

- THE WORK

AB InBev

The Creative Debrief

Insights, intelligence, data and commentary into how creativity drives impact at the Cannes Lions Creative Marketer Of The Year 2022



“The more we listened to our audiences and learned more about them as humans and not statistics, the easier it was to adapt the company to create valuable innovations and relevant communications.”

Marcel Marcondes | Global Chief Marketing Officer
AB InBev





“AB InBev has shown how creativity can be used as a lever to drive incredible success. Its belief in the power of creative culture and capability has resulted in a body of Lion-winning work. It’s a shining example of a business that is leading the way in creative marketing.”

Simon Cook | Chief Executive Officer | LIONS



In this edition of The Creative Debrief...

Read the story on how AB InBev scooped Creative Marketer of the Year 2022

A Five-Year Journey

1



Get the inside track on what internal changes AB InBev made to its culture to gear it towards creativity and effectiveness

Themes From Winning Work

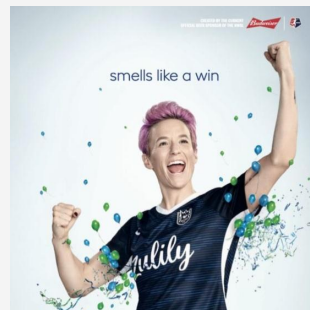
2



Learn how AB InBev has invested in ideas for good, built strong partnerships and acted with agility

Data Around Lion Wins

3



Find out which agencies have won the most trophies for AB InBev, as well as which work has won the most and in which Lions



1

A Five-Year Journey

‘The formalisation of the dream’



AB InBev embarked on its creative transformation journey five years ago. Being named Creative Marketer of the Year saw it recognised for its efforts, following previous winners such as Apple, Microsoft and IKEA. But the ambition extends far beyond Cannes.

The largest brewer in the world is home to flagship brands including **Budweiser, Corona and Michelob ULTRA.**

Ryan Verschoor, Global VP, Marketing Culture & Capabilities, explains: “This journey started with the formalisation of the dream. Five years ago, we put a stake in the ground to move into an era of organic growth where creativity is a key enabler. The next challenge was to then organise that approach to creativity brick by brick.”

“I look back on that meeting five years ago and I’m proud of the results that we’ve driven in our business. I’m also proud of the impact that we’ve had in people’s lives.”

This section will look at three areas of AB InBev’s culture that have changed over the past five years to help it achieve its dream.

Jodi Harris: A Tribute



AB InBev lost one of the critical teammates who secured the Creative Marketer of the Year accolade. Jodi Harris, AB InBev's Former Global VP, Marketing Culture & Capabilities, passed away in May 2022. Here, Marcel Marcondes, Global Chief Marketing Officer, AB InBev, pays tribute to her

It was time for marketing to be in the cockpit and to stop being the flight attendant.

When Jodi and I started working together in 2018, we were the pilot and the co-pilot from that point onwards. Jodi was the co-pilot and she always spoke to me as a pilot. We even used an aeroplane emoji over the years!

We decided to create a team that would exist to create a culture where we put consumers first and where we worked out how we could better serve them. She was the first leader of AB InBev's Marketing Culture & Capabilities team. She pretty much created and built everything that made this gigantic difference. Her contribution was massive.

We are proud of the recognition of this award but we are also proud of the individual pieces of work. Each one is designed to make a difference and add value to consumers. She made the dream come true by leading that whole process and we owe her everything.

“Lead with empathy. Know what moves you, what drives you. What’s your purpose? When you understand yourself, you’re better able to empathise with others.”



Jodi Harris
Former Global VP | Marketing Culture & Capabilities
AB InBev



Lessons in Culture & Capability

Takeaways from AB InBev's internal transformation that saw the organisation double down on creativity

a

Lead from the top and measure everything

Lead creative transformation from the very top of the organisation. Implement new structures and metrics to track progress.

b

Be attuned to people and their needs

Be on a non-stop fact-finding mission to understand people's ever-changing needs. This is particularly important in local markets where a one-size-fits-all approach won't work.

c

Don't forget to celebrate!

Celebrating success keeps people motivated. Consider how to share ideas and inspiration across global creative teams and how to adapt successful concepts for other markets.



a

Lead from the top and measure everything



“This [Creative Marketer of the Year win] is a huge testament to what happens when you get the right leadership and a clear intention. You need leadership at the highest level of the organisation stating that intention so everyone can understand it.”

Neal Arthur | Global Chief Operating Officer | Wieden+Kennedy

Transformation from the top down



AB InBev's leaders committed to creativity for growth and pioneered it across a restructured organisation

When leaders at AB InBev prioritised progress through creativity, it led to internal transformation. The brewer launched an in-house agency – **draftLine** – whose team includes more than 700 creative colleagues.

