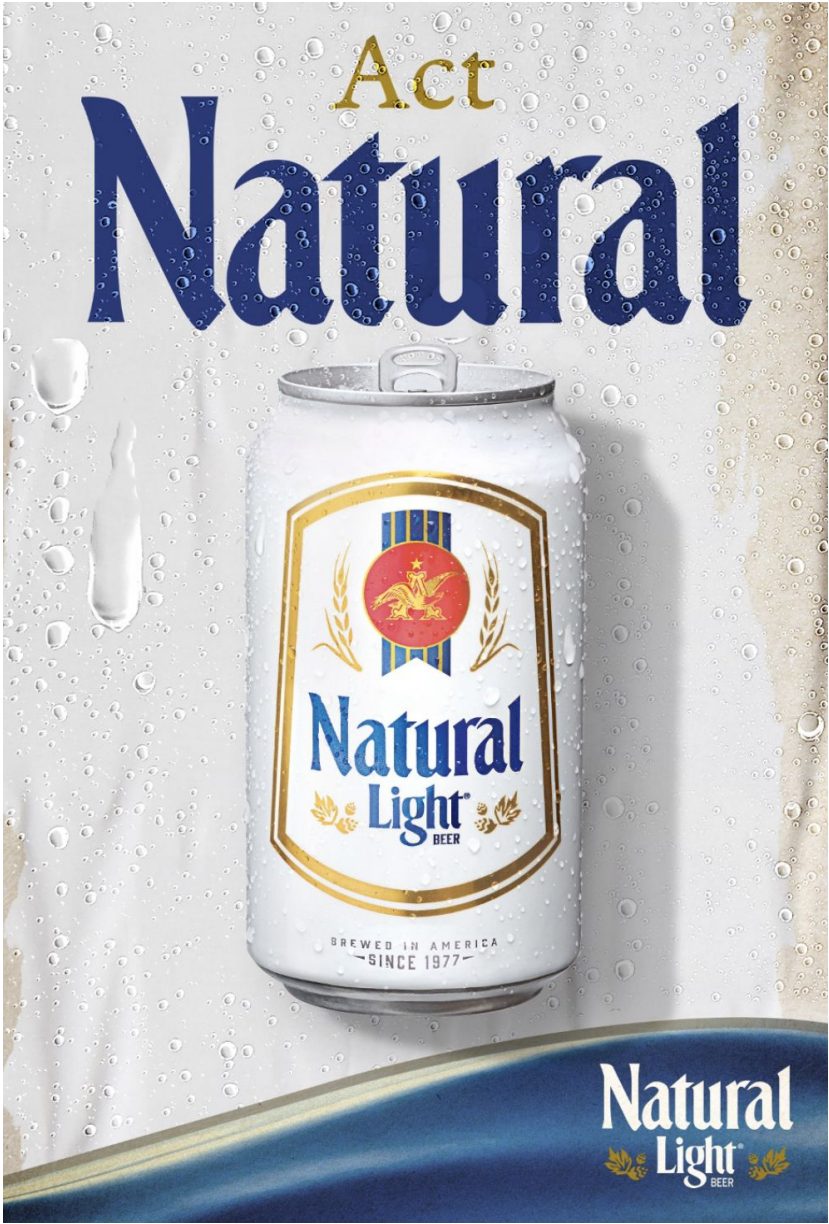


# Natty Light Iconic KV Update

## Key Visuals







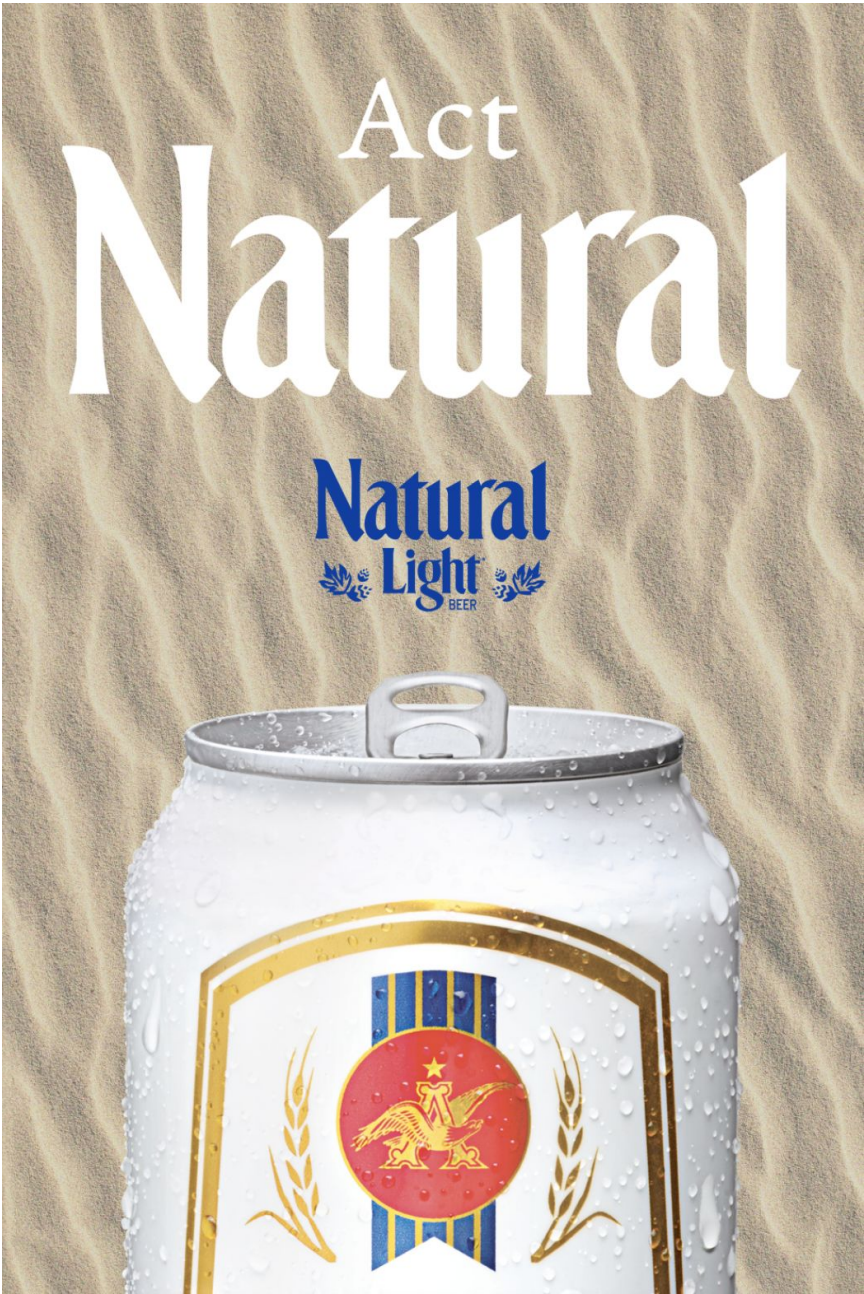






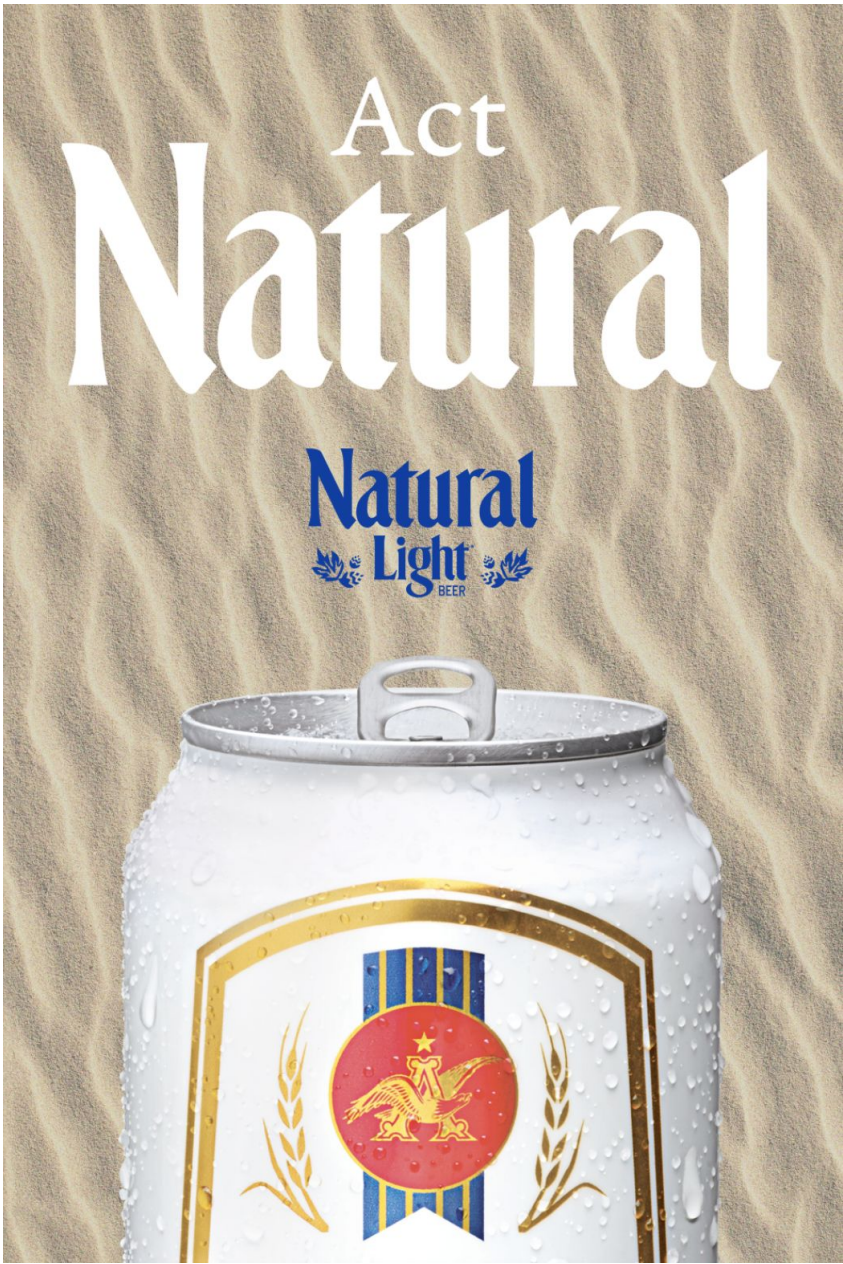


ADDITIONAL KV EXPLORATION





Additional





# POCM Recommendation



# LARGE SPECTACULAR





# SMALL SPECTACULAR



# LARGE PONTOON SPECTACULAR





# LARGE PONTOON SPECTACULAR



# Pole Topper





# Display Wrap



DISPLAY ENHANCER





