

## A brand that is budding patriotism

**Author :** E J Schultz

**Date :** May 10, 2016



### A-B InBev Looks to Replace Budweiser With 'America' on Packs Label Filings Reveal Major Patriotic Packaging Play

**Budweiser**, which has dressed bottles in stars and stripes in previous summers, could be poised to make one of its biggest patriotic plays yet. The **brand** has sought approval for new labels that replace the **Budweiser** name with "America," according to a filing with the Alcohol and Tobacco Tax and Trade Bureau.

The labels don't stop there. They include phrases such as "E Pluribus Unum" and "from the redwood forest to the Gulf stream waters this land was made for you and me," as well as "indivisible since 1776."

A **Budweiser** spokesman declined to comment on the labels.

**Budweiser**, which is owned by Belgium-based [Anheuser-Busch InBev](#), has a history of using patriotism in **marketing**. Last year, limited-edition packaging included an image of the Statue of Liberty. The brew has also used stars-and-stripes on can **designs** in recent summers.

But replacing "**Budweiser**" with "America" -- even for a limited time -- would supercede previous attempts at patriotic **marketing**. In a recent interview, Anheuser-Busch InBev U.S. **Marketing** VP Jorn Socquet declined to comment on **Budweiser**'s summer package **design** plans. But he foreshadowed Bud's summer **marketing** by suggesting the **brand** would make use of the Olympics and Fourth of July celebrations, as well as the Copa America soccer tournament that will be played in the U.S.

"You have this wave of patriotism that is going to go up and down throughout the summertime," Mr. Socquet said. "And we found with **Budweiser** such a beautiful angle to play on that sentiment."

**Budweiser** is an official U.S. Olympic Games sponsor. The **brand** recently stated that a number of Olympic athletes would appear in a new ad slated to premiere in June and run during the Olympics broadcast on NBC. **Budweiser** also stated that it is "creating a **branded** and

editorial content series that tells the inspiring stories of Team **Budweiser** athletes, which will premiere in June."

**Budweiser's** agency is Anomaly.

//