AB InBev created a Marketing Culture & Capabilities team so that teams could sharpen their skills and access a common language and set of tools, including the creative spectrum (see opposite). What's more, the company set challenging KPIs and kept measuring progress along the way.

And the journey continues. As **Marcel Marcondes, AB InBev's Global Chief Marketing Officer**, says: "This process never ends. We need to be comfortable about being uncomfortable every day. The moment we stop learning and get into a comfort zone... that's a bad place to be. This is a constant process of evolution. We push ourselves to keep learning every day and are ambitious but humble."



"One of our tools is a creative spectrum, a scale from one to ten that helps us set the creative ambition for a campaign and which also allows us to talk in the same language on a global level. It helps us build our acumen and intuition so that we know what great creativity looks like."

Jodi Harris | Former Global VP | Marketing Culture & Capabilities

Watch the talk:

[How AB InBev Created a Culture of Creativity](#)

'A creative evolution': The view from draftLine

draftLine's Tracy Stallard explains how the creation of AB InBev's internal agency helped the organisation to prioritise creativity

Putting creativity as an objective really changed things. On a macro level, we started measuring and benchmarking our creative effectiveness. That made a big cultural impact.

We designed draftLine to bring creative thinkers closer to our business and our consumers. draftLine focuses on the who and the what: who is the individual that we're trying to speak to? What are their needs? And what is the cultural context that they're living in?

It's a creative evolution. The world is always changing, and people's expectations are always changing. So that means your approach to creativity has to, in itself, be creative. So you're always needing to rethink creativity. Our consumer base is very broad and diverse. So we're trying to build teams that have the ability to understand consumer problems across that broad base.

At draftLine, we're bringing together people from different disciplines who aren't accustomed to working together. That unlocks new ideas and new ways of thinking. 'draft' speaks to the way that we see the team, which is always in something of an unfinished state; we are always a version of where we're trying to go. The focus is not on producing more television commercials or more experiential activations; it's more on how we create growth.



2020

AB INBEV | TIENDA CERCA



GRAND PRIX CREATIVE
ECOMMERCE LIONS

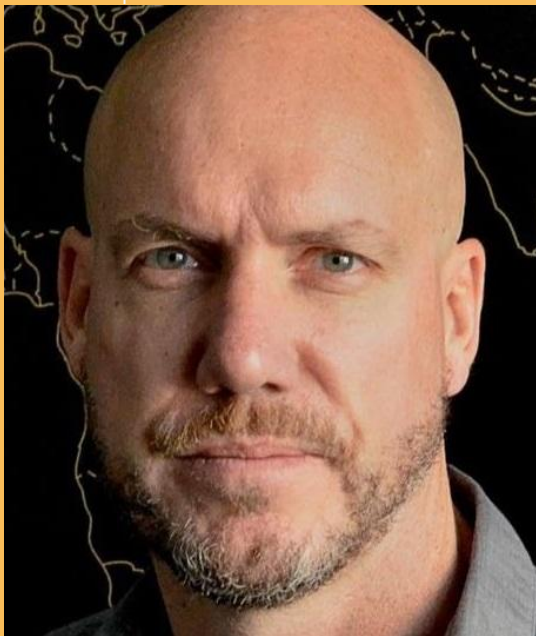
DRAFTLINE BOGOTA

"Tienda Cerca is a good example of creativity that fits closely to both the business problem and the consumer problem. We look for inspiration within the business, and also with the consumer problems that we're unpacking."



Tracy Stallard

Global VP | Experiential (Sports, Music, Entertainment & More!) & In House Agency (draftLine),
AB InBev



“A lot of companies pay lip-service to creativity but don’t appreciate what impact it can have on business. Set the ambition high. Then take risks; risk is essential to progress. Leadership plays an important role here. Innovation and progress upsets people but it makes people love or hate, and love and hate are what changes the world.”

Matthew Bull | Founder | SoloUnion



b

Be attuned to people and their needs



“The CMO is the bridge between consumers and the company. Marketers often believe that their job is to change the minds of consumers. Instead, marketers need to adjust to meet the needs of consumers.”

Marcel Marcondes | Global Chief Marketing Officer | AB InBev



‘Adding value’: Changing the creative process

Wieden+Kennedy’s Neal Arthur highlights how the pandemic helped AB InBev and its creative partners to prioritise people

The pandemic led to a shift in our approach. Previously, we’d think more about the brand personality. But the pandemic has unlocked something for which I give Marcel Marcondes full credit. He helpfully recommended that we put aside our traditional marketing agenda. Instead, he encouraged us to think about the role we could play to make things better for people at that moment in time.