# Case Stacker



# Cooler Door Handle

text here





# Cooler Door Decal



# Cooler Door Cling





# Neon Sign



# Tin Tacker





# Table Tent



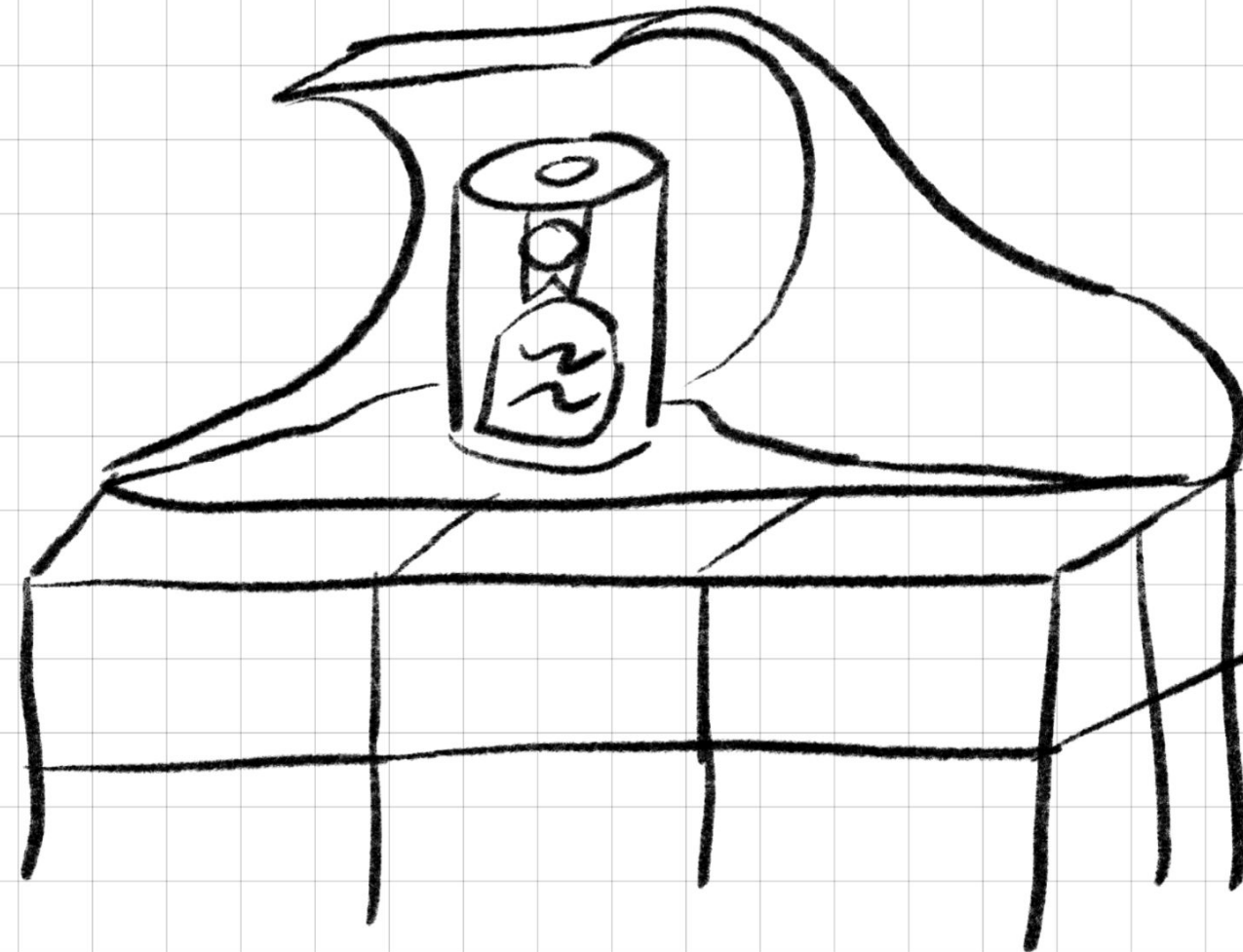
# Mirror





# Thought Starter #1

Beer Wave / water element



# Thought Starter #1

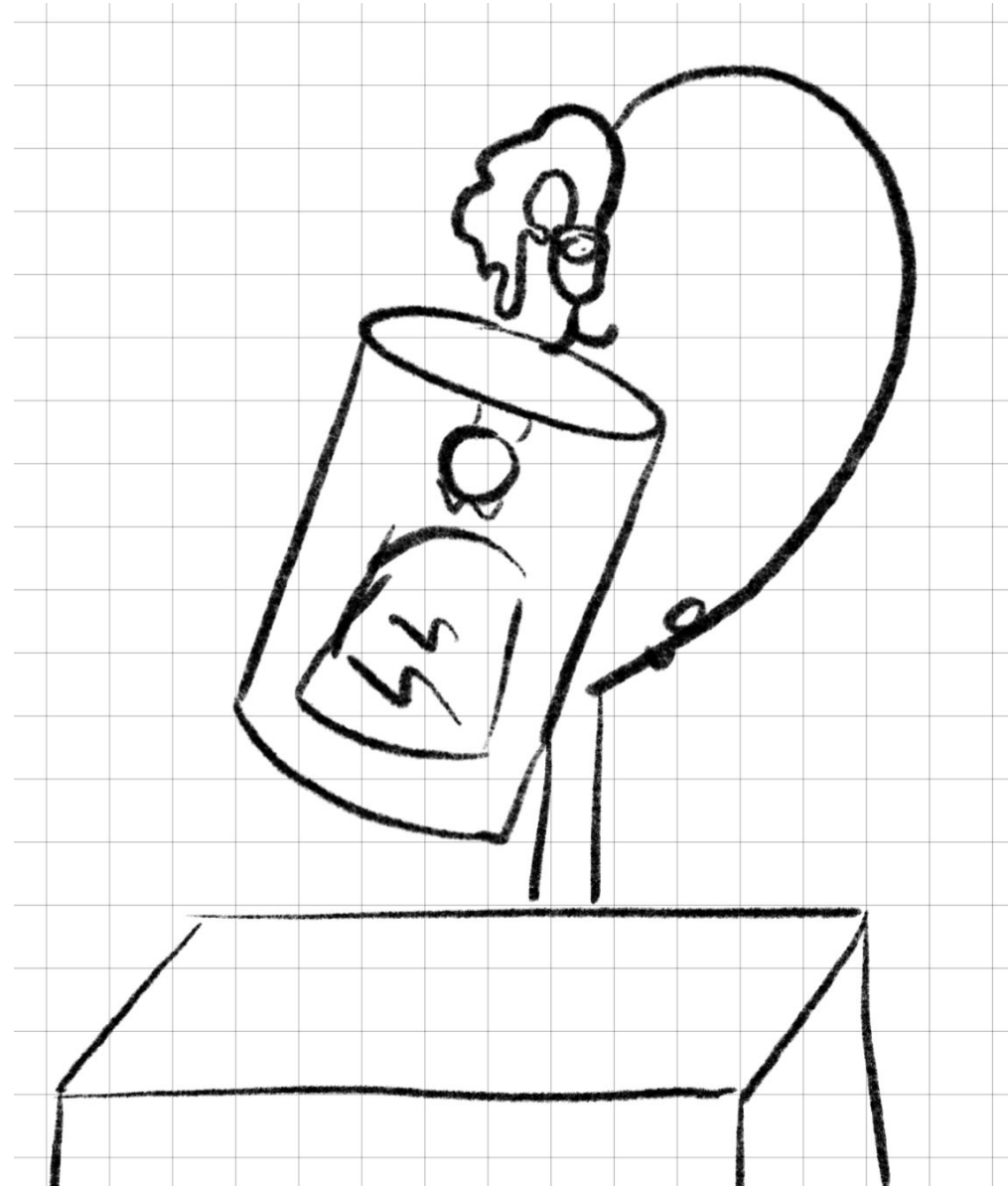
Beer Wave / water element





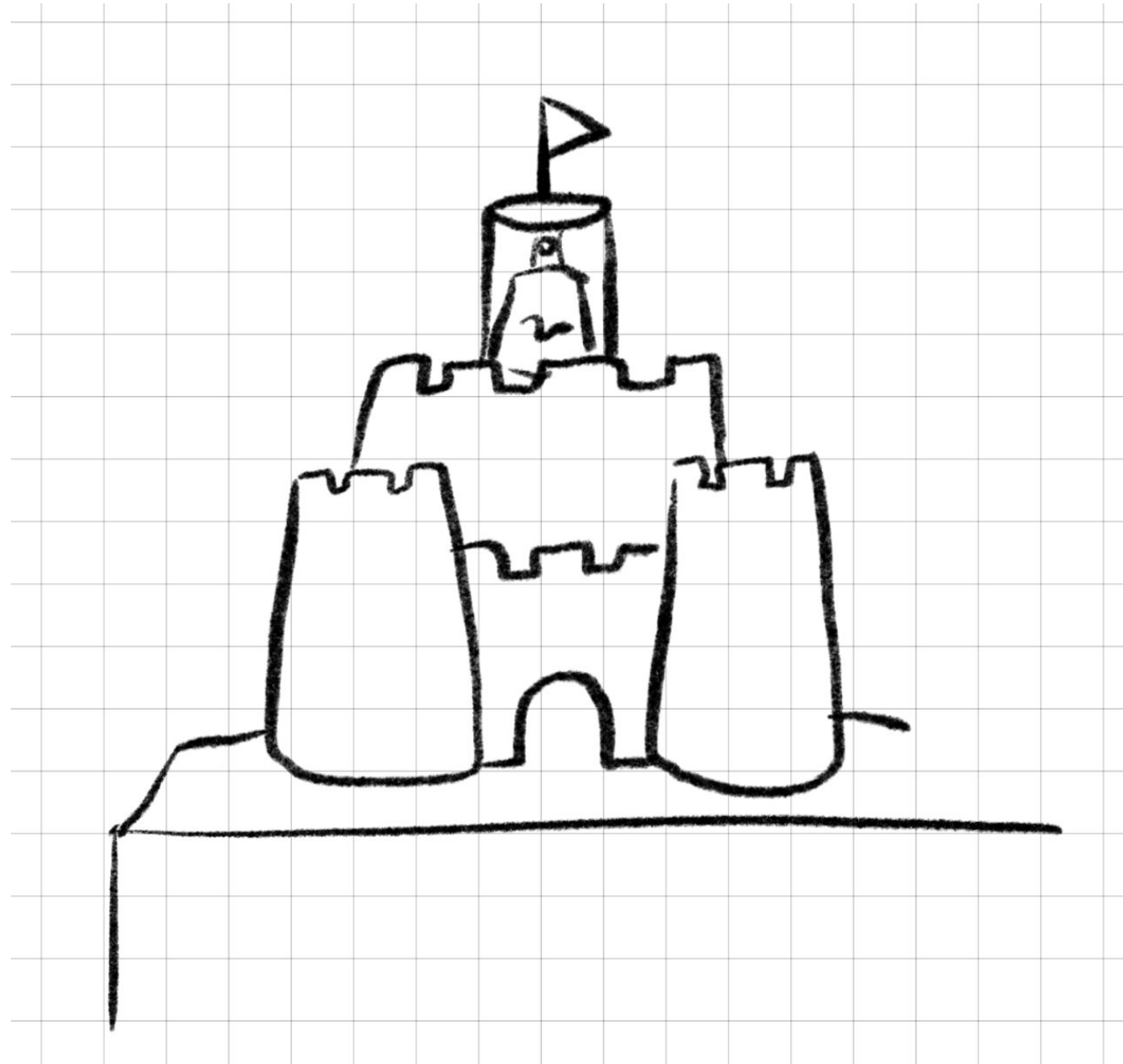
# Thought Starter #2

Reeling in a big one



# Thought Starter #3

the king of the castle







