



The Situation:

What- the Ad "Budweiser USA: Freedom 2015"
Where- USA
When-2015
Who-Budweiser
How-Anomaly (advertising company)

Story:

- Lacking Sales
- Decline in popularity among young people
- Decrease in ranking

Propaganda Techniques:

- Virtue Words
 - independence
 - land of the free
 - blood
 - sweat
 - strong
 - domestic
- Transfer
 - Statue of Liberty
 - American Flag
 - Fireworks
- Bandwagon

Target Audience:

- People aged 21-27

Success?

- Not explicitly
- Craft beers still continue to grow in popularity and production rates are increasing