That completely reframes the way you look at problem-solving because you’re not going back to a 30-second spot. Instead, your creative process starts with problems that exist.

‘Courtside’ was a great example. It was a specific situation where there was a chance for AB InBev as primary sponsors of the league to create something of value. That behaviour started in 2020 but now it’s intrinsic to how we operate; it’s unlocked how we function.



“We worry much less about brand strategy and campaigns; it’s much more about our role in society and how to add value for people. That gives me a really clear sense of optimism for the value of what we do.”



Neal Arthur
Global Chief Operating Officer
Wieden+Kennedy





C

Don't forget to celebrate!

‘More than a pat on the back’



Ryan Verschoor
Global VP | Marketing Culture & Capabilities
AB InBev

Ryan Verschoor, Global VP, Marketing Culture & Capabilities, AB InBev, explains why celebration is an important part of AB InBev’s creative process

For any culture of creativity to thrive, you have to constantly feed it and enrich it. Celebration is a really important part of that.

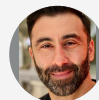
We have a creative gala where we celebrate our successes and also see some of the opportunities where we can improve.

The lessons behind those successes are the most significant part. It’s more than a pat on the back; it’s about asking why something worked and seeing who can improve on an idea.

It’s important to celebrate the successes we’ve had as well as the successes that have been scaled to other places. We incentivise and encourage people to not just constantly come up with new ideas, but actually to be inspired by ideas from other countries, zones and brands. We actively incentivise that behaviour.

‘CreativeX’: ‘an efficient way of driving value’

“CreativeX is our internal creative awards programme that’s now in its eighth year. It’s designed to nurture and celebrate creativity, serving as a platform to share best practices. So someone in South America might see an award-winning case from Europe and be inspired by it; and we encourage ‘stealing with pride’. It motivates teams by recognising their creative efforts and is a more efficient way of driving creative value.”



Dimitri Michailidis
Global Director | Brand & Creative Effectiveness
AB InBev



2

Themes From Winning Work



Lessons in Creativity

Three takeaways from AB InBev's creative approach

a

Invest in ideas for good

AB InBev brands tackle a range of societal problems, from gender equality in sport to sustainable farming practices, and those ideas steer growth within the organisation. Assess how your brand could help to problem-solve in a meaningful way.

b

Be agile

A test and learn mentality has spawned some of AB InBev's most successful and enduring ideas. Encouraging ideas, launching pilots and fast turnaround times have become an established way of working. Consider how agility could transform your approach and your output.

c

Nurture long-term partnerships

Partnerships can offer support when a creative idea leads you into unfamiliar territory. They are also crucial to business growth because they can take your brands in new directions, exposing them to new audiences. Think about how you can grow your reach through strategic partnerships that offer growth and benefits for both parties.



a

Invest in ideas for good



“We work to find what we call ‘the bright spot,’ the intersection between what you stand for and what people care about.”

Marcel Marcondes | Global Chief Marketing Officer | AB InBev



Ideas for good

At the start of the COVID-19 pandemic, AB InBev introduced an internal initiative called 'Ideas for Good', with a view to applying solutions to the unique situations in which people were finding themselves. And much of this work has left a legacy within the organisation. Today, it's common to see AB InBev brands tackling a range of societal problems, from gender equality in sport to sustainable farming practices.

This section highlights two flagship pieces of work, 'Contract For Change' and 'Future Official Sponsors', though there are many more instances of AB InBev behaving purposefully; this was the organisation that, in March 2020, tasked its breweries to produce hand sanitiser instead of beer. It's all about tuning into what's required of you at any point in time – and that requirement can change, as it did in 2020.

As Dimitri Michailidis, Global Director, Brand & Creative Effectiveness AB InBev, says: **"Staying relevant begins with having purpose-led brands that are positioned around a human truth. Each brand then carves out the unique purpose and value that it can bring. That then means you evolve from advertising to consumers about the values and benefits of your brands to designing creative solutions to alleviate tensions in people's lives."**

2020

AB INBEV | CONTRACT FOR CHANGE



GRAND PRIX PR LIONS

FCB CHICAGO

2020

AB INBEV | FUTURE OFFICIAL SPONSORS



GOLD ENTERTAINMENT
LIONS FOR SPORT

VAYNERMEDIA NEW YORK



“AB InBev has always been defined by a purpose to bring people together for a better world. That mission was heightened during the pandemic, but more than that, this crisis showed us the true extent of the impact we make on small businesses, farmers, bar and restaurant owners and customers.”

