



CASE STUDY

BUDWEISER RED LIGHT ACTIVATION

WEBSITE: www.budweiser.ca
FURTHER INFORMATION: www.stats.com/brands

BUSINESS NEEDS

Budweiser’s biggest competitor in Canada secured a multi-year sponsorship to be the official provider of beer for the NHL. This had Budweiser looking for an innovative way to engage with Canadian hockey fans outside the arena.

“The Red Light has become almost an icon in Canada for the brand, as much as the bow-tie and other icons like the script for Budweiser. It’s synonymous now, Regardless of where our hockey creative goes in the future, I think the Red Light will always have a role.”

Andrew Oosterhuis
Budweiser Canada’s Director of Marketing

SOLUTION

With Canada being the 25th largest consumer of beer (per capita) in the world, Budweiser decided to interact with the thousands of hockey fans who watch games at bars. This activation, in partnership with STATS, provided bars in Canada with Goal-Synced Glasses and Red Lights that would light up every time your selected team scored. STATS powered the Goal-Synced Glasses and Red Lights using our NHL feed that would trigger thousands of glasses all over Canada as soon as the team scored a goal. The Goal-Synced Glasses allowed fans around Canada to celebrate the scoring moment together and brought them closer to the live experience.

BENEFIT

Budweiser tapped into Canada’s multi-billion-dollar hockey economy with the Goal-Synced Glasses and Red Lights. The activation is one of the most successful sports campaigns in Canada ever.



FROM 2014-2016
\$10 MILLION
WORTH OF RED LIGHTS SOLD



75,000+
GLASSES SOLD



50,000
DAILY USERS DURING PLAYOFFS

STATS, the global leader in sports intelligence, helps brands find the winning edge in fan engagement. As a result of the industry’s deepest investment in predictive analytics and data science, activations like Budweiser’s Goal-Synced Glasses create new shared experiences that connect brands with consumers’ most authentic and personal passions – sports.

