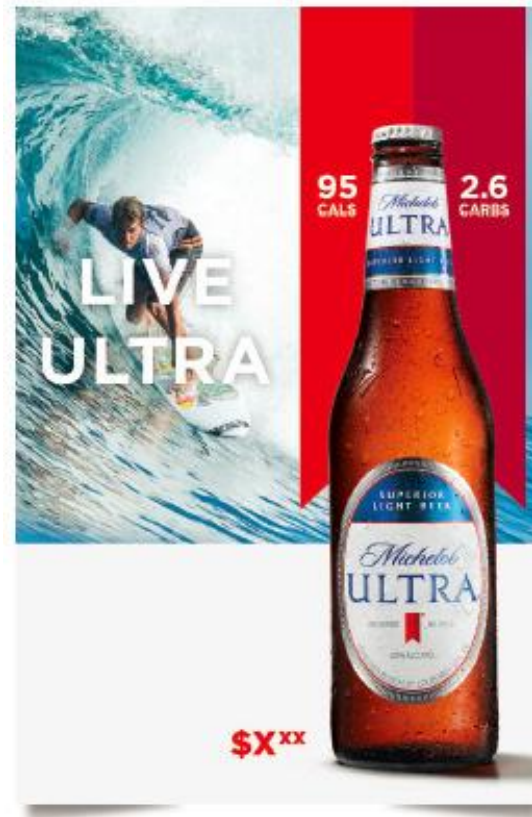
LIVE ULTRA SMT

RUNNING



LIVE ULTRA SMT

SURF



T2 SURF & RUNNING ASSET LIBRARY

1.



2.



3.



4.



5.



6.



7.



1. ITEM #5008349 SURF POLE TOPPER
2. ITEM #5007414 SURF BIN DISPLAY
3. ITEM #000000 SURF SPECTACULAR
4. ITEM #5009089 SURF COASTERS
5. ITEM #0000000 SURF TAP HANDLE



6. ITEM #5007518 RUNNING MAN ENHANCER
7. ITEM #5008353 RUNNING PERM SIGN



INNOVATION SMT

PURE GOLD



NEW MICHELOB ULTRA PURE GOLD

A FOCUSED LAUNCH TARGETING UPSCALE RETAILERS, DRIVE PRICE AND PUSH
DISTRIBUTION IN STRATEGIC MARKETS

TARGET CONSUMER

-  URBAN/SUBURBAN
-  MARRIED
-  30+
-  SPENDS 3X MORE DOLLARS ON
MEXICAN IMPORTS THAN ULTRA
-  AFFLUENT
-  OVER-INDEXES WITH
WHITE WINE AND TITOS VODKA

TARGET RETAILERS



T2 PURE GOLD ASSET LIBRARY

1.



2.



3.



4.



5.



6.



1. ITEM #5007393 PERM BIN DISPLAY
2. ITEM 5009107 BASE WRAP
3. ITEM #5007399 COOLER DOOR STICKER
4. ITEM #5008361 CORNERBOARD
5. ITEM #5007396 COASTER



6. ITEM #5007395 TABLE TENT



INNOVATION SMT

7 OZ



NEW

MICHELOB ULTRA
7oz BOTTLES
A LIGHTER WAY
THROUGH THE WEEKDAY
55 CALS & 1.5 CARBS

\$X.XX



NEW

MICHELOB ULTRA
7oz BOTTLES
A LIGHTER WAY
THROUGH THE WEEKDAY
55 CALS & 1.5 CARBS

\$X.XX



NEW

\$X.XX

MICHELOB ULTRA
7oz BOTTLES
A LIGHTER WAY
THROUGH THE WEEKDAY
55 CALS & 1.5 CARBS

T2 7oz ASSET LIBRARY

1.



2.



3.



4.



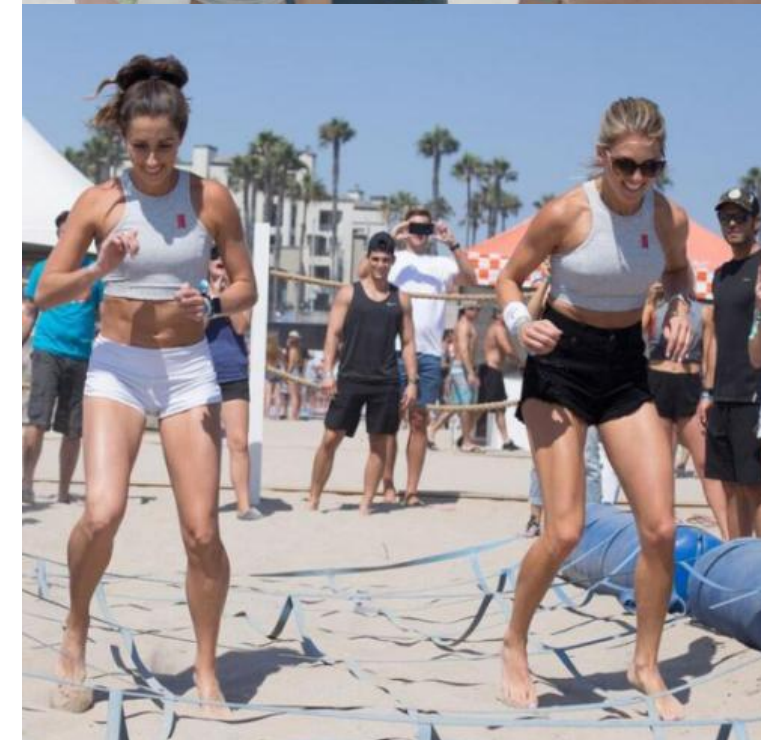
- 1. ITEM #5007358 PERMANENT BIN DISPLAY
- 2. ITEM #5007361 TEMP ENHANCER
- 3. ITEM #5008764 COOLER DOOR STICKER
- 4. ITEM #5007360 POLE TOPPER



MICHELOB ULTRA LIME CACTUS

LIME CACTUS WILL CONTINUE TO HAVE
REGIONAL FOCUS TO TARGET SOCIAL OUTDOOR
OCCASIONS AND MORE DIRECTLY TARGET
CORONA DRINKERS

- ENHANCED SELLING SUPPORT AND LIME CACTUS CUSTOM POCM
- IN ADDITION TO NEW DIGITAL/OOH CONTENT, THE BRAND WILL ALSO BE INCLUDED IN STRATEGIC LIVE ULTRA EXPERIENTIAL EVENTS



T2 LIME CACTUS ASSET LIBRARY

1.



1. ITEM #5007463 LIME CACTUS DISPLAY RACK



2018 BRAND STRATEGY CALENDAR

	TRIMESTER 1				TRIMESTER 2				TRIMESTER 3			
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
BIG BETS	95,000 FITNESS EXPERIENCES				#LIVEULTRA 2.0				PRODUCT QUALITY			
KEY MOMENTS	GYM DROP OFF (SUPER BOWL)		EASTER		FATHER'S DAY					NYC MARATHON		
PRODUCTS			ULTRA 7oz									
			PURE GOLD									
					LIME CACTUS							
EXPERIENTIAL PLATFORMS												
												
												

EM

THANK YOU!