Jodi Harris | Former Global VP | Marketing Culture & Capabilities | AB InBev

‘Contract for Change’: Invest in progress

This three-year agreement between AB InBev and US farmers established the brewer as a pioneer in the path towards sustainable agriculture. By signing up, farmers were guaranteed training, subsidies and their first organic buyer, removing some of the largest obstacles to the organic transition.

Results:

- More than 175 farmers participated
- 4% of total barley farmland began the switch to organic
- Organic barley acreage is predicted to triple by 2023

>Takeout:

Treat purpose-led business transformation as ongoing. Consider how to extend efforts beyond marketing and who your brand can collaborate with to achieve long-term impact.



2020


AB INBEV | CONTRACT FOR CHANGE



GRAND PRIX PR LIONS

FCB CHICAGO

9 CANNES LIONS AWARDS

Grand Prix  Gold Lion     Silver Lion  
Bronze Lion   Shortlisted      

Watch: [Contract for Change](#)

‘Future Official Sponsors’: Close the gender gap

Budweiser set out to address the gender pay gap in sports and disparities in sponsorships of the U.S. National Women’s Soccer League (NWSL). It created nine placeholder products for some of the biggest sponsorship categories in sports, including deodorants, watches and sunglasses. Soccer player **Megan Rapinoe** promoted the products so brands could visualise what their sponsorship would look like. They were shared on social, with soccer fans invited to share what brands they’d like to see come in as sponsors. Shortly after the launch of this campaign, the NWSL announced six new sponsors and a settlement in which US Soccer agreed to equal pay for the men’s and women’s teams.

> Takeout:

Leverage your power and be a role model. AB InBev used its influence for good and set a positive, progressive example for other brands to follow.



2020

AB INBEV | FUTURE OFFICIAL SPONSORS



GOLD ENTERTAINMENT
LIONS FOR SPORT

VAYNERMEDIA NEW YORK

4 CANNES LIONS AWARDS

Gold Lion ● ● Silver Lion ● ●

Shortlisted ○ ○ ○ ○ ○ ○ ○ ○

Watch: [Future Official Sponsors](#)



“‘Future Official Sponsors’ is driving commercialisation through creative partnerships and with other brands. AB InBev took a stand on the gender pay divide, challenging and provoking other brands to join them.”

Ben Hartman | Chief Client Officer, International | Octagon
Jury President | Entertainment Lions for Sport 2021



b

Be agile



“Get used to changing at the speed of culture, even if it means adapting your plans significantly.”

Marcel Marcondes | Global Chief Marketing Officer
AB InBev



Fast-mover advantage



How AB InBev has embraced agility within its way of working

When pandemic lockdown hit Colombia, AB InBev was quick to identify an existing behaviour that had rapidly emerged: sharing via **WhatsApp** the numbers of retailers that were offering delivery. AB InBev then created its own platform, **Tienda Cerca**, to help its retail partners – and its own brands – stay buoyant.

Thor Borresen, Marketing Vice President, AB InBev Colombia recalls: “The platform we created went into beta mode three days after we had the idea. We then piloted it and started testing it, and it grew. Most of the other countries from our network were interested when it was still being developed. **We moved in and scaled fast.**” (read more on pages 40–41).

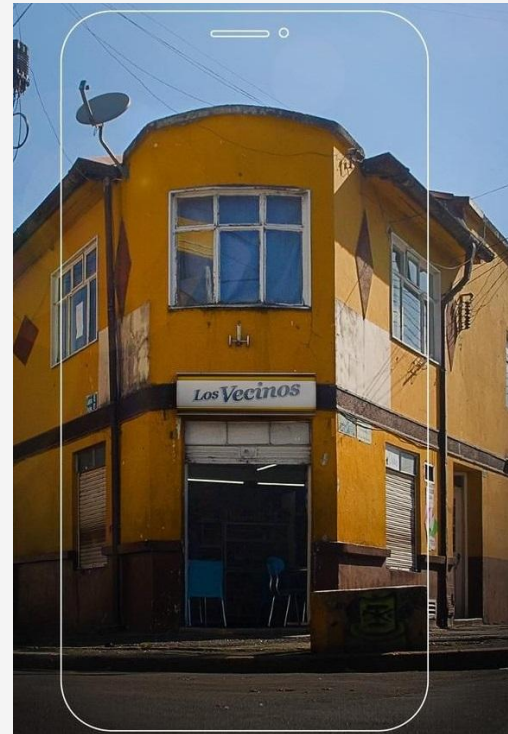
This typifies the agile mindset at AB InBev, which became its *modus operandi*.

