



BACKGROUND

Anheuser-Busch and Budweiser were looking to diversify their brand and reach younger Millennial audiences. They were interested in exploring new product ideas and creative experiential marketing campaigns.

AT A GLANCE

Challenges

- Developing new product ideas and marketing campaigns that appeal to younger Millennial audiences
- Diversifying the Budweiser brand
- Increasing brand awareness

Benefits

- Successful launch of the Bud Light Lim-A-Rita, bringing in millions of new consumers
- Successful summer music series marketing campaign
- Diversification of the brand through event sponsorships for music festivals

Anheuser-Busch / Budweiser - Lim-A-Rita

Product Ideation and Bud Light Platinum Campaign Ideation - 2011

PROBLEM

The challenge was to come up with new product ideas and marketing campaigns that would appeal to younger Millennial audiences and help diversify the Budweiser brand.

APPROACH

To address this challenge, I traveled to the headquarters of Anheuser-Busch and Budweiser to meet with the product and marketing teams. I provided advice on product ideation and creative experiential marketing consulting.

BENEFITS

Benefit One

Their team took my recommendations led to the launch of the Budlight Lim-a-Rita, which brought in millions of new Budlight consumers through its unique look, improved taste, and placement.

Benefit Two

The success of this launch prompted Budlight to take the intel gathered and create a summer music series to build brand awareness

Benefit Three

Additionally, event success led the company in a new direction towards event sponsorships for music festivals like Lollapalooza and Coachella.



BACKGROUND

Sky Vodka was looking to diversify its product line and create a more female-friendly vodka that would appeal to the next generation of vodka drinkers.

AT A GLANCE

Challenges

- Developing product ideas for a younger, more diverse audience
- Diversifying the Sky Vodka brand
- Creating an immersive product experience

Benefits

- Attracted a younger, more diverse audience to the brand
- Successful launch of the herbal infusions collection
- Unique and immersive product experience helped differentiate the product and contributed to its success.

Client: Campari America & Skyy Vodka

Product Line Ideation 2012

PROBLEM

The challenge was to come up with new product ideas that would appeal to a younger, more diverse audience and help diversify the Sky Vodka brand.

APPROACH

To address this challenge, I used my expertise in product ideation and my skills in social research, forecasting, and creating action plans to present on current and forecasted alcohol beverage trends. Based on this research, I advised the brand to create unique herbal infusions for their vodka, drawing inspiration from the renowned herbal bar infusions at Chicago's Aviary Restaurant. My creative and artistic skills in graphics, branding, visual communication, and storytelling helped to create a visually appealing and immersive product experience.

BENEFITS

Benefit One

Sky Vodka's new herbal infusions were a success, attracting a younger, more diverse audience and helping to diversify the brand.

Benefit Two

Unique and immersive product experience helped differentiate the product from other vodka offerings on the market and contributed to its success

Benefit Three

Initial product success fueled the Skyy Vodka's Herbal Infusions collections growth to include 14 new infusion products.



BACKGROUND

Google, TCL Theatre, and Jorge Gutierrez were planning a premiere event for the virtual reality short film "Son of Jaguar." The event was to be held in the lobby of the TCL Theatre and was intended to be an experiential event that would engage and entertain 500+ public and invited guests over the course of two days. The event was taking place during the premiere of Thor: Ragnarok on Hollywood Boulevard, which presented some potential security issues.

AT A GLANCE

Challenges

- **Interactive event w/ public audience**
- **Rerouting audience from competing premiere**
- **Reduce security concerns**

Benefits

- **Direct Cost: \$2500**
- **Indirect Cost: \$1850**
- **Hosted an additional 250 guests over the 500 initial count**

Client: Google, TCL Theatre & Director Jorge Gutierrez

Interactive Public VR Premiere 2018

PROBLEM

The challenge was to create an audience-centric experiential event that would showcase the 7-minute virtual reality short film and engage and entertain the 500+ guests in the lobby of the TCL Theatre. Additionally, there was a need to limit any potential security issues that could arise due to the simultaneous premiere of Thor: Ragnarok on Hollywood Boulevard.

APPROACH

To address these challenges, I focused on event design and interactive installations that would engage and entertain the guests. I also worked on building systems integrations between in-house technicians and outside assistive technologists to help guide and engage the guests throughout the event.

BENEFITS

Benefit One

The event was a success, with a total of 750 public audience members attending over the two days.

Benefit Two

The event helped create positive and ongoing partnerships between the in-house production team and outside techs

Benefit Three

All potential security issues were eliminated through careful event design and incident mitigation.