

# CASE [STRATEGY]: BUD



In 2009 Heineken Italy asked baba a qualitative research project to evaluate 2008 Budweiser Communication Platform campaign

## Research problem

- Evaluation of the new communication strategy
- Evaluation of the media strategy
- Coherence with brand Image
- Evaluation of the new "Quality" Campaign

## Methodology

Qualitative approach:

- 6 focus groups in Milan, Rome, Bari
- Two targets: a (18-24 y.o.)  
b (25-34 y.o.)
- Strategic workshop

## Recommendations

- Implementation of the relationship with consumers
- Evolution of the strategic platform

Re-think & re-establish the integrated image strategy