Ryan Verschoor, Global VP, Marketing Culture & Capabilities, AB InBev, says: “We applied creativity at scale. Rather than a linear creative process, we held global briefings with 100 people on the call for the brief discussing how we could problem-solve in new ways. We would pilot 150 ideas. Half of them would fail. But after a month, we would have one or two successful pilots that we could scale to other markets. **This combination of outsourced creativity and an agile approach to implementation meant we could go from idea to successful pilot within a month, and then scale to three or four other countries within another month.**”

This section will look at two pieces of work that show AB InBev’s signature agility in action: **Michelob ULTRA ‘Courtside’** and **Corona ‘Match of Ages’**.

2020

AB INBEV | TIENDA CERCA



GRAND PRIX CREATIVE
ECOMMERCE LIONS

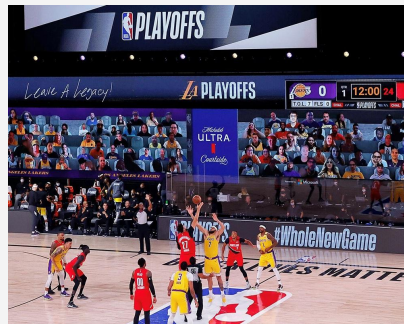
DRAFTLINE BOGOTA

‘Michelob ULTRA Courtside’: Find the fun

When Covid-19 stopped spectator sports, NBA sponsor **Michelob ULTRA** pivoted at speed. It partnered with Microsoft and the NBA to reinvent the experience: fans could scan Michelob ULTRA bottles to win virtual courtside tickets, rubbing digital shoulders with the likes of President Obama and Lil Wayne. It generated **13 billion** media impressions, and a significant lift in consumption for the brand in the sport occasion

>Takeout:

Be tenacious. Don't give up when disaster strikes. Use challenging circumstances as an opportunity to apply agile thinking and reconsider how your brand can best show up.



2021

AB INBEV | MICHELOB ULTRA COURTSIDE



GOLD MEDIA LIONS

FCB NEW YORK

7 CANNES LIONS AWARDS

Gold Lion ● Silver Lion ● Bronze Lion ● ● ● ● ●

Shortlisted ○ ○ ○ ○ ○

Watch: [Michelob ULTRA Courtside](#)

How it got made: 'Michelob ULTRA Courtside'



FCB New York's Chief Creative Officer, Gabriel Schmitt, shares how quick thinking from Michelob ULTRA – with help from Microsoft Teams and cardboard cutouts – helped save the NBA fan experience

It was 10 March 2020, the day before lockdown started in New York. We were at the agency meeting. The night before the NBA had just announced that it would cancel the season. When a reporter asked LeBron James what he thought about that, he said: "Without the fans I am not playing."

Our meeting wasn't to discuss Michelob ULTRA, yet we started talking about it. This group of creatives and business people, business leads and strategists were all sharing ideas. Someone suggested cardboard cutouts. Then another person suggested Microsoft Teams on the court.

Courtside is a pure manifestation of "It's only worth it if you enjoy it", Michelob ULTRA's tagline, and the brand's purpose. If fans and athletes can't be together, everyone loses the crucial enjoyment part of the equation.

We had to move quickly because it was March. By the time the NBA resumed in July, Courtside was part of every game of that season.



Watch: [Michelob ULTRA Courtside](#)

‘Match of Ages’: Agility through resourcefulness

In Mexico, fans were bereft when live football was suspended during Covid-19. So Corona treated them to a new match made from existing footage stitched together from magical moments in games from the past 50 years. Twenty editors worked tirelessly for 45 days on the match which was aired live on national primetime TV, as well as streamed online. AB InBev also sold ad space in the game to raise money for people struggling due to Covid-19.

Results:

- Corona sales increased by 54% in the week of the game
- 98% positive sentiment
- Platform can be adapted to other markets and sports

>Takeout:

Audit your assets. Consider what creative assets you already own and whether you can squeeze more value from them in a different format that will still delight and engage audiences.



2021

AB INBEV | MATCH OF AGES



GOLD TITANIUM LIONS

WE BELIEVERS NEW YORK

4 CANNES LIONS AWARDS

Gold Lion



Silver Lion



Bronze Lion





“Sport is Corona’s lifeblood in South America. When Covid hit and sport was going to be shut down, Corona quickly created ‘Match Of Ages’. The brand trusted in that big, bold idea and saw what could be accomplished with it.”

