

Student Advertising

Your First Bud Rationale:

Budweiser is known as a dad's beer, which automatically means uncool to young adults. But, dad wasn't always the last person young adults wanted around. In fact, as a kid he was usually the first. That's why Budweiser is introducing a new first, Your First Bud, a campaign that celebrates a 21st birthday bud with the bud that's always been there. Instead of dad being the reason not to drink Bud, we're starting a tradition that turns dad into the reason to drink Bud.