● ● ● Round 1 | December 10, 2021

**THEMARSAGENCY®**





# Effective Shopper Marketing

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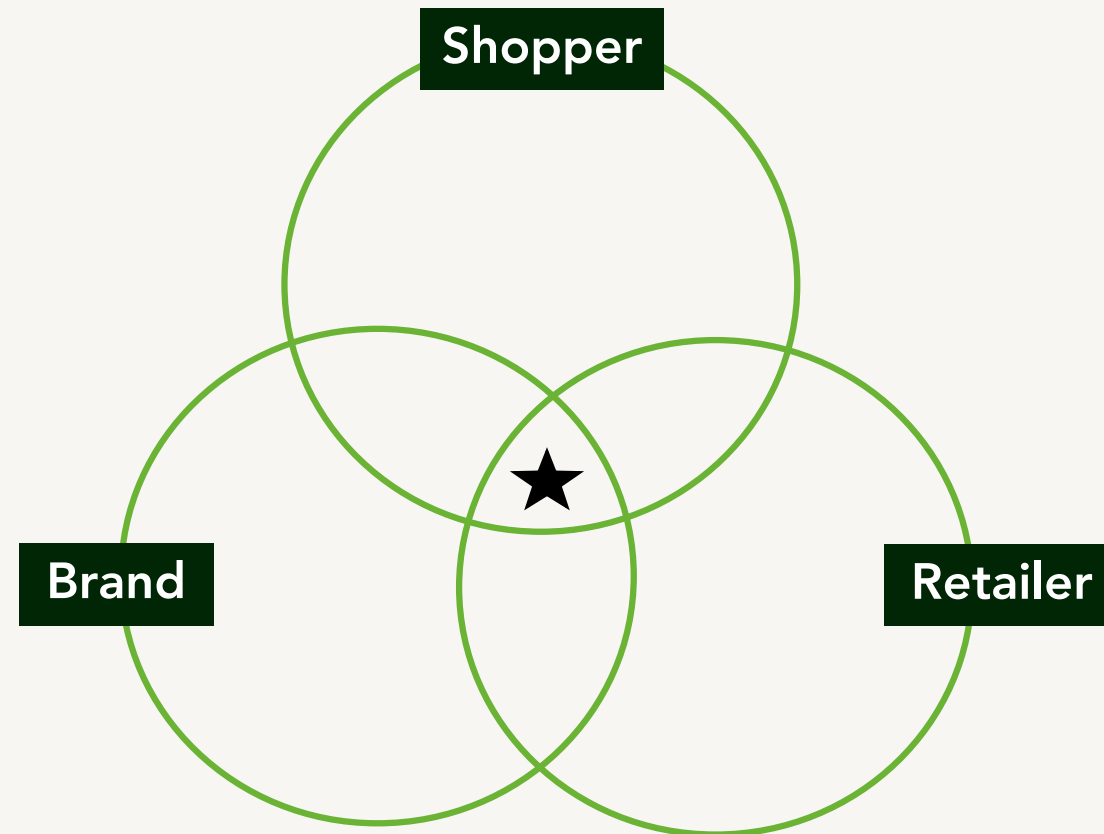
4





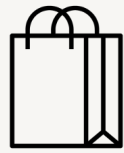
## Meeting the Needs of Stakeholders

**End Goal:** convert shoppers into buyers with compelling, through-the-line, insight-driven marketing tailored to the specific retailer shopping experience.