Susan Credle | Global Chief Creative Officer | FCB
Jury President | Titanium Lions 2020-2021

How it got made: 'Match of Ages'



Fabio Baracho, Marketing VP, AB InBev, reveals how 'a completely new way of creating entertainment' directly linked to e-commerce

At the beginning of the pandemic, we decided to move 100% of our marketing package in Mexico to ideas for good; ideas to support Mexicans and the crisis. Soccer is the number one entertainment platform for Mexicans. The starting point for 'Match of Ages' was how to bring back this source of happiness.

We achieved a 54% sales spike, which came as a surprise. But more than that, it was about accelerating a new channel during a pandemic. We had no idea how powerful it could be to advertise with a direct message to e-commerce.

This was one of those ideas that demonstrated how powerful creativity can be. We discovered a new way of optimising our budget, our efficiency and the content we already had. This is a completely new way of creating entertainment, and in times of crisis, it can be extremely efficient.



Keep it light



Responsible drinking messages don't need to be heavy-handed. These four pieces of work show the benefits of an agile, original touch while working to change the behaviour through social norms marketing.

2019 Abuse Disclaimers

Legal disclaimers in ads were replaced with real accounts of physical abuse.

Silver, Bronze, Radio & Audio Lions



MULLENLOWE BOGOTA

2019 Drink Right F*** Right

SKOL Beats used vibrant animation in an integrated push to show young Brazilians that over-drinking affects sexual performance.



WIEDEN+KENNEDY SAO PAULO

2019 Drink Responsibly

To prove how a drink can affect your judgment, AB InBev in Brazil changed the names of some of its most famous brands... then waited for people to notice.



SUNSET DDB SAO PAULO

2020 The Beer Cap Project

AB InBev brands partnered with food, transport and soft drinks to make sure people had a safe evening. To promote it, the bottle-caps of AB InBev beers were adorned with partners' logos as reminders.

Bronze, Direct Lions



MULLENLOWE SSP3 BOGOTA



C

Nurture long-term partnerships



“When you’re trying ideas that are different, you will need partners. Engaging other partners is key because it allows for so much more reach.”

Gabriel Schmitt | Co-Chief Creative Officer | FCB New York

The more the merrier



Partnerships can fast-track creative and commercial success, and AB InBev recognises the value they offer

Partnership is a common thread throughout much of AB InBev's most successful work, from The Beer Cap Project (see page 36) to 'Contract For Change', which saw partnerships with the Organic Trade Association and the United States Department of Agriculture.

This section focuses on three pieces of work where a partnership was key. Firstly, '**Tienda Cerca**', where AB InBev worked closely with its on-trade partners to help protect their businesses during the pandemic. Secondly, '**She Can**' where Brazilian soft drink **Guaraná Antarctica** worked alongside other brands to subsidise women's football through media placement on its cans. And finally, '**Soccer Song for Change**', where **Carling Black Label** partnered the government to fight gender-based violence.

2021

AB INBEV/GUARANA ANTARCTICA | SHE CAN



SILVER CREATIVE STRATEGY LIONS

SOKO SAO PAULO

‘Tienda Cerca’: A helping hand for small shops

AB InBev’s ‘Tienda Cerca’ initiative saw the beer giant helping small shops to trade through lockdowns. Customers shared their location via tiendacerca.co and ordered groceries via **WhatsApp**. Some 60,000 stores registered and it was rolled out to other markets including Peru and Mexico.

Thor Borresen, Marketing VP, AB InBev Colombia, said: “We needed to lift up retailers and give them capabilities to change their game. Consumers didn’t know where to buy their provisions and it was about saving the store. Every day they were kept closed was a day of no revenue.”

>Takeout:

Prioritise partners. Helping out their business will most likely also help yours.



2020

AB INBEV | TIENDA CERCA




GRAND PRIX CREATIVE
ECOMMERCE LIONS

DRAFTLINE BOGOTA

2 CANNES LIONS AWARDS

Grand Prix 

Bronze Lion 

Shortlisted    

Watch: [Tienda Cerca](https://tiendacerca.co)

How it got made: 'Tienda Cerca'



Thor Borresen
Marketing VP
AB InBev Colombia

Thor Borresen, Marketing Vice President, AB InBev Colombia, explains how the brewer became an indispensable partner to retailers during the pandemic

How did you devise the idea behind 'Tienda Cerca'?

During the pandemic, one of our sales representatives started to collect numbers of retailers that were offering delivery. He shared them in a WhatsApp group with his friends. He asked us if there was a way to do it on a bigger scale, and we took it from there.

Tienda Cerca went into beta just three days after you had the idea. Was that exceptionally fast because of the pandemic?

We've always been agile but the pandemic accelerated everything. Every Monday, we held a meeting to consider what our customers and retailers needed. By the following Monday, the ideas were live. It's all about being able to learn early in the process and get insights from consumers and retailers, even if you're just launching a prototype.

