



BECOMING THE
MOST CREATIVELY EFFECTIVE COMPANY
IN THE WORLD



+100 CANNES LIONS IN THE LAST 5 YEARS — 33 BRANDS AWARDED IN 17 MARKETS

BACKGROUND

This story started 10 years ago when we became the largest brewer in the world. We were a company known for acquisitions and for a portfolio with some of the most iconic beer brands globally. But not for creativity.

So, we set an ambitious goal: to become the #1 company in the world for creative effectiveness using creativity to solve real consumer and business problems and ultimately drive growth.

To get there, we needed more than better campaigns. We needed to transform how the entire company worked. The scale of the challenge was massive. **500 brands. 50 markets.** But we chose to take it on.

REUTERS
AB InBev buys out Corona maker Modelo for \$20 billion.

BEVNET
Goose Island acquired by AB InBev.

HOW WE DID IT



First, we focused on people and created the "Marketing Culture & Capabilities team" dedicated to fusing creativity into the DNA of our company.



Second, we worked on the process. We launched a global platform to inspire and scale creative excellence creating a shared language to consistently evaluate work across markets, establishing creative councils, and introducing our own global competition: the Creative X Awards.



Third, we took it to the next level and strengthened our partnerships by creating the Justice League, a community of world-class creative leaders. A way to build long-term creative alliances.