



BIG GAME



POTENTIAL PARTNER

JAN 4 – FEB 7, 2021

In-Store Date: Jan 18 | Order By: Nov 2, 2020
Potential Partner: BUD LIGHT®

INSIGHTS & OPPORTUNITIES



Avocado shoppers have a **7% higher average basket spend** during the week leading into 2020 Big Game than average shoppers.¹



Avocado grocery shopping trips are **more valuable** with BUD LIGHT! \$77.75 total average grocery basket spend with avocados vs. \$116.62 average grocery basket spend with avocados and BUD LIGHT®.²



The key is setting up 10 days before the event to make sure you capture all the Big Game sales.

Get in the game early and finish strong with our 360° support to score big basket rings.



EXCITING TRAFFIC DRIVERS

CONSUMER SAVINGS

SWEEPSTAKES

Shoppers scan QR code for a chance to **WIN \$100,000** and other amazing prizes.



DIGITAL ENGAGEMENT



SOCIAL MEDIA ACTIVATION



Paid social posts



Landing page with recipe ideas

VIRTUAL GAMEDAY GUAC BOWL

Interactive digital experience

On-going shopper engagement



IN-STORE ACTIVATION

CUSTOM ENDZONE PARTNER BIN WITH DIE-CUT HEADER ASSEMBLED DIMENSIONS

- 56"L x 19.5"W x 30"H
- 56"L x 19.5"W x 40"H with header

PALLET BIN WITH 3D DIE-CUT HEADER ASSEMBLED DIMENSIONS

- 48"L x 40"W x 30"H
- 48"L x 40"W x 48"H with header



ENJOY RESPONSIBLY

© 2020 Anheuser-Busch, Bud Light® Beer, St. Louis, MO

*VALID STATES: AK, AZ, CA, CO, DC, DE, FL, GA, IA, ID, IL, KS, MD, MI, MS, MT, NE, NH, NV, NY, OH, OK, OR, SD, TN, VA, VT, WA, WI, WY

**VALID STATES: AL, AR, CT, HI, KY, MA, ME, MN, MO, NC, ND, NJ, PA, RI, SC, UT, WV

Sources:

1. Numerator shopper profile report from 1/24/2020 to 2/2/2020, all channels 2. Numerator Insights Basket Affinity Report for latest 52wks thru 5.20.2020

Contact your Regional Director for details.

All partners and program elements are subject to change.



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KIT OPTIONS	QTY	SPECIAL INSTRUCTIONS
Custom Endzone Bin + Die-Cut Header + POS Kit		
Pallet Bin + 3D Die-Cut Header + POS Kit		

PALLET CONFIGURATIONS

Custom Endzone Partner Bin with Die-Cut Header

- 41 kits on 48"L x 40"W x 69"H
- 41 layers per pallet
- 1 kit per layer

Pallet Bin with 3D Die-Cut Header

- 13 kits on 55"L x 40"W x 66.75"H
- 13 layers per pallet
- 1 kit per layer

RETAILER & SHIPPING INFORMATION

Must be a physical address; no P.O. boxes. Complete one form per address if shipping to multiple locations. Please allow 1 week for delivery of POS items.

Retailer: _____ Contact: _____

Contact Email: _____

Contact Phone # _____ Contact Fax # _____

Shipping Address: _____

City/State/Zip: _____

Any special delivery instructions we need to be aware of? _____

Delivery Window: _____ Delivery Appointment Needed: _____

Contact your Avocados From Mexico Regional Director for more information.

AvocadosFromMexico.com/Shopper



◆◆◆ ALWAYS IN SEASON ◆◆◆

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