



## Anheuser Busch-InBev Social Media Monitoring Report

Source	Source Credibility	Date/Time	Feedback
paulswansen on Twitter	<ul style="list-style-type: none"> <li>• <i>Name Paul W. Swansen</i></li> <li>• <i>Location Wheat Ridge, CO</i></li> <li>• <i>Bio Disturber of the Peace.</i></li> </ul> <a href="#">876</a> <a href="#">958</a> <a href="#">14,858</a> <a href="#">Following</a> <a href="#">Followers</a> <a href="#">Updates</a>	February 8, 2009 12:47 p.m.	Expresses distaste for Budweiser.  “Budweiser is nothing more than beer flavoured water”
Alynn on Twitter	<ul style="list-style-type: none"> <li>• <i>Name Ash</i></li> <li>• <i>Location Oklahoma</i></li> <li>• <i>Bio Mom/Retail Buyer/Fiancee/Coffee Fiend/Blogger</i></li> </ul> <a href="#">52</a> <a href="#">97</a> <a href="#">1,545</a> <a href="#">Following</a> <a href="#">Followers</a> <a href="#">Updates</a>	February 8, 2009 9:32 a.m.	Expresses excitement for the Budweiser Super Bowl commercial.  “I die laughing every time I see the Budweiser clydesdale commercial where he says ‘He tried his hoof at a number of jobs..’ HILARIOUS”
JMGaravaglia on Twitter	<ul style="list-style-type: none"> <li>• <i>Name Joe M Garavaglia</i></li> <li>• <i>Location Saint Louis, Missouri</i></li> </ul> <a href="#">250</a> <a href="#">203</a> <a href="#">131</a> <a href="#">Following</a> <a href="#">Followers</a> <a href="#">Update</a>	February 9, 2009 12:17 a.m.	Worries that InBev’s attitude will affect the brand.  “I’m sure the beer will be fine. It’s just InBev’s attitude that bothers me. Really all InBev wants is the Budweiser brand.”
“Anheuser Busch: Budweiser and More” group on Flickr	22 members.  “Anheuser Busch: Budweiser and More” was created by Troy Thomas on June 12, 2008. All fans and supporters of Anheuser-Busch are welcome to join this group!	June 12, 2008	Updated frequently. Includes pictures of Budweiser memorabilia and a heavy focus on the Anheuser Busch Clydesdales.

Source	Source Credibility	Date/Time	Feedback
<p>Accidental Hedonist blog</p> <p><a href="http://www.accidentalhedonist.com/xmlsrv/atom.php?blog=2">http://www.accidentalhedonist.com/xmlsrv/atom.php?blog=2</a></p>	<p><b>From Quantcast:</b>  <b>125,419</b> rank equivalent  This site reaches 10,949 U.S. monthly people. The site is popular among an adult, somewhat female following.</p> <p><b>From Technorati:</b>  Rank: N/A  Authority: 318</p>	<p>February 3, 2009  7:05 a.m.</p>	<p>The author, Kate Hopkins, noted that “Anheuser-Busch InBev is a monster of a beer company.” It is apparent she does not like the quality of the beer, but admits that it’s a powerhouse in the market place (“a market share of 50.9 of the American beer market”)</p>
<p>Changing Channels blog for Miami Herald</p> <p><a href="http://miamiherald.typepad.com/changing_channels/2009/02/superbore-those-ads-were-dull.html">http://miamiherald.typepad.com/changing_channels/2009/02/superbore-those-ads-were-dull.html</a></p>	<p><b>From Quantcast:</b>  <b>8,462</b> rank equivalent  This site reaches approximately 223,000 monthly people, of which 201,000 (90%) are in the U.S. The destination attracts mostly males, middle-aged, African American and affluent.</p> <p><b>From Technorati:</b>  Rank: 2850  Authority: 738</p>	<p>February 2, 2009</p>	<p>The author, Glen Garvin, explains that Anheuser Busch spent more than \$10 million for four and a half minutes of ad time during the Super Bowl. “Big bucks in a ragged economy,” he says.</p> <p>He notes that “the Belgian brewer InBev seems worried its customers may go on some kind of jingoist rampage.” He thinks this is why they focused on “Americanism” in their Super Bowl ads.</p>
<p>Born Animal blog on Discovery.com</p> <p><a href="http://blogs.discovery.com/news_animal/2009/01/vote-for-white-house-farmer-and-look-for-super-bowl-ad-animals-this-weekend.html">http://blogs.discovery.com/news_animal/2009/01/vote-for-white-house-farmer-and-look-for-super-bowl-ad-animals-this-weekend.html</a></p>	<p><b>From Quantcast:</b>  <b>10,602</b> rank equivalent  This destination reaches over 156,000 U.S. monthly people. The destination attracts a primarily female audience. The typical visitor reads the Orlando Sentinel.</p> <p><b>From Technorati:</b></p>	<p>January 30, 2009</p>	<p>The author includes thoughts from Jan Slater, an advertising professor at the University of Illinois. Slater talks about InBev playing a prominent role in Super Bowl advertising. She says the company needs to “reinforce the all-American image of its Budweiser beers.”</p> <p>“With what Budweiser has been through this year, if they had said we’re not going to</p>

Source	Source Credibility	Date/Time	Feedback
	Rank: 2850 Authority: 738		advertise in the Super Bowl, that would have hurt that brand a lot," she explained.
Virginia Virtucon blog  <a href="http://virginiavirtucon.wordpress.com/2009/01/28/di-sneys-america-one-step-closer-to-coming-to-virginia/">http://virginiavirtucon.wordpress.com/2009/01/28/di-sneys-america-one-step-closer-to-coming-to-virginia/</a>	<b>From Quantcast:</b> <b>10,602</b> rank equivalent This site reaches approximately 6,600 monthly people, of which 6,100 are in the U.S. The destination attracts mostly older, affluent, and African American males.  <b>From Technorati:</b> Rank: 41,455 Authority: 110	January 28, 2009	The author, Riley, discusses the potential sale of Busch Entertainment, which owns SeaWorld and Busch Gardens. Riley notes that the weak American dollar will discourage overseas investors, but lists Disney as a potential buyer.
Mike Scott's Blog on CBS 47 Web site  <a href="http://community.cbs47.tv/blogs/mikeblog/archive/2009/02/08/3685807.aspx">http://community.cbs47.tv/blogs/mikeblog/archive/2009/02/08/3685807.aspx</a>	<b>From Quantcast:</b> <b>109,107</b> rank equivalent This destination reaches approximately 12,746 U.S. monthly people. The destination attracts a very slightly male biased, college educated, young adult audience.  <b>From Technorati:</b> Rank: N/A Authority: N/A	February 8, 2009	The author, Mike Scott, is upset that Sea World in San Diego no longer offers free beer: "It's 'bye bye' to the free beer!"  He also notes that Anheuser-Busch will no longer offer free beer at any of their parks in Orlando, San Antonio, Tampa and Williamsburg.  He invalidates the "family friendly" argument for this action because beer is still being sold in the parks.
"Bud is my only friend" group on MySpace	473 members.	Created on July 26, 2004	Mike from Fitchburg, Massachusetts said in a forum, "Divorced for 2nd time, \$1600 a

Source	Source Credibility	Date/Time	Feedback
<p><a href="http://groups.myspace.com/index.cfm?fuseaction=groups.groupProfile&amp;groupID=100016037&amp;categoryID=0&amp;lang=en&amp;Mytoken=25FA0B31-5675-4993-877B0E937CAD2446246259820">http://groups.myspace.com/index.cfm?fuseaction=groups.groupProfile&amp;groupID=100016037&amp;categoryID=0&amp;lang=en&amp;Mytoken=25FA0B31-5675-4993-877B0E937CAD2446246259820</a></p>	<p>“This group is for people that drink Budweiser everyday and wouldn't want it any other way. F*%k every other beer.”</p>		<p>month in child support, yes Bud is my only friend, and will be for a long long time.”</p> <p>Frank from California said on January 27, 2009, “My wife’s uncle is an AB heir and believe me most of them don’t want to sell. It’ll break their hearts.”</p>
<p>Official Facebook Budweiser Group</p> <p><a href="http://www.facebook.com/group.php?sid=17b925d333d13674b8209746a23ba598&amp;gid=2211028476">http://www.facebook.com/group.php?sid=17b925d333d13674b8209746a23ba598&amp;gid=2211028476</a></p>	<p>3,084 members.</p> <p>Official Facebook Budweiser Group, and the largest Budweiser group on Facebook.</p>	<p>Created in October of 2007</p> <p>Updated frequently</p>	<p>Eight comments since the beginning of 2009, all of which are positive.</p> <p>“Goal (Members): 1,000,000 strong BUD DRINKERS!”</p>
<p>Official Petition to STOP "InBev" from buying out Anheuser-Busch group on Facebook</p> <p><a href="http://www.facebook.com/group.php?sid=17b925d333d13674b8209746a23ba598&amp;gid=29920389216">http://www.facebook.com/group.php?sid=17b925d333d13674b8209746a23ba598&amp;gid=29920389216</a></p>	<p>28,388 members.</p>	<p>Updated daily</p>	<p>“Please guarantee that you are Boycotting InBev products, such as Beck's and Stella Artios.”</p> <p>Group members disagree with the sale of Anheuser Busch and originally petitioned to stop the sale. Now, their goal is to boycott InBev products.</p> <p>Includes many photos and videos, as well as 45 discussion topics.</p>