



Budweiser Influencer Marketing Case Study

Budweiser was looking to make a splash in Philadelphia to show that their brand relates to everything that Philly embodies. From the amazing art culture, the foodie lifestyle, and the underground music scene - Budweiser wanted Philadelphia to know that they are #PhillyHeavy.

In an effort to reach a younger demographic to build lifelong fans and customers, they wanted to mobilize some of the most influential people in Philly to work with them in showcasing their awesome city on Instagram, as this was the best platform to reach their target.

An influencer marketing campaign has a lot of moving pieces and requires a dedicated team to manage, which is why Budweiser's marketing agency, Anomaly, partnered with gShift to oversee and execute all aspects of the influencer marketing piece of their campaign.

"The purpose of our campaign was to earn the respect and trust of our target and by leveraging gShift's expertise with localized influencers, we were able to partner with some of the most respected tastemakers in the specific area. Not only that, but day-to-day liaising with gShift was always easy and effective."

- Anomaly - Budweiser marketing agency

We worked closely with Anomaly to develop a strategy for the campaign, identifying prospective influencers, negotiating contracts with them, carrying out day-to-day communication with both Anomaly and the influencers, and, finally, reporting on the success of the campaign.

We found close to 20 influencers all within the target demographic who had a young, but very loyal, following, and worked with them to share the Budweiser message to their following.

By the end of the campaign, our influencers shared content with over 600,000 people, achieved an engagement rate above industry-standard, and the events that Budweiser was promoting were well attended.

This brand awareness campaign was successful in achieving the goals of the overall #PhillyHeavy campaign, and both Anomaly and Budweiser were pleased with the results, and our roster of influencers all had a great time and some have now become brand advocates for Budweiser.