How are you continuing this close relationship with your on-trade partners?

While Tienda Cerca was being made, we were already creating our global business platform, BEES. It offers a better way to serve retailers through videos, AR, personalised promotions and even a business-to-business marketplace. We're focused on becoming an indispensable, holistic partner to them.

Watch: [Tienda Cerca](#)

2020

AB INBEV | TIENDA CERCA



GRAND PRIX CREATIVE
ECOMMERCE LIONS

DRAFTLINE BOGOTA

‘Soccer Song for Change’: Make a statement

Carling Black Label leveraged its football sponsorship in South Africa and partnered with the government to raise awareness of gender-based violence

To call out gender-based violence, Carling Black Label brought an all-female choir to South Africa’s biggest football match of the year. The choir sang alternative lyrics to the national anthem to highlight abuse towards women, and how it often increases after football games. This impactful televised launch sparked an ongoing debate in South Africa through its unconventional and emotive approach, and a partnership with the government meant discussions continued around gender-based violence.

>Takeout:

Partner with government to progress change. While the anthem alone stopped many in their tracks, the legacy of ‘Soccer Song for Change’ came afterwards through continued parliamentary debate.



2018

AB INBEV | SOCCER SONG FOR CHANGE



GRAND PRIX RADIO & AUDIO LIONS

OGILVY CAPE TOWN

3 CANNES LIONS AWARDS

Grand Prix  Bronze Lion  Shortlisted    

Watch: [Soccer Song For Change](#)



“‘Soccer Song for Change’ stood for social change and shows how audio has evolved from traditional radio spots. That releases creatives from the restrictions of a media plan.”

Jo McCrostie | Creative Director, Global Radio
Jury President | Radio & Audio Lions 2018

‘She Can’: Purposeful partners



AB InBev-owned soda used packaging as media placement to help close the gender gap in Brazilian soccer sponsorship

As an official sponsor of the Brazilian Women’s Soccer Team, soda brand **Guaraná Antarctica** transformed its own packaging into a media placement, offering 35 million cans to other brands willing to invest in women’s soccer.

More than 100 brands applied, and each of the chosen ten donated \$100,000 to female football academies.

Watch: [She Can](#)

2021

AB INBEV/GUARANA ANTARCTICA | SHE CAN



SILVER CREATIVE STRATEGY LIONS

SOKO SAO PAULO

>Takeout:

Partnerships can grow your audience. With many brands supporting men’s football due to greater visibility, this packaging initiative invited them to reconsider how an investment in women’s football could pay dividends.



“‘She Can’ is a brilliant collaborative project. Brands working together is becoming an increasingly popular way to supercharge innovation. It has a great understanding of the grotesque example of inequality between the genders in sport where women suffer from a lack of visibility and men’s soccer is a multibillion-dollar business. It’s also a very good example of brands championing societal issues.”

Gabriela Soares | Head of Strategy | Talent Marcel, Brazil
Juror | Creative Strategy Lions 2020-2021



3

Data Around Lion Wins



AB InBev's most-awarded work

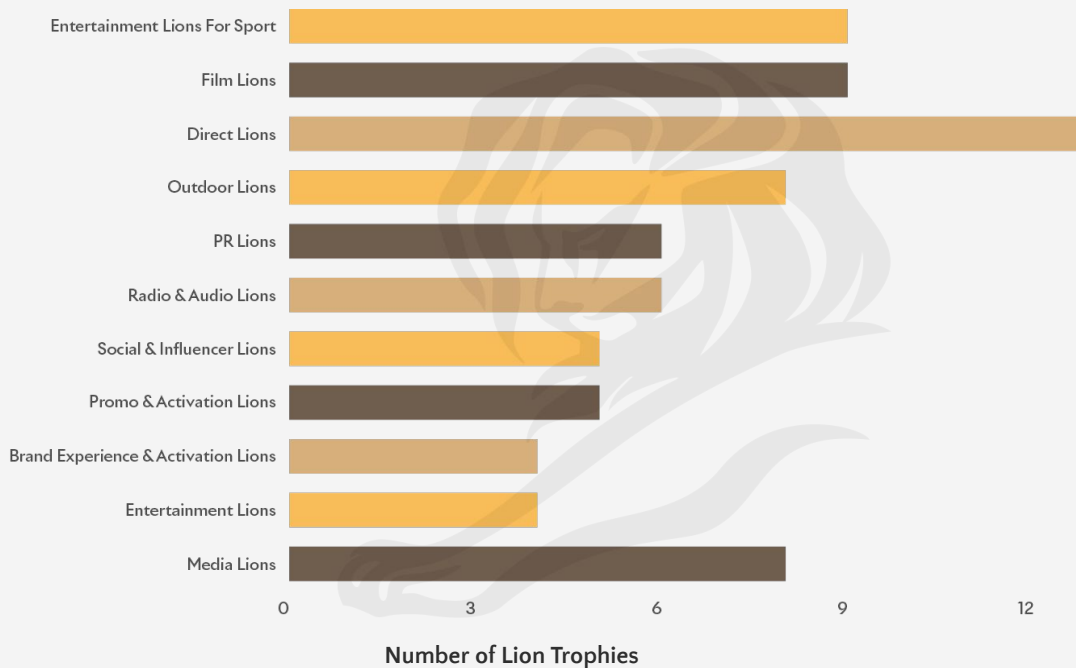
- **'Contract For Change'** is AB InBev's most-awarded work with nine Lions, including one Grand Prix.
- **'Michelob ULTRA Courtside'** is in second place, with seven wins.
- **'Tagwords'** is also a strong winner, with six Lions.