# Our Approach to Connected Commerce is Rooted in Changing Behavior of These Three Stakeholders



Consumer

**REASON TO  
BELIEVE**

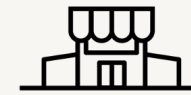
Create consumer desire to  
use the brand



Shopper

**REASON TO  
BUY**

Maximize every opportunity to  
persuade shoppers to buy



Retailer

**REASON TO  
BACK**

Motivate the retailer to  
support the brand

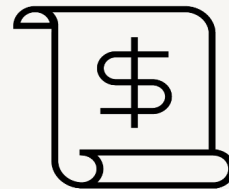




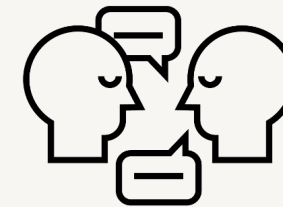
# Connected Commerce, When Planned Correctly, Brings Marketing and Trade **Together to Win**



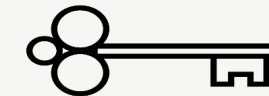
**Drives brand equity** at the point of purchase decision (in or outside of physical store)



**Provides sales** with negotiating tools to gain incremental volume opportunities.



**Helps build stronger relationships** and value with retailers



**Creates “unlocks”** that provide additional opportunities, partnership and overall growth



# Our Integrated Planning Process

The Mars **Pathway to Growth** is our proprietary process that motivates consumers, shoppers and retailers through an integrated experience and drives results.







# Shopper Strategy

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# The Business Challenge

Beyond Meat was the originator of the fresh plant-based alternative meat category creating a new option for those looking to consume less meat.

After 10 years of leading the category, the brand is diversifying its portfolio to craft a larger array of offerings that take them beyond burgers and sausages and expand into other categories with new competitors.

To succeed, Beyond Meat needs to introduce these new items while retaining and expanding its core business.







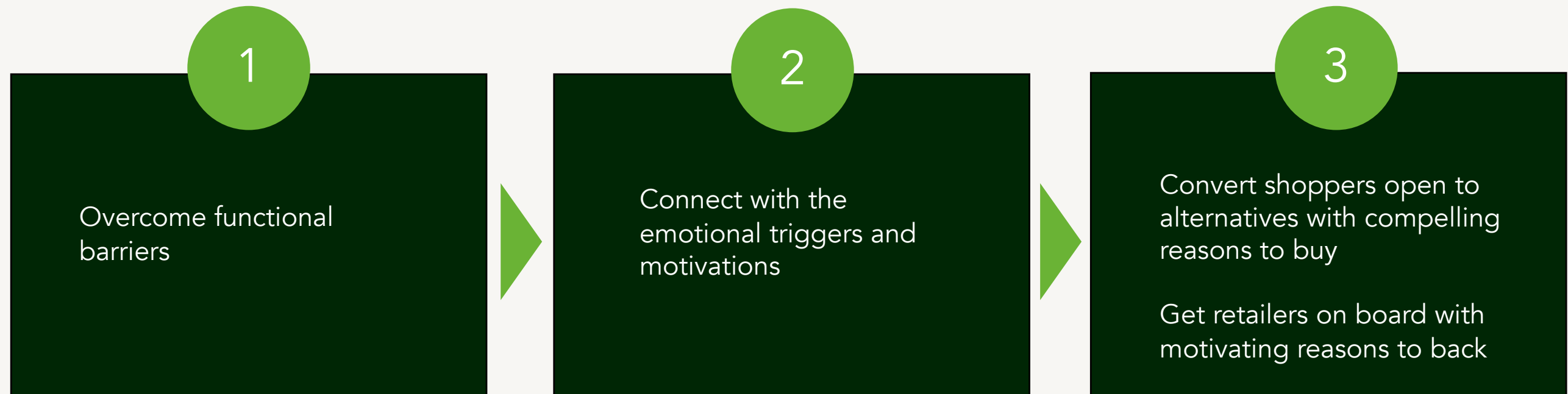
# The Shopper Marketing Challenge

While Beyond Meat has garnered positive brand recognition, there are functional barriers that could inhibit growth:

- Taste – Unsure taste will deliver
- Price - More expensive than animal meat products
- Location - Inconsistent retailer placement (fresh vs frozen)
- Ingredients/Nutrition - Comparison confusion



# The Approach







**The move to emotion means we need to  
understand the landscape and our shopper.**

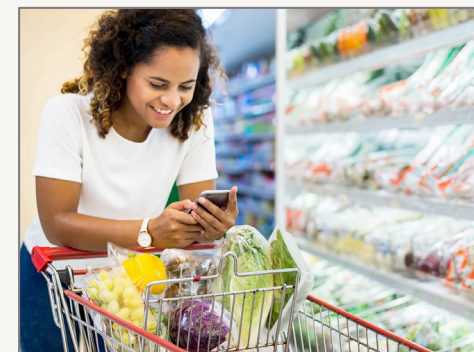
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## Objectives:

- Primary: Increase HH Penetration especially amongst suburbanites and families.
- Secondary: Increase velocity through the cross selling of Beyond Meat's portfolio with current users.

## Beyond Meat Target Defined:

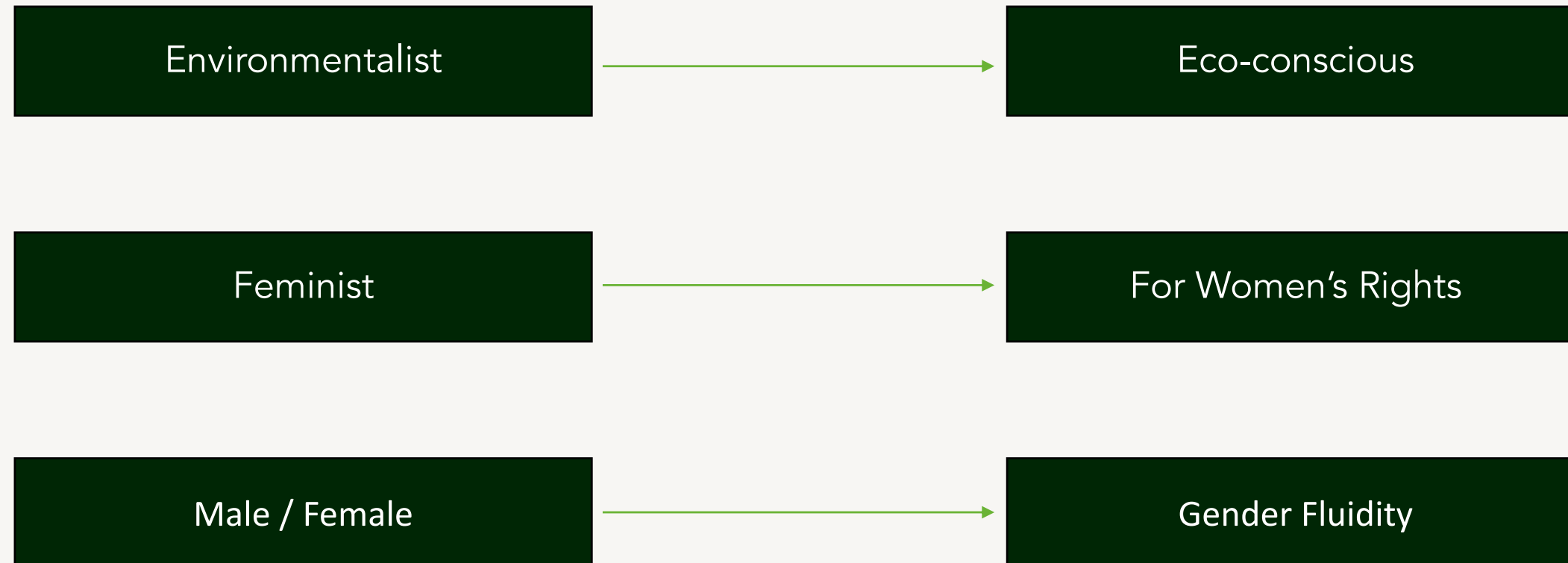
- Primary: Individuals who self-identify as vegetarian, vegan, or semi-vegetarian, and/or eat plant-based meat alternatives (39% of US Adult Pop = 101MM)
- Please note, additional shoppers such as buyers of alternative milk/cheese and updated Beyond segments will be identified and targeted as part of the activation to understand the viability of these audiences





● ● ●

## We're no longer a world constrained by identity:





# We want to experiment and expand our plates

- 70% either completely or somewhat agree that they're willing to try new recipes.
- 46% eat more plant-based proteins for variety.
- 33% of plant-based proteins consumers are eating them more often than a year ago.



