

The logo consists of the words "DILLY" and "DILLY" stacked vertically in a bold, white, sans-serif font. The text is enclosed within a white rectangular border with rounded corners, which is itself set against a dark blue rectangular background.

**DILLY  
DILLY**

**by Bud Light**

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Agency: Wieden+Kennedy

# An Introduction to the Campaign



- Among the rise of popularity with medieval culture thanks to Game of Thrones, Bud Light aired their first Dilly Dilly campaign in 2017 during the Season 7 finale of Game of Thrones
- Aimed at including Bud Light in cultural conversation, independent agency Wieden + Kennedy launched the Dilly Dilly campaign to give beer drinkers something to bring everyone together despite the politically charged environment in which we live today. And with that, the medieval toast “Dilly Dilly” was born.
- Throughout 2018 and 2019, they have expanded the campaign’s storyline beyond battles and feasts to promote their corn syrup free beer as well as partnering with HBO’s Game of Thrones for a Super Bowl commercial that fans will never forget





# Target Audience



## ○ Target Audience

- Demographics: Ages 21-35, Male, lower to middle income, living in the United States, all races
- Psychographics: interested in sports and medieval culture, regular consumer of light beer, value fun/high quality experiences with friends, single or in a relationship or have young kids, not interested in craft brews

## ○ How the campaign appeals to the target audience

- Incorporates their interests/gets their attention
- Ads were aired at a convenient time for the target to engage with the product both digitally in real life
  - Drinking a Bud Light while watching a Dilly Dilly commercial
- Interactions with the brand were placed in situations where friends were more likely to generate conversation about the brand and the product
  - Promotions on social media platforms that the audience regularly uses

# Target Audience

## ○ The Emotional Connection of the Campaign

- This campaign connects emotionally with the target audience because as Wieden + Kennedy quoted, "When you bring Bud Light to a party, it's for everyone, but when you bring a craft beer, it's only for yourself."
- Connects to the target's desire to bring people together amidst a divided country by simply sharing a Bud Light with friends during the big game.
- "Dilly Dilly" cultivates a sense of unity and camaraderie around the brand as the advertising illustrates how the towns people rally together to fight for Bud Light and how their savior, Bud Knight lives off of the power of Bud Light
  - This allows viewers to put themselves in the shoes of the towns people as they desire the beer





# Solving a Medieval Business Problem



- **Business Problem** – Bud Light can easily get lost among the competing national light beer brands such as Coors Light and Miller Lite. The goal of the campaign was to integrate Bud Light into positive, cultural conversation by distinguishing the brand from its competitors. Bud Light wants to make people feel proud to hold the beer in their hand, and to bring community together by sharing a Bud Light.
- **Ad Communication Objective** - Uses the perception facet to create awareness of the brand. Bud Light's objective is to break through perceptual filters and engage consumer's attention by creating a unique campaign that stands out and defines the brand as a whole. This attention-grabbing technique makes an impression of the target audience, resulting in higher brand loyalty and positioning for Bud Light.
- This campaign is building **brand awareness** and identity by **reintroducing** an existing product. The goal is to remind consumers of the Bud Light brand in order to differentiate itself from their competitors.

# Creative Strategy



## ○ Creative Strategy

- **Novel idea** – create a fictional world where Bud Light is the only drink of choice, and the true hero is the Bud Knight, who embodies the power and influence of the beer. The narrative mirrors the real world where Bud Light is the best beer in America because it is everyone's beer of choice.
- **Solving a communication problem** – breaks through the monotonous and unconvincing light beer advertisements by grabbing viewers attention and creating excitement for the brand
- **Big Idea** – Bud Light is the beer for everyone as its influence creates a sense of community and belonging among friends as they separate their differences to share the perfect Bud Light
- **Emotional Connection** – strengthen unity and friendship by cultivating pride in the brand
  - Bud Light becomes a desirable symbol of community as the brand associates itself with joy, camaraderie, humor, and excitement
  - In the ads, the sole motivation in life of the characters is Bud Light, and their excitement for the product is emphasized with continual "Dilly Dilly" cheers. This enthusiasm motivates viewers to feel the same emotions and devotion towards Bud Light.



# Memorable Creative Devices



- **Bud Knight**

- Reveals the power and desirability of the beer
- Mirrors the effects that Bud Light can have on consumers, meaning that they can be as respected and honored as the Bud Knight if they too drink the beer

- **Dilly Dilly**

- Tagline that wraps up the key idea of friendship and unity that is created by drinking a Bud Light
- The phrase Dilly Dilly has become a cultural phenomenon that replaces “cheers” and signifies a great night to come
- When the Philadelphia Eagles won the Super Bowl, they temporarily changed Dilly Dilly to Philly Philly and gave every fan free Bud Light, thus associating the exciting game with the brand
- The Masters banned yelling the phrase at the tournament, so Bud Light sent 500 Masters attendees green Dilly Dilly hats to wear on the course.

# Benefits of Bud Light



- **Consumer benefits** – have the honor of enjoying the best beer in the nation while associating yourself with the fun, attractive brand
- **Rational benefits** – as illustrated in a few of the ads, Bud Light brews with no corn syrup, no preservatives, and no artificial flavors
  - Bud Light is the first major beer brand to put their ingredients on the package for all consumers to see. This emphasizes the high quality and transparency of the brand.
  - Bud Light is brewed with just four ingredients: barley, hops, rice, and water
  - Enjoy a great beer at a low price
- **Emotional benefits** - build a community and strengthen friendships with the camaraderie of a great beer while also bringing a smile to your face as you see your favorite medieval story (in the form of an advertisement) while watching tv or using social media



# Call to Action

- **Supporting reasons for purchasing Bud Light**

- No corn syrup, no preservatives, no artificial flavors
- Buying the brand name along with the high quality beer
  - If the Bud Knight drinks Bud Light, you should too
- If you bring a Bud Light to a party, you're the hero of the party because Bud Light is for everyone

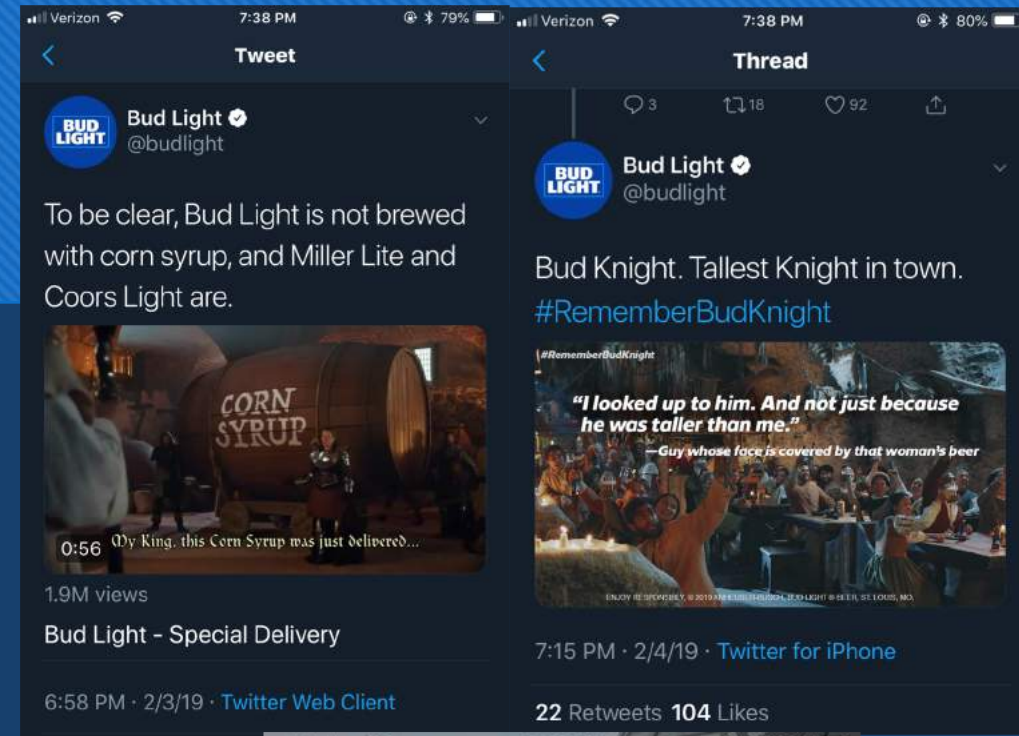
- **Call to Action**

- Main goal is to get consumers to order more of America's favorite and most honorable beer, and to buy it for their friends too
- Invite people to talk about the brand, the narrative of the campaign, Dilly Dilly, and the Bud Knight both in person and online/social media



# Social Media

- W+K gave consumers the tools to post about the campaign on social media to share their love for Bud Light with their friends such as gifs, pictures, and the continual narrative of their commercials
- Bud Light posts frequently about their campaign
  - The posts serve as a response and continuation of the narrative in order to generate conversation around the campaign and the brand
- “Dilly Dilly was everywhere, resulting in 395,000 mentions on social and over 900 million earned media impressions overall. We increased retweets of our content by 111% and earned 789 press stories and posts.” – W+K
- Bud Light also added many restrictive elements to their social media so that only 21 year old's could view the content, thus revealing their social responsibility





# Effects of the Campaign



## ○ Improving the campaign

- During the Super Bowl commercial crossover with Game of Thrones, Bud Light should have simplified the narrative so that people who don't watch the HBO show were not as confused about the message
- With their high social media involvement, provide purchasing incentive alongside those posts so that people would be more inclined to buy Bud Light in addition to posting about Dilly Dilly.

## ○ A Socially Responsible Campaign

- Original goal was to put differences aside and celebrate life with a good beer and friends
- Promoting a transparent brand with no corn syrup, no preservatives, and no artificial flavors
- Encouraging 21+ individuals to drink a beer to simply enhance the time they spend with their friends rather than encouraging risky behavior and dangerous consumption



# Success of Dilly Dilly

## Measuring the campaign's success

- People were inspired by the campaign and they created their own content - Tweets, comments, stories, Google searches, stickers, debates, Christmas Day sermons, hashtags, bootleg apparel (hats and t-shirts), tattoos and highway signs.
- Dilly Dilly became the third-most popular autofill suggestion for Google searches of "What does..."
- Even Merriam-Webster went out of their way to tweet about what the ever popular "Dilly Dilly" phrase really means
- "A tweet from JJ Watt, coverage on ESPN's SportsCenter, and an in-game audible call from Pittsburgh Steelers quarterback Ben Roethlisberger opened the floodgates, and soon, Dilly Dilly started to earn attention from the mainstream media and become a topic of conversation for millions." -WK
- "Bud Light was the most-mentioned brand in posts related to the Super Bowl, with about 22,500 mentions" -Adweek