AB InBev: Wins by Lion

- This shows the categories in which AB InBev has won four or more Lions.
- **Direct Lions** are particularly strong for AB InBev, with 14 Lions.
- It has also performed strongly in **Entertainment Lions for Sport** and **Film**, with nine Lions apiece.





AB InBev: Best-performing partners

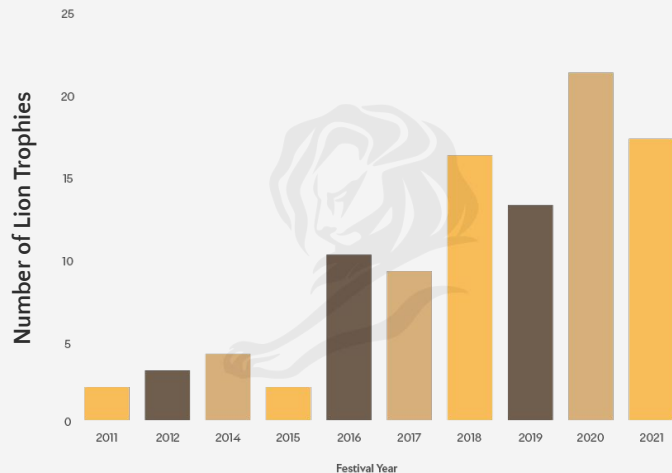
- **AFRICA** is AB InBev's most-awarded partner company, with 16 Lions.
- **FCB Chicago** is in second place, with 9 Lions including a Grand Prix for 'Contract For Change'.



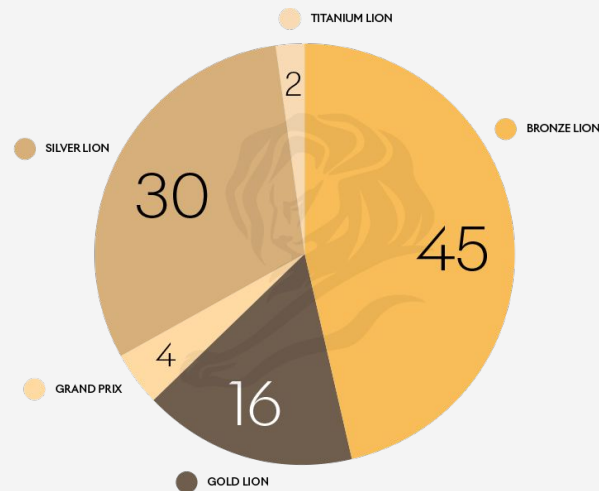
Number of Lions



AB InBev: Lions won by year and trophy type



2020 was a standout year for AB InBev,
with 21 Lions wins.



Over the last decade, AB InBev has
won 97 trophies, including four Grands Prix.



Growth Through Creativity



Marcel Marcondes shares his biggest learnings from AB InBev's transformation journey

a

Prioritise people

Have a clear understanding of the opportunity you have to be relevant in people's lives and to add value. This is easier said than done! But if companies keep looking at themselves as the centre of gravity, nothing is going to happen.

b

Empower and unite teams

Being relevant to consumers can't be done in silos. It needs a mindset that everyone shares. Teams need to feel empowered to come up with solutions. Bring everyone together; not just one tiny section of a team.

c

Be a force for good and growth

We can't be naive or hypocritical: as CMOs, we're here to drive growth. But being a force for good and for growth needs to be a north star that drives everything.

Enjoyed this report? See Marcel Marcondes on stage at Cannes in a LIONS Intelligence session: Monday 20 June 2022, 11am, Forum Stage. Details [here](#).

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