Source: MRI-Simmons 2021 Database; Mintel US Plant-based Proteins, May 2021

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**And believe food serves a greater purpose**

**56% of US consumers eat plant-based for their health**

**16% eat plant-based for environmental issues**

**13% eat plant-based for animal welfare**

Source: Mintel US Plant-based Proteins, May 2021

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**But, the shopping experience  
fails to meet our needs.**

● ● ●

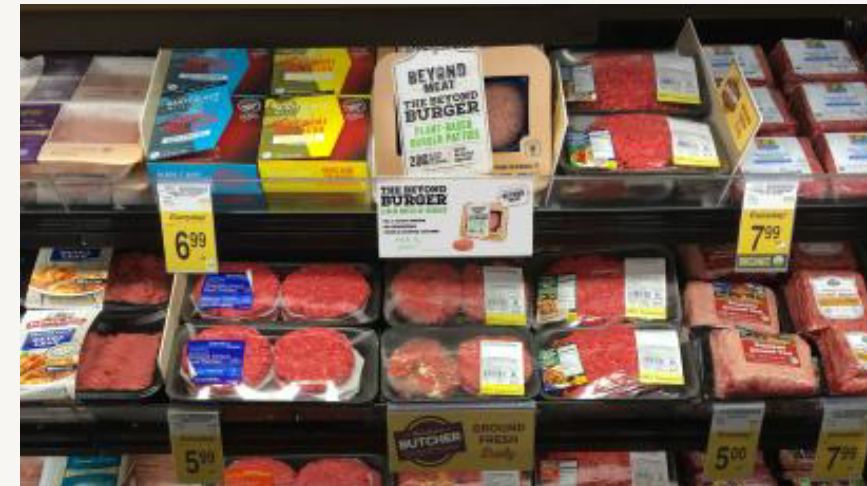
# Creating confusion rather than inspiration

Lackluster locations:



## Frozen Foods

(Physical barrier, concerns over taste/processed)



## Bland Fresh Department

(Lacks appetite appeal in package vs. real meat)





**Preventing Beyond Meat from breaking  
free from the pack to convert new households.**



## Shopper Strategy

### Barrier:

I want to include more plant-based meat, but only think about it as a burger or a brat, not as an everyday ingredient.

### Insight:

I don't want to eat less meat. I want more from my food.

### Strategy:

Go beyond their expectations by serving up ways to turn the occasional substitute into a lifestyle staple.



# Media Strategy

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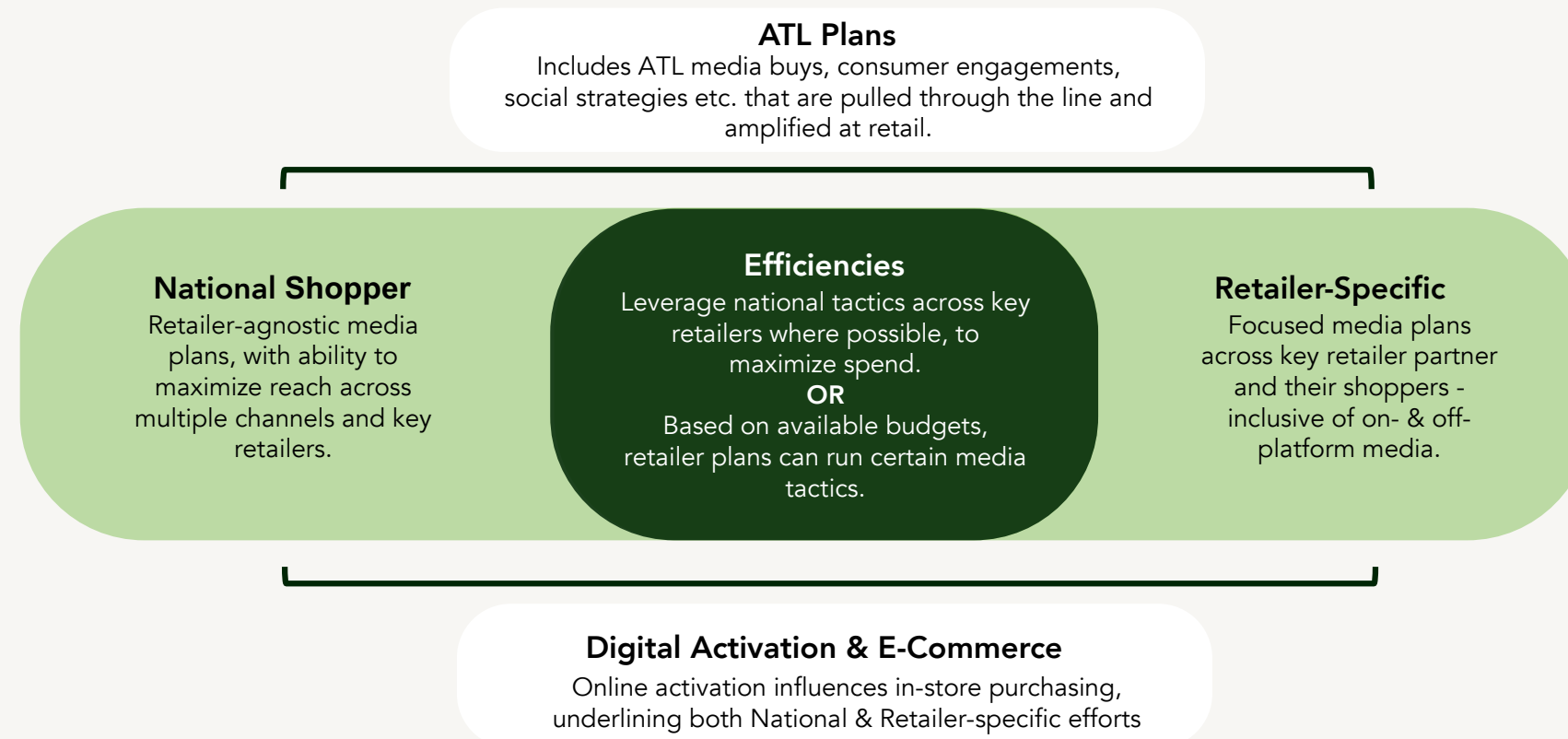
23





# Finding Efficiencies Through Holistic Planning

A holistic approach creates efficiencies and allows for more strategic planning recommendations that fulfill overarching brand objectives and brings through ATL campaigns vs. just aligning to a singular channel, retailer or tactic.





# Overall Influential Media Channels

TACTICS	RATIONALE
Video	Top influential channel for Beyond Meat target. Drives awareness through scale, while the combination of sight, sound & motion increase memorability and understanding of brand. Ability to make units shoppable.
Recipes (Shoppable, Social, Professional)	Direct connection of category segment with inspirational ideas (plus visual) and ability to purchase directly from unit align with target's desire for ease, while delivering on healthy/veg option values.
Samples	Trying is believing & samples are a top influential channel across the board – sampling at store, on-premise, at event, via home delivery/coupon.
Product Recommendations & Search	Leveraging product recommendations on eComm properties (e.g., Instacart and Amazon) based on previous purchases, similar products, curated experiences and/or search to demonstrate relevancy to consumers and drive trial & purchase based on behavior alignment.
Professional Recommendations	Recommendations from individuals who align with target's beliefs & offer solutions (eg: doctors, celebrity chef). With the opportunity for added context around health, taste, etc. Strong potential return when directly linking to shopping opportunity or basket.
Magazines	Visual, informative and inspirational reference guide(s) target turns to repeatedly. Assumed endorsement from publication & viewed as content. Opportunity to offer recipes, coupons, and even direct shopping experiences within publication.
Digital	Efficient high-reach media tactic with ability to target down to retailer, leverage purchase data & other strong targeting capabilities, and with the ability to be customized by product (DCO). Shoppable opportunities within units and help identify where to find the product within stores.
Social	Lean on family and friends for "real" recommendations on meals, family tips/tricks, new products, etc. They do not just follow "what's hot", but they pay attention to those they are close to and ones with similar beliefs. Aligning shoppable opportunities with content allows for strong potential return.

#### Timing Guidelines:

Digital: Need 6-10 weeks from tactic approval to in-market dates to purchase media and produce art.

Magazines: Need 3 months from tactic approval to on-sale.

NOTE: Search and In-Store not included in the above as they are planned by another team at Beyond Meat or have already been committed. Tactics should also be considered top influential channels.

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*Marilyn*

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# Creative Approach

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**NEW YEAR**  
**HEALTHIER**  
**YOU**

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# **BEYOND A RESOLUTION**

**Leverage our fans to share the positive, inspiring affect of Beyond.**

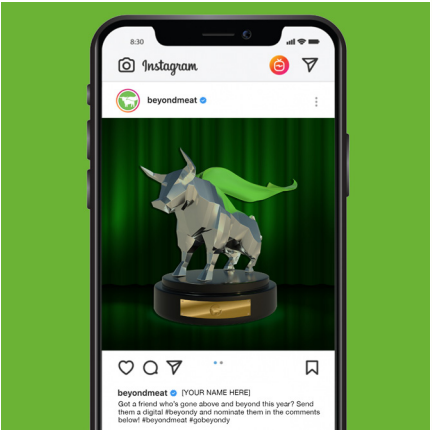
**This January, Beyond Meat kicks off a mission to share & celebrate over one million humans who actively take care of themselves, their neighbors & our planet—every day.**

**IT'S NOT A RESOLUTION  
IT'S A LIFESTYLE**





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### DIGITAL AWARDS & REWARDS

Invite our followers and fans to nominate friends and family to receive a Beyondy and special offers from Beyond.



### BEYONDY IRL

Become part of awards / performance season conversation by awarding Beyondys on athletes & artists biggest nights.



### LIFESTYLE PROMOTION

Create a chance for fans and followers to win a lifetime of Beyond—delivered by a Beyond Celebrity Ambassador.

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**COMMITTING  
TO MEATLESS  
MONDAY**

#deservesabeyondy



**CHOOSING  
THE 40% LESS  
SODIUM LINKS**

#deservesabeyondy



**100 RIDES  
WITH ALEX**

#deservesabeyondy



# Some ways it might come to life...



## **Beyondy Winner Profiles**

Highlight Beyondy winners in print and social—including favorite recipe/product as shoppable content.



## **Beyondy Referral Media**

Create rich media units that act as referrals and award recipients with offers on Beyond products.



## **Peloton Post Workout Rewards**

Partner with Peloton to deliver riders Beyondy and offer rewards for achieving milestones, etc.



## **3rd Party Beyondy Bundles**

Order an awards season watch kit or experience featuring themed menus, possible celebrity appearances, etc.



## **Partner with Non-Alcoholic Beverage**

Create Beyondy-worthy pairings & guides to support better for you choices.



## **Gym Partnerships**

Partner with gyms to offer added membership incentives and value via special offers on Beyond products.



# HEALTHIER YOU & THE PLANET

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# **BEYOND A TRADITION**

**Be the first, most memorable, and most important meat on the grill.**

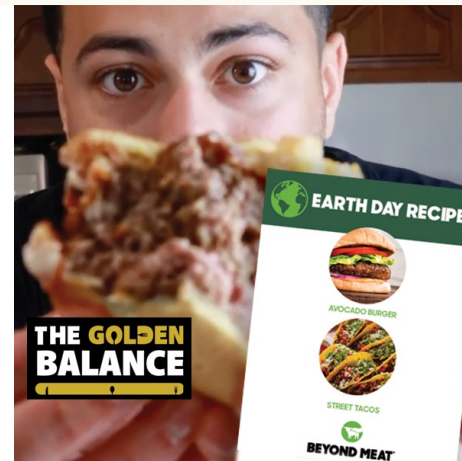
**This Earth Day, Beyond Meat will kick off an earlier than ever grilling season and inspire some of the season's most important gatherings & grillside conversations.**

**IT'S NOT ABOUT DINNER  
IT'S ABOUT DESTINY**



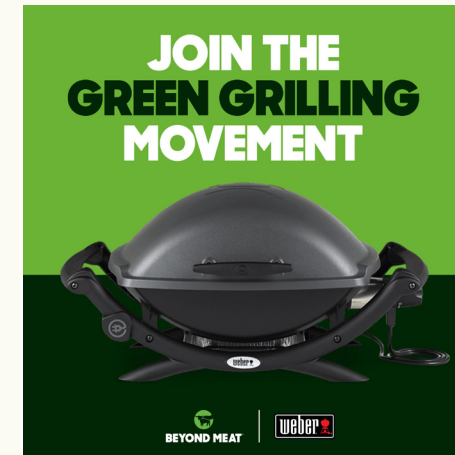
**SAVE THE PLANET SEASON**

GREENER GRILLING STARTS  
EARTH DAY 4.22.22



### EXCLUSIVE EARTH MENUS

Invite celebrity chefs and influencers to craft and release special summer grilling menus in support of the planet & greener grilling movement.



### GRILLING PARTNERSHIPS

Partner with grilling brands to create special edition "Save the Planet Season" seasonings and products.



### EARTH DAY VIRTUAL TED-STYLE DINNER

Host a nationwide sitdown with Earth's biggest supporters—musicians, chefs, keynote speakers, etc. Your ticket is Beyond.

**ENJOY  
WITH YOUR  
EYES OPEN.**

IT'S SAVE THE PLANET SEASON.



**SAME GRILL.  
90% FEWER  
GREENHOUSE  
GAS EMISSIONS.**

GREENER GRILLING STARTS HERE.



**ASK YOUR  
GRILLMASTER  
TO GO BEYOND.**

FOR THE PLANET.



# Some ways it might come to life...



## Shoppable Video Series

2 celebs or eco experts talk saving the planet and the greener grilling movement around a backyard grill.



## Shoppable Earth Menu Recipes

Recruit Tik Tok influencers to share their Earth Day menus and celebrations.



## Food Service Tool Kits

Create toolkits featuring exclusive Earth Menu recipes and assets for participating restaurant partners.



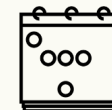
## Healthier Planet Sampling

Reframing sampling events around impact to environment—taste the product and experience a healthier planet.



## Beyond Beach & Park Cleanup Days

IRL and social movements to get out and do a little cleanup, share your progress on social and enjoy a green grilling brand experience for participating.



## Grill for Good Fridays

Inspire a new weekly grilling occasion, with rotating Earth menus, influencers and retailer tie ins.



# BACK TO SCHOOL

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# **BEYOND BACK-TO-ROUTINE**

**Challenge consumers to rethink their routines to drive new occasions.**

**Save the Planet Season continues as Beyond Meat launches a platform to inspire and empower the nation's youth to help us find better ways to feed our future and save our planet.**

**IT'S NOT PLANT-BASED MAKES PERFECT  
IT'S PLANT-BASED MAKES PROGRESS**



**11G OF  
PLANT PROTEIN.**  
**AN AFTERNOON  
OF FOCUS.**

**GO BEYOND®**



**0 CHOLESTEROL  
EVERY SATURDAY**

TAILGATE GREENER.



**CHANGE  
YOUR MORNING.**  
**CHANGE  
YOUR DAY.**  
**CHANGE  
THE FUTURE.**

**GO BEYOND®**

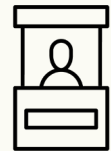


# Some ways it might come to life...



## **Social "Call for Ideas" Contest**

Beyond M.E.A.T.S Project takes to social to solicit ideas against weekly challenges—for the chance to win product and swag.



## **Mini-Beyond M.E.A.T.S Earth Fairs**

Pop up Earth Fair experiences and sampling events at concert venues.



## **In-School "Poster Series"**

Create Beyond M.E.A.T.S Project poster series touting ways kids can help save the planet—featuring Beyond Celebrity Ambassadors



## **Beyond Thermal "Hot Lunch" Bentos**

Partner with container brand to include offers in boxes or with purchase and/or offer boxes as gift with \$X Beyond purchase.



## **Beyond M.E.A.T.S "Master Classes"**

"Lunchtime" classes featuring Beyond Ambassadors teaching tips on how to think and hack routines in ways to help the planet.



## **Campus Welcome Kits**

Greet returning college students with offers, recipes and tips for hacking their routines in ways to help the planet.

# HEALTHIER HOLIDAYS

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# BEYOND THE FEAST

**Lean into convenience & creativity to win meals big & small.**



**This Holiday Season, Beyond Meat sets the table  
for a season of giving—delicious surprises, healthier  
inspirations, generous acts of humanity and whole new  
way to look at the food that makes our holidays special.**

**IT'S LESS MOM'S WAY  
AND MORE OUR WAY**

# THE BEYOND GIVING TABLE

APPETIZERS

SIDES

MAIN DISHES



REWRITE HOLIDAY COOKBOOK

Invite followers, fans, chefs and celebs to help us rewrite beloved holiday recipes from all cultures. Follow celebs as they explore new cultures, traditions and cuisines.



PARTNER WITH BETTER FOR YOU

Promote the gift of health and happiness with partner brands that help consumers create new cultural and culinary holiday experiences.



TIE WITH GIVING CHARITIES

Create a giving overlay to every Beyond purchase tied to celeb/retailer-backed charity partners.

**GIVE**  
**100% LESS**  
**CHOLESTEROL.**

**GO BEYOND®**



**SAME**  
**STUFFING.**  
**35% LESS**  
**SAT. FAT.**

**GO BEYOND®**



**FAST.**  
**FLAVORFUL.**  
**FESTIVE.**

**GO BEYOND®**



# Some ways it might come to life...



## **Celebrity "Family-style" Potluck Emails**

Sign up for a season's worth of celebrity emails featuring family recipes, traditions, offers and more.



## **Advertorial Magazine Insert**

Beyond celebrity families reveal their most cherished traditions and what adding Beyond has done for their health and happiness.



## **Recipe Remake Social Content**

Beyond Chefs remake our follower's favorite recipes just in time for the holiday rush.



## **3rd Party Delivery Tradition Boxes**

Order a new holiday tradition designed around the traditions of our celebrity families.



## **Beyond Holiday Catalog**

Start a Beyond Holiday tradition of sending out a holiday catalog with shoppable recipes and immersive digital content.



## **Partner with Retailer Meal Kit Brands**

Create meal kits to make traditional cultural holiday dishes with Beyond.



**CREATE  
IMPACT**



## Hooters 2024 RFP

92418

10-02-23

# 2024 AB InBev Calendar Recommendations

	HOA JAN 1 - FEB 12	NATIONAL FEB 13 - APR 3	HOA LATE SPRING	NATIONAL MAR 15 - MAY 14	NATIONAL JUL 17 - SEPT 10 SEPT 11 - DEC 31	HOA ALL YEAR 2024
PROGRAM NAME	POST SEASON FOOTBALL	MARCH MADNESS	LATE SPRING	SUMMER	FANTASY/ FALL FOOTBALL	HAPPY HOUR
BEER FEATURES	BUD LIGHT MICHELOB ULTRA STELLA HAZY IPA	BUD LIGHT MICHELOB ULTRA KONA BIG WAVE NUTRL	MICHELOB ULTRA BUDWEISER	MICHELOB ULTRA MANGO CART NUTRL	BUD LIGHT MICHELOB ULTRA STELLA NUTRL	BUD LIGHT NUTRL  ESTRELLA (TX)
HOA QR MENU/VIDEO FEATURE	BUD LIGHT + NFL	BUD LIGHT + BASKETBALL	MICHELOB ULTRA COURTSIDE	MICHELOB ULTRA + SOCCER (LOCAL TEAM CUSTOMIZATION)	BUD LIGHT + NFL	
SEASONAL PULSES + BUILDS		STAFF INCENTIVE/ACTIVATION	BUDWEISER FOLDS OF HONOR	KONA SUMMER FLYAWAY  NUTRL BOMBPOP LTO  TEXAS LOCAL OVERLAY	TEXAS LOCAL OVERLAY	TEXAS LOCAL OVERLAY
NASCAR - Year Round						





Deliverable #17 - Sticker





NFL POST-SEASON EXPANDED ELEMENTS

Deliverable #1:



Deliverable #2: Bud Light Football – Food Bundle



March Madness

Deliverable #17 - Sticker



Deliverable #13: MLS Generic





# March Madness EXPANDED ELEMENTS

Deliverable #10: March Madness National Generic Creative



Deliverable #11: March Madness - Food Bundle







Deliverable #2: Bud Light March Madness - MERCH





Deliverable #18 Late Spring –  
Basketball Thematic



Deliverable #17 - Sticker





Deliverable #3: Budweiser Fly Away

The Idea  
**Take Flight**

Budweiser will pay for a \$5,000 voucher to Stallion 51 and will also provide a \$1,000 travel credit to cover flight and hotel costs.





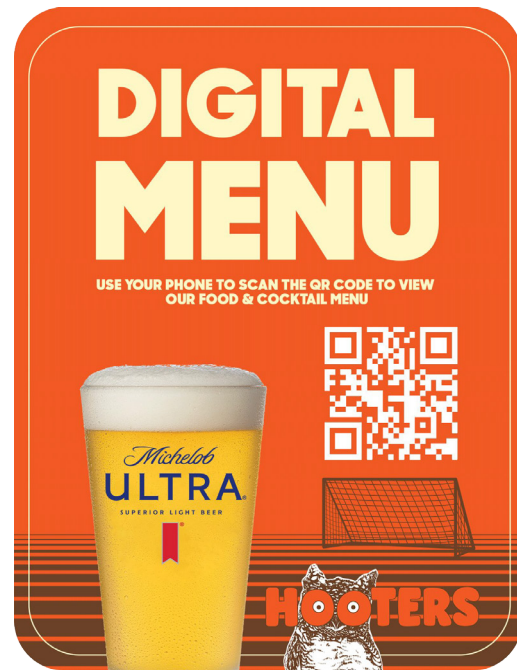
## SUMMER (Soccer)

Deliverable #19: Multi-Brand Creative – Summer Thematic





Deliverable #17 - Sticker



Deliverable #13: MLS Generic



Summer EXPANDED ELEMENTS

Deliverable #5: Kona Summer Flyaway



The Hook

**Find Your Aloha**

Scan the QR code when you visit Hooters and enter to win a trip via private jet to one of three destinations: beach/mountain/city.

Deliverable #6 NUTRL Bomb Pop Shot



The Idea

**Red, White & Kaboom**

NUTRL lemonade on the "Bomb" portion of the Hooters menu, for Memorial Day and July 4th.





Summer SOCCER PLUS-UPS

Deliverable #4 ULTRA & MLS

The Hook

**Every Game. Every Goal.**

Encourage customers to watch MLS games on-prem by offering a chance to win autographed replica jerseys.





Deliverable #26 NEW



Deliverable #27 NEW





## Win a MLS Cup Watch Party at Hooters

Buy a Michelob Ultra on MLS Match Day for a chance to win an MLS Cup watch party for you and your friends including special seating, free Michelob Ultra and food.





## Score a GOAL, win on Match Day

We'll designate an area at Hooters locations where people will get a chance to score a goal on a mini goal post.

The goal post is going to be mostly blocked and only have a hole that fits the ball. If a goal is scored free premiums will be unlocked like koozies, scarfs, jerseys and even special prizes on Michelob Ultra.







