

## ANNEXES 1 ET 1.1

In 1876 Adolphus Busch and Carlo Conrad both created in the United States a new beer brand named “Budweiser”. Now in 2004 Budweiser is introduced in Japan, and another product line like Bud Light becomes the best-selling light beer in the United States in 1994, and among all brands is second only to Budweiser.<sup>1</sup>

Budweiser is not only a beer producer; Budweiser also shows different advertising campaigns to sale their products. Although this company has done a really good advertising, one in particularly has been criticized as illogical and stupid: “Wassup” Budweiser campaign.

These TV spots show some “guys” shouting, and saying “What’s up” all along the commercial. This phrase is nothing to do with the beer, is just a phrase that may be part of the “slang” of a group of people. Budweiser showed, in a funny way, how and where people consumed Budweiser beer in adding the “Wassup” phrase. The commercial was not based on showing Budweiser’s beer characteristics, or maybe on showing “Budweiser” as the best beer in the market.

After the first “What’s up” spot creation (annexe 1), the advertisers of Budweiser continued doing TV spots using this phrase, and also in modifying the phrase like in the “Wasabi” commercial (annexe 1.1). It is true that the success in the United States (were adolescents were more familiarized with this kind of “slang”) was important. On the other hand, in countries like Great Britain or France this campaign ended up in a sense of “sickness” and “bad taste” of the commercials. People begun to be tired of these Budweiser campaigns, they started to classify them as “a series of dumb commercials without sense”.<sup>2</sup>

### **Video (annexe 1)**

File Name: Budweiser\_whazzup\_original.mpeg

Details:

MPEG-950. kB 60 seconds

Source: [http://www.geocities.com/der\\_hatcher](http://www.geocities.com/der_hatcher)

### **Video (annexe 1.1)**

File Name: Budweiser Commercial “Whassup Wasabi”

Details: Windows Media – 30 seconds

Source:

<http://www.ifilm.com/ifilmdetail/2423863?ns=1>

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<sup>1</sup> <http://www.budweiser.com/>

<sup>2</sup> <http://www.time.com/time/europe/magazine/2000/0724/irony.html>