

OVERVIEW

Budweiser

To celebrate Lunar New Year and the Year of the Snake, Budweiser's innovative "Renewal Bottle", inspired by the Snake's shedding of skin, allowed drinkers to peel off the outer layer, revealing different good wishes and creating a personalized, interactive experience.

With the shedding of the snake's skin symbolizing renewal in Chinese culture, this idea was designed to transform Budweiser into a symbol of hope and optimism against the cultural backdrop of uncertainty.

It was brought to life in a range of media including social, experiential, and trade activations, such as a Bilibili music show, a 3D light show on iconic skyscrapers, and creative displays at major migration hubs, reaching millions. It also featured a #ShedToRenew TikTok challenge and widespread brand presence in nightlife, restaurants, and e-commerce.

The result was a significant increase in brand awareness (+14%), brand affinity (+10%), and purchase intent (+10%), with a notable uplift in celebratory, trend-setting, and high-quality brand imagery.