Deliverable #21: Multi-Brand Creative



Summer EXPANDED ELEMENTS - TEXAS

Deliverable #14: MLS Local TX Overlay with Mango Cart





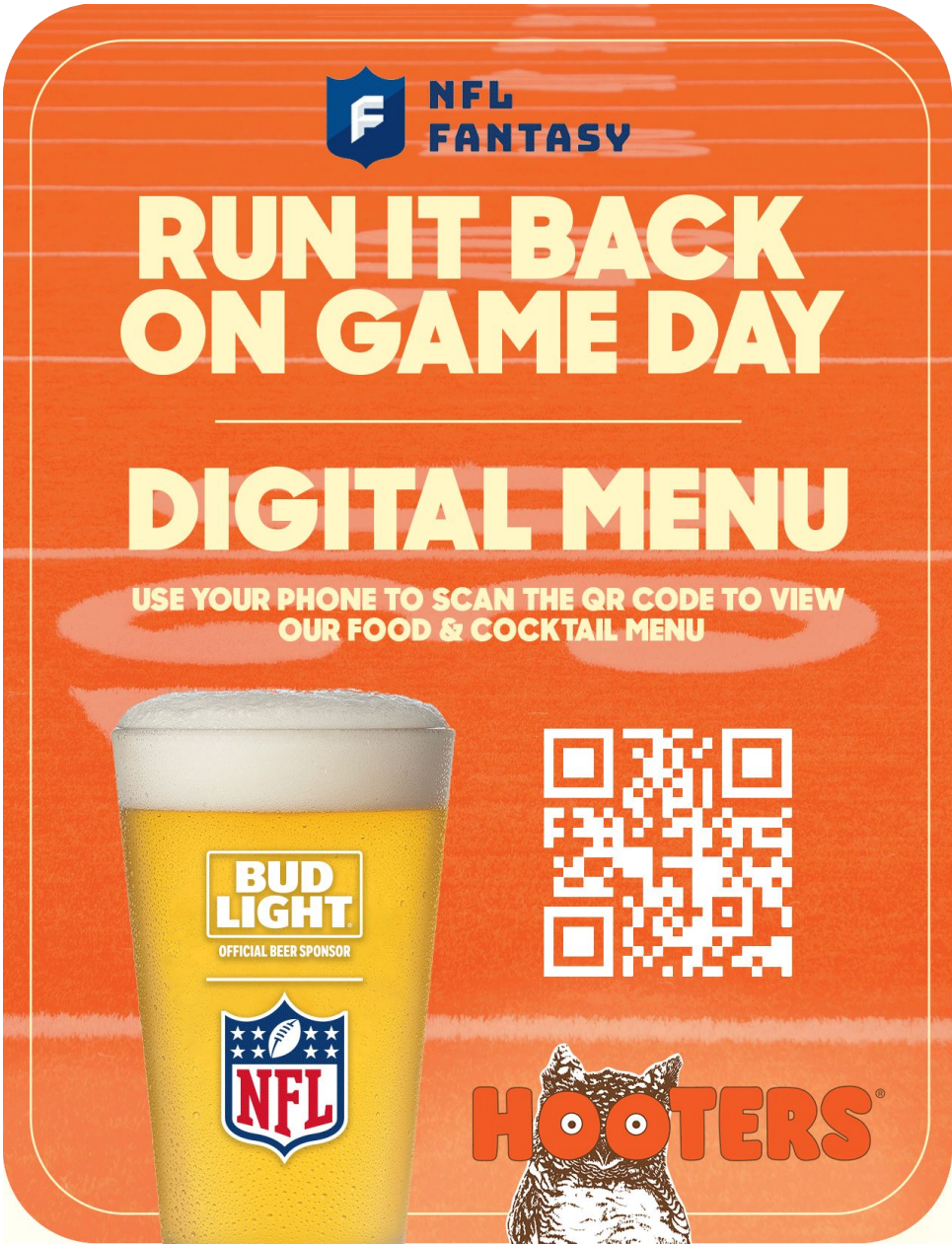




Deliverable #24 - NEW



Deliverable #17 - Sticker





# TOP PROJECTED PPR POINT TOTALS

**Austin Ekeler**



**BUD LIGHT**  
OFFICIAL BEER SPONSOR



1. Tyreek Hill - 328- Dolphins
2. A.J Brown- 310- Eagles
3. Stefon Diggs-302- Buffalo
4. Ja'Marr Chase- 302- Bengals
5. Amon-Ra St. Brown - 293- Lions
6. Keenan Allen- 284- Chargers
7. Christian McCaffrey- 283- 49ers
8. CeeDee Lamb- 269- Cowboys
9. Austin Ekeler- 256- Chargers
10. Travis Etienne- 243- Jaguars



FALL FOOTBALL

Deliverable #15: NFL Happy Hour

Deliverable #17 - Sticker





# Fall Football

NEW Deliverable 23



## NFL EXPANDED ELEMENTS

Deliverable #8: Bud Light x NFL

### The Idea

#### **Bud Light x NFL Super Bowl**

A sweepstakes where the grand prize is a trip/tickets to the Super Bowl. Runner-up prizes will be offered as well.





Deliverable #15: NFL Happy Hour

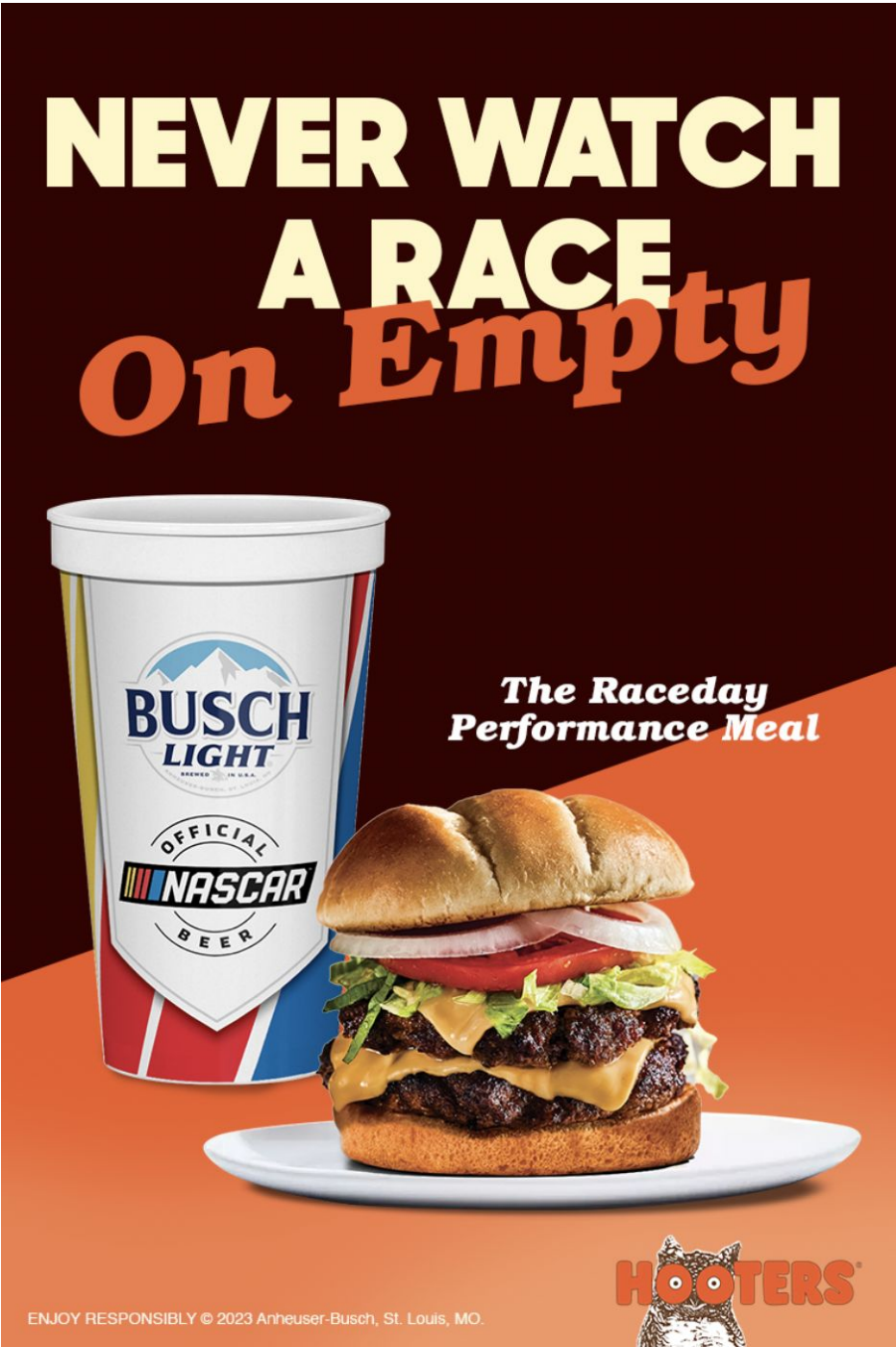


Deliverable #16: Texas



SUMMER NASCAR PLUS-UP

Deliverable #7 Busch Light x NASCAR Bundle





HAPPY HOUR ALL YEAR ROUND

Deliverable #20:

# HAPPY OWL

Specials

## DRINKS

\$3

Domestic Pints

\$5

Import Pints

\$10

Domestic Pitchers

Orange

NÜTRL

Vodka. Seltzer.  
Real Juice.

Topo Chico

HARD SELTZER  
SPIKED SPARKLING WATER

STRAWBERRY GUAVA

BLUE MOON

UPGRADE  
\$1.50  
BIG DADDY

BUD LIGHT

Lite

The logo for Anheuser-Busch, featuring a stylized eagle with spread wings above the brand name in a script font.

In-Store Signage - Anheuser Busch & Hooters

A logo with the text 'Bronwyn.psd' in a colorful, bubbly font.

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