

## Y101 and Anheuser Busch - Putting Pork on a Younger Fork

### Problem

Anheuser Busch was the 2005 sponsor of the Central Virginia Annual Porkfestival, organized by the Shriners. In an attempt to draw a younger and "hipper" crowd, Anheuser Busch booked two rock bands and asked for Y101's help to promote the event.

### Plan

As a solution to Anheuser Busch's problem, Y101 heavily promoted the Porkfestival event on-air and online. Anheuser Busch received a high frequency spot schedule and a listing on the Y101 "Best Bets" page at the station's website - [www.y101rocks.com](http://www.y101rocks.com). In addition, the Y101 Army converted into the Bud Light Street Team and made a four hour appearance at the Porkfestival. Further, the stage on which the two rock bands were to perform was referred as the "Y101 Bud Light Stage." This reference branded the stage and thus, gave Y101 listeners a personal connection with the rock performance.

### Process

Anheuser Busch and Y101 worked together to develop the previously mentioned solutions. While Y101 provided the creative aspect to the planning, Anheuser Busch laid down the ground work for what they wanted to get out of the promotional campaign. For example, Anheuser Busch requested a spot schedule and it was then the Y101 team who customized the high frequency, well-targeted schedule to promote the rock bands to the proper demographic. In addition, Y101 created the street team endorsement idea specifically for Anheuser Busch.

### Performance

As a result of the Y101 effort, the 2005 Porkfestival was the "youngest and most energetic crowd" the Shriners have seen in all of their years organizing the event. The Y101 Bud Light stage boasted the largest crowd throughout the entire event. In addition, Anheuser Busch told Y101 that they went through one hundred and twenty six kegs of beer during the event. As a follow up of the Porkfestival, both Anheuser Busch and Y101 proudly displayed pictures of the event on their respective websites.