

# How Bud Light uses social media to advertise to Millennials

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MobiusDaXter. "Bud Light beverage truck".

[https://commons.wikimedia.org/wiki/File:Bud\\_Light\\_beverage\\_truck.jpg](https://commons.wikimedia.org/wiki/File:Bud_Light_beverage_truck.jpg). 2/5/2015

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As companies have begun to realize the value of using social media, the ways that companies have been advertising over social media has been interesting to watch. One brand that I have felt has been really effective in their use of social media advertising is Bud Light. They have run multiple advertising campaigns that I've felt are very effective.

The most recent advertising campaigns for Bud Light have been the "Up For Whatever" campaign and now the "#MyTeamCan" campaign.

The “Up For Whatever” ad campaign had a big presence on YouTube. These videos would show young people doing very fun, exciting activities. From [Super Bowl halftime parties](#) to partying at [EDC](#), the biggest Electronic music festival in the United States, with world famous DJ Steve Aoki the “Up For Whatever” advertising campaign has showed people drinking Bud Light that would make the audience target audience of Bud Light envious. EDM culture has gotten huge with millennials in the past couple years so by including EDM festivals and artists in their advertising they can easily connect to millennials. Those watching the commercials or seeing the videos on YouTube wish they were doing what they see in these videos. At the end of these commercials they would always include a graphic that displayed “#UpForWhatever”, allowing Twitter users to share they were “Up For Whatever”. Bud Light is trying to come off as “cool” and “hip” to their young audience and I think they do this effectively with this ad campaign. They are able to appeal to the fun loving younger crowd instead of be boring and discussing what makes their product better. They needed to decide on the age of the audience they target as it is very difficult to appeal to both audiences. The younger age demographic is the one that uses social media more constantly and is more likely to be drinking a cheap beer. So while they may not appeal to the older generation, Bud Light made a smart choice gearing their advertising towards the younger audience.

Off the topic of that advertising campaign but continuing on the Youtube channel of Bud Light. World famous DJ, Diplo, put his music video for his song [Set Me Free](#) on Bud Light’s Youtube channel. Bud Light is really marketing towards the younger generation on YouTube, making pretty much every video something a younger fun loving person would want to do.



#### [Adweek](#)

The most recent advertising campaign is extremely effective as well. With the NFL in season, Bud Light has rolled out [28 team specific cans](#), and gives the “Hashtag”, #MyTeamCan, that allows twitter users to share the can of their NFL team on Twitter. The NFL is the [most popular sport in America](#) so the market that advertising with the NFL comes with a huge audience. If you’re hosting a game day party for your team on Sunday do you go with normal looking beer

can or the game that is customized with your team's logo? That choice is easy for most sports fan. The “#MyTeamCan” is easy to share on social media and is free advertising for Bud Light. The official Twitter for different sports teams like the [Seattle Seahawks](#), which has over 1 million followers, has tweeted using this hashtag which allows the promotion by Bud Light to reach so many more people. While Bud Light has over 100 thousand followers on Twitter, the official accounts of sports teams using the hashtag expands the audience by millions. These cans make Bud Light “fun” versus a plain old can.

It is easy to see how Bud Light much better appeals to millennials much better than other beer brands. For example, Budweiser’s commercials are often slow and contain more of a feel good narrative. They tend to [utilize animals](#) and emotional appeals but that will not win over a fun loving crowd.

When used in the right ways, like in the case of Bud Light, social media is a powerful advertising tool. Bud Light is a perfect example of using social media to target the younger generation. If I were able to purchase beer, Bud Light would be the beer of my choice basing on advertising only. People are always having fun in the Bud Light commercials and offer cool cans that relate to something that I enjoy. I am part of a key demographic for companies, and in my opinion Bud Light has done an effective job advertising to my demographic